The Motivations on Travel Satisfaction and Destination Loyalty of Foreign Tourists in Mongolia Tourism

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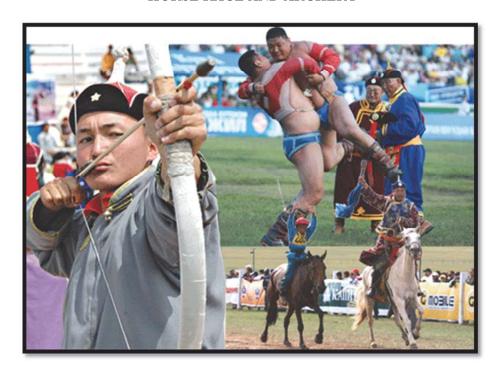
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The tourism industry provides huge income to Mongolia. Tourists attracted by the wild nature, nomadic lifestyle and "Genghis khan" legendary. Most important motivation is "Naadam" which travelers can enjoy traditional activities. The industry expects 22,000 jobs created in 2025. The aim is to investigate the tourists' effect of pull and push motivation toward travel satisfaction and destination loyalty. Pilot test conducted in June 2017, and formal test with 385 respondents conducted in November and December 2017. The questionnaire surveyed via online. As a result, push and pull motivation had effected the travel satisfaction directly, and to destination royalty positively indirectly.

BACKGROUND

Tourists are attracted to Mongolia because of the clear sky, varied natural landscape, including mountains, canyons, grasslands, deserts, and nomadic lifestyle and its tradition, the rich history of "Genghis khan" and the abundant national festivals. In 2013, Mongolian government reported all public events related to Mongolian tourism and culture. Including: Eagle festival - in Bayan-Ölgii province, hunters use trained eagles to catch small prey, and Kazakh horse games Goyol Fashion Festival – Main event in fashion industry, where top designers and models exhibit the modest traditional clothing styles and images. Nowruz - New Year celebration for the small part of Mongolian ethnic group, which is Kazakh. It includes parade and concert, and hold in Bayan-Ölgii province. Tsagaan Sar - Lunar New Year festival held throughout Mongolia. Camel Festival - Mongolian winter tourism festival held in Umnugobi province. Ice festival - winter tourism event held at the lake of Khuvsgul. Naadam festival - Most important push motivation of international tourists toward Mongolia is a holiday called "Naadam" which is one of the biggest main festival in Mongolia. Travelers can enjoy three kind of activities. Mongolian traditional wrestling, long distance horse race and archery that last 5 days starting from July 11 to 16.

FIGURE 1
MONGOLIAN TRADITIONAL WRESTLING, LONG DISTANCE
HORSE RACE AND ARCHERY

In recent years, Mongolian tourism industry is rapidly increasing every year and has become one of the most important industries for Mongolian economy. Mongolian government aims to raise the number of tourists to a million by 2020. As the Government of Mongolia saw the potential of tourism to contribute to social-economic development, they started to put more investment into the industry and encourage private participations in tourism. Now, there are nearly 700 tour operator companies, 350 hotels, 375 tourist camps and 65 star rated hotels in Mongolia. International tourists' number of arrivals in Mongolia was at 404,000 persons in 2016, according to the World Bank. As to this study, the push and pull motivation tested to clarify whether they have effects on the travel satisfaction and destination royalty.

Push Motivation: Psychological factors such as escaping, relaxation, relation, knowledge, self-esteem, family togetherness and entertainment considered as push factors (Buckley, McDonald, Duan, Sun, & Chen, 2014; Crompton, 1979; Fluker & Turner, 2000; Klenosky, 2002).

Pull Motivation: Kim, Lee, & Klenosky (2003), Zoltan & Masiero (2012) investigated that pull factors only come into consideration once the decision to travel made as where to go, what to see and to do in the chosen destination.

Travel Satisfaction: According to Kotler (2000), satisfaction is "a person's feelings of pleasure or disappointment resulting from comparing a product are perceived performance (or outcome) in relation to his or her expectations". Satisfaction is typically regarded as a player that has been acting (playing) a significant role in merchantable tourism products and services.

Destination Loyalty: The destination loyalty is an essential component of stabilization in the saturation of the competitive tourism market as tourists who loyal to destination are more likely to revisit and recommend the destination to others (Chen & Xiao, 2013; Meleddu, Paci, & Pulina, 2015)

In the current study, we took that model test the following hypotheses in the case of international tourists pull and push motivation to travel satisfaction, thus affects destination loyalty to Mongolia.

H1. Push motivation of tourists is supposed to affect travel satisfaction positively and directly to have travel satisfaction.

H2. Pull motivation of the tourists is supposed to affect travel satisfaction positively and directly to have travel satisfaction.

H3. There is a positive relationship between travel satisfaction and destination loyalty.

METHODS

Questionnaire Design

The questionnaire divided into two main parts.

Part 1: To collect data of respondents' demographic characteristics including multiple choices of the different

1. Gender
2. Age
3. Marital status
4. Educational level
5. Occupation

6. Nationaliy
7. How many times did you travel in Mongolia?
8. Yearly Income

Part 2: Survey questions

It consisting of two independent variables are 'push motivation' and 'pull motivation', and two dependent variables: 'travel satisfaction' and 'destination loyalty'.

The questionnaire consisted of five main sections:

1. Tourist demographic (8 items)
2. Push motivation (15 items)
3. Pull motivation (13 items)
4. Travel satisfaction (4 items)
5. Destination loyalty (5 items)

Each section includes questions about one particular issue.

This survey used 'Google forms' to collect data from international tourists who traveled to Mongolia. The survey questionnaire initially developed in English, Chinese and Russian language. The authors spread the survey questionnaire by E-mail, Facebook. A pilot test with 105 respondents conducted first in June 2017 and formal test with 385 respondents conducted in November and December 2017.

RESULTS

The results of formal test with 385 respondents conducted in November and December 2017 were:

Figures and Tables

The results of characteristics of respondents Gender, 198 of the respondents were males and 187 of them were females. Age, the largest group of travelers consisted of tourists between 36 and 45 years of age 118, followed by the group of between 26 and 35 years of age 98. The marital status of the respondents was single 182, followed by married 203. Education level, most respondents were bachelor 174, master degree 128, high school or lower 50, doctoral degree 33. Occupation, 36 employee of private enterprises, 39 student, 57 self-employed, 23 unemployment, 65 government officials etc. Nationality, Asians 146, followed by Europe 76, followed by The Americas 70, Africa 55 and Oceania 38, Most of respondents were first time visitors to Mongolia 104, second time 71, third time 93, and four or more time 81. The yearly income of respondents were 'Less than 10.000 USD 57, between 10.001-20.000 USD 78, between 20.001-30.000 USD 104, and between 30.001-40.000 USD 76.

TABLE 1
THE CHARACTERISTICS OF RESPONDENTS

Classification	Frequency	Percentage (%)
Gender		
Male	198	51.5
Female	187	48.6
Age		
18-25	42	10.9
26-35	98	25.5
36-45	118	30.6
46-55	91	23.6
more than 55	36	9.4
Marital status		
Single	182	47.3
Married	203	52.7
Education level		
High School or lower	50	13.0
Bachelor degree	174	45.2
Master degree	128	33.2
Doctoral degree	33	8.6

Classification	Frequency	Percentage
Occupation		
Employee of State owned enterprises	36	9.4
Entrepreneur	53	13.8
Employee of Private enterprises	82	21.3
Government Official	65	16.9
Self-employed	57	14.8
Student	39	10.1
Retired	30	7.8
Unemployment	23	6.0
Nationality		
Asia	146	37.9
The Americas	70	18.2
Africa	55	14.3
Oceania	38	9.9
Europe	76	19.7

How many times have you traveled in Mongolia?		
First	104	36.4
Second	71	18.4
Third	93	24.2
Four or more	81	21.0
Yearly income		
Less than 10,000 USD	57	14.8
10001-20000 USD	78	20.3
20001-30000 USD	104	27.0
30001-40000 USD	76	19.7
40001-60000 USD	43	11.2

Mean and Standard Deviation

Description of Motivations (Both Push and Pull Motivations)

International tourists who are traveled to Mongolia realized that to going places I have never visited (PushM3) is the most important push motivation which was reflected by the highest mean score 3.78. The lowest mean score is to visiting places I can talk about when I get home (PushM2) that is 3.62.

International tourists realized that wildlife is important (PullM6) with highest mean score 3.80 and lowest mean score is (PullM12) activities for the entire family (3.68).

Destination Loyalty

The item that has highest mean score is '(DL5) I would tell others positive things about this place?' (3.96) and the item that has lowest mean score is "I consider myself a loyal visitor to this place? (DL4)" (3.80).

TABLE 2
THE STANDARD DEVIATION AND MEAN OF PUSH MOTIVATION

Items	Description of Push Motivation	Mean	Standard deviation
PushM1	Being together as a family	3.76	1.129
PushM2	Visiting places I can talk about when I get home	3.62	1.162
PushM3	Going places I have never visited	3.78	1.159
PushM4	Doing and seeing destinations' unique things	3.66	1.155
PushM5	Opportunity to increase one's knowledge	3.72	1.118
PushM6	Experiencing a new and different lifestyle	3.64	1.204
PushM7	Desire to try something new	3.75	1.116
PushM8	Visiting friends and relatives	3.64	1.142
PushM9	Escape from the routine/ordinary	3.68	1.113
PushM10	Having fun and being entertained	3.69	1.114
PushM11	Getting away from a busy job	3.66	1.122
PushM12	Just relaxing	3.66	1.146
PushM13	Finding thrills and excitement	3.74	1.087
PushM14	Trying new food	3.69	1.171
PushM15	Meeting new and different people	3.74	1.197

TABLE 3
THE STANDARD DEVIATION AND MEAN OF PULL MOTIVATION

Items	Description of Pull Motivation	Mean	Standard deviation
PullM1	Historical, archeological, buildings and places	3.74	1.126
PullM2	Different culture	3.78	1.152
PullM3	History and festival/special events	3.76	1.096
PullM4	Outstanding natural scenery and landscape	3.81	1.107
PullM5	Friendliness, politeness and hospitality	3.70	1.132
PullM6	Wildlife	3.80	1.076
PullM7	Exotic atmosphere	3.73	1.111
PullM8	Peaceful and personal safety	3.71	1.099
PullM9	Primitive outdoor camping	3.70	1.161
PullM10	Outdoor activities (Variety activities)	3.68	1.097
PullM11	Local cuisine	3.76	1.179
PullM12	Activities for the entire family	3.68	1.174
PullM13	Availability of pre-trip and in-country information	3.71	1.132

TABLE 4
THE STANDARD DEVIATION AND MEAN OF TRAVEL SATISFACTION

Items	Description of Travel Satisfaction	Mean	Standard deviation
TS1	How would you rate Mongolia compared to what you expected?	3.96	1.084
TS2	Was this visit worth your time and effort?	3.79	1.178
TS3	Overall, how satisfied were you with your holiday in Mongolia?	3.94	1.100
TS4	How would you rate Mongolia compared to other similar places (countries) you may have visited?	3.75	1.149

Simple Linear Regression Analysis

The Relationship Between Push Motivation and Travel Satisfaction

Test established to observe the relationship between push motivation and travel satisfaction. In this table, R square (R2 =0.763) obtained indicates that 76.3% of the variation in travel satisfaction can be explained by push motivation. Adjust R2 = 0.762 and Durbin Watson value (2.007) indicates there is a little bit auto-correlation among the variables. We can see highly significant influence of push motivation on travel satisfaction. Additionally, the result indicates that push motivation has a significant effect on travel satisfaction (β=0.874). All of these statistical values indicate that hypothesis 1 supported.

TABLE 5
REGRESSION RESULT OF PUSH MOTIVATION – TRAVEL SATISFACTION

Independent Factor Push Motivation	Dependent Factor Travel Satisfaction Model 1 Beta (β)
Push Motivation	0.874***
R2	0.763
Adjusted R2	0.762
F-value	1233.5
P-value	0.001
Durbin-Watson	2.007

Note: ***p<0.001, **p<0.01, *p<0.05

Regression Result of Pull Motivation – Travel Satisfaction

R square (R2 =0.809) obtained indicates that 80.9% of the variation in travel satisfaction can be explained by pull motivation. Adjust R2 = 0.808 and Durbin Watson value (2.177) indicates there is a little bit auto-correlation among the variables. We can see highly significant influence of pull motivation on travel satisfaction. Additionally, the result indicates that pull motivation has a significant effect on travel satisfaction (β=0.874). All of these statistical values indicate that hypothesis 2 supported.

Regression Result of Travel Satisfaction – Destination Loyalty

R square (R2 =0.879) obtained indicates that 87.9% of the variation in destination loyalty can be explained by travel satisfaction. Adjust R2 = 0.879 and Durbin Watson value (1.801) indicates there is no multi-collinearity (auto correlation) issue. Additionally, the result indicates that travel satisfaction has a significant effect on destination loyalty (β=0.938). All of these statistical values indicate that hypothesis 3 supported.

TABLE 6
REGRESSION RESULT OF PULL MOTIVATION – TRAVEL SATISFACTION

Independent Factor Pull Motivation	Dependent Factor Travel Satisfaction Model 1 Beta (β)
Pull Motivation	0.899***
R2	0.809
Adjusted R2	0.808
F-value	1622.1
P-value	0.001
Durbin-Watson	2.177

Note: ***p<0.001, **p<0.01, *p<0.05

TABLE 7
REGRESSION RESULT OF TRAVEL SATISFACTION – DESTINATION LOYALTY

Independent Factor Travel Satisfaction	Dependent Factor Destination Loyalty Model 1 Beta (β)
Travel Satisfaction	0.938***
R2	0.879
Adjusted R2	0.879
F-value	2785.9
P-value	0.001
Durbin-Watson	1.801

Note: ***p<0.001, **p<0.01, *p<0.05

The Result of Pearson Correlation Analysis

Hypothesis 1 (H1) – International tourist's push motivation has a significant effect on travel satisfaction of Mongolian tourism. The result of the relationship is 0.874 with sig. (2 tailed) at 0.01 level means that there is a relationship between push motivation and travel satisfaction. Therefore, Hypothesis 1 supported.

Hypothesis 2 (H2) – International tourist's pull motivation has a significant effect on travel satisfaction of Mongolian tourism. The result of the relationship is 0.899 with sig. (2 tailed) at 0.01 level means that there is a relationship between pull motivation and travel satisfaction. Therefore, Hypothesis 2 supported.

Hypothesis 3 (H3) – International tourist's travel satisfaction has a significant influence on destination loyalty of Mongolian tourism. The result of the relationship is 0.938 with sig. (2 tailed) at 0.01 level means that there is a relationship between pull motivation and travel satisfaction. Therefore, Hypothesis 3 supported.

TABLE 8
THE RESULT OF PEARSON CORRELATION ANALYSIS

	Push Motivation	Pull Motivation	Travel Satisfaction	Destination Loyalty
Push Motivation	1			
Pull Motivation	0.951**	1		
Travel Satisfaction	0.874**	0.899**	1	
Destination Loyalty	0.858**	0.888**	0.938**	1

Note: ***p<0.001, **p<0.01, *p<0.05

CONCLUSION

The major objective of this study are to examine international tourists' push and pull motivations, travel satisfaction and destination loyalty of Mongolian tourism. Based on the analysis discussed in the previous chapter, the result of hypothesis testing summarized in Table 9.

According to the result of the surveys collected from international tourists who have traveled to Mongolia concluded in interesting findings. Visiting to the places they have never visited before was the most important push motivation, which reflected by the highest mean score while the lowest mean score was visiting places they could talk about when they get home afterward. In terms of pull motivation, international tourists had a strong tendency to consider the importance of wildlife with the highest mean score, whereas the lowest mean score was the activities for the entire family. In general, international tourists who have traveled to Mongolia gave the highest score to Mongolian tourism to which means their travel satisfaction was satisfactory.

Based on the statistical information, survey questionnaire initially designed in English, and the later in the process became optional in Chinese and Russian language. Regarding the statistical information that says almost half of international tourists traveled to Mongolia were from China, firstly and followed by Russian.

TABLE 9
THE RESULT OF HYPOTHESES TESTING SUMMARIZED

	Research hypothesis	Results
H1	Push motivation has positive effect on travel satisfaction.	Supported
H2	Pull motivation has positive effect on travel satisfaction.	Supported
H3	Travel satisfaction has positive effect on destination Loyalty	Supported

Another idea that came up from the result of the survey driven from the low percentage of travelers from Oceania and Africa. The main factor that might have caused their low interest in choosing Mongolia as a country to travel might be the weather of Mongolia. As compared to Oceania and Africa, the weather in Mongolia is different totally and that might get people to stay away. As many people know, winter in Mongolia is harsh and severe, reaching all the way to minus 40, sometimes 50. But these winter days does not last all year long, it is only five months at the maximum, starting from October to February, which means the other months are recommended for those travelers who do not want to experience the harsh winter season. It is suggested to display and exhibit the comfort of the warm weather in Mongolia to those travelers from tropical countries, so that they can enjoy the both country and its weather simultaneously.

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