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Understanding of Domestic Tourists in Mongolia:
Motivation, Experience, Satisfaction and Behavioral Intentions

DOCTORAL DISSERTATION

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Dedication

I am dedicating this dissertation to my beautiful daughter Namuukhan Bayasgalan,
to my dear parents and sisters

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List of Acronyms and Abbreviation

AED	Arab Emirates Dirham
ANOVA	Analysis of Variance
AVE	Average Variance Extracted
BI	Behavioral Intention
CFI	Comparative Fit Index
CR	Composite Reliability Indicators
DMO	Destination Management Organizations
EFA	Exploratory Factor Analysis
FOMO	Fear of Missing Out
GDP	Gross Domestic Product
IDR	Indonesian Rupiah
ITB	Internationale Tourismus-Börse
KMO	Kaiser-Meyer-Olkin
MIAT	Mongolia Airlines
MICE	Meetings, Incentives, Conference, and Exhibitions
MNET	Ministry of Nature, Environment and Tourism
MNT	Mongolian Tugrug
MTE	Memorable Travel Experience
MET	Ministry of Environment and Tourism
NSO	National Statistical Office
OT	Oyu Tolgoi
PCR	Polymerase Chain Reaction
PULL	Pull Factor of Travel Motivation
PUSH	Push Factor of Travel Motivation

SD	Standard Deviations
SPSS	Statistical Package of Social Sciences
SEM	Structural Equation Modeling
SME	Small and medium-sized enterprises
TCL	Travel Career Ladder
TCP	Travel Career Pattern
TE	Travel Experience
THB	Thai Baht
TLI	Tucker-Lewis Index
TS	Travel Satisfaction
TT	Tavan Tolgoi
UNWTO	United Nations World Tourism Organizations
USA	United States of America
USD	the U.S. Dollar
WTTC	World Travel & Tourism Council

Originality of Authorship

I am hereby to declare that the substance of this dissertation has not been submitted for any degree and is currently not being submitted for any other degrees. This dissertation contains no content previously published except jointly authored article has been published based on some of the relevant literature review as cited below:

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ABSTRACT

Understanding of tourists' travel motivations and decision for destination selection is crucial for predicting future travel demand. This dissertation aims to investigate domestic tourist motivations, behaviors, travel experiences, satisfaction and behavioral intention in Mongolia based on the analysis of quantitative and qualitative data which were gathered through self-administrated and structured questionnaire and semi-structured interviews. The dissertation employed a convenience sample of 852 domestic tourists who travelled in Mongolia in the summer of 2021, and 12 semi-structured and key informant interviews. The main objectives of the research are to identify push and pull factor motivation of the domestic tourists to Mongolia as well as to define main motivational factors which have a crucial impact on satisfaction and behavioral intention moderated by memorable travel experience. The dissertation provides a destination-oriented analysis of the domestic tourist experience process by addressing the following issues: motivators and memorable travel experience, tourist satisfaction and behavioral intentions of the domestic tourists. The socio-economic characteristics, travel motivations, past travel experience, memorable travel experience, factors affecting tourist satisfaction and behavioral intentions of the domestic tourists are identified. Differences of the push and pull factors of travel motivations of the domestic tourists, its influence on tourist satisfaction and behavioral intentions were identified. The exploratory factor analysis, reliability analysis, structural equation modeling (SEM), linear regression for testing direct effects, path analysis for testing mediating effects using AMOS tools, 3 steps linear regression analysis, multigroup SEM for quantitative data and thematic analysis for qualitative data were conducted to examine push and pull motivational factors of the domestic tourists, and their relationship between memorable travel experiences, satisfaction, and behavioral intentions. The lack of literature on domestic tourists' motivations and satisfaction levels in both quantitative and qualitative form is the justification of the research. Using mixed method approach, the research provides a significant theoretical and methodological practice for future research. The dissertation provides important marketing and management implication for destination management organizations, tour operators, travel intermediaries and tourism practitioners in Mongolia.

1.1 Introduction

This chapter provides a synopsis and general introduction to the dissertation of why this research is undertaken and followed by a more profound discussion of the research problem. The chapter begins with background information of people's motivations of travel, and several issues related to the importance of study on motivations of domestic tourists, its implication on travel satisfaction and behavioral intentions, which are relevant to the topic of the dissertation. Furthermore, the chapter provides the relevance of the research area, the rationale of the dissertation, definition of research problem and presentation of research questions including aims and objective of the dissertation, and justification of the research methods. At the end, the chapter concludes with an outline of all other chapters in the dissertation.

Tourism industry is a major sector of economic growth for the developing countries and worldwide (Scheyven, 2002). Governments vigorously pursue tourism development in their respective countries (Hampton, 1998). Today, the tourism industry has become one of the largest economies that generated US\$1.7 trillion international receipts from 1.4 billion international tourists in 2019 (UNWTO, 2020a). The impact of tourism in the global economy accounts for 10.3% of global GDP and 330 million jobs and 1 in 10 jobs worldwide (UNWTO, 2020a). Tourism contributes important benefits to job creation, income generation, provides opportunities for entrepreneurs, and increases foreign exchange earnings. Therefore, tourism industry is considered as a tool for economic development strategies in many Asian countries (Rodriguez, 2014; Yiamjanya & Wongleedee, 2014).

Mongolia is no exception. The Government of Mongolia declares tourism as one of the important sectors of economic development as Mongolia depends on few commodities such as gold, copper, coal, and animal husbandry, which makes it vulnerable to fluctuation of commodity prices in the world market along with natural disasters (Asian Development Bank, 2020). Despite the efforts in tourism development by the government, there is a lack of tourism research in Mongolia. Both academic and market research in tourism is ignored by the national tourism organizations and tourism industry. Few researchers have studied several areas in tourism which are related to a brand equity of the destination (Chen & Odonchimeg, 2010), international tourists' satisfaction (Yu & Goulden, 2006), domestic tourism (Amartuvshin, 2009), cultural aspects on Mongolian tourism (Buckley *et al.*, 2007; Bedunah

& Smidth, 2000), and authenticity of the traditional “ger” accommodation (Paddock & Schofield, 2017).

1.2 The importance of travel motivations, experience, satisfaction, and behavioral intention

Understanding why people travel and what kind of factors influence their intention to travel substantial interest to tourism organizations and tourism industry. Mayo and Jarvis (1981) suggest that travelers are driven by the psychological factor, therefore a tourist behavior is explained by the motivations. Motivation is an important human behavior to do a certain action to achieve goals or to move forward (Oyunchimeg & Gantuya, 2021b). Motivation derives from a psychological and biological desire, needs, wants of humans and their existing condition (Kotler & Armstrong, 2017). Therefore, a motivation is a key determinant for consumer's decision-making process to purchase goods and services. Correspondingly, the tourist motivation is one of the key elements in tourist behavior and their decision-making.

Travel decision making is complicated process with many sub-decisions that start even before deciding where to go and on-site decisions (Pan, 2015). Pre-trip decision process includes travelers’ decisions whether to travel or not, where to travel, what to do, when to travel, how long to travel and how much to spend (Oppewal et al., 2015). To answer these questions, travelers are required to assess destinations or countries to select a place to visit. The physical attributes of the destination and personal value are analyzed by potential travelers during this assessment period (Mutinda & Mayaka, 2012). To increase tourists’ demand and numbers, destinations need to have positive tourist perceptions on both physical and psychological components of the destination (Mussalam & Tajeddini, 2016). In addition, a majority of recent tourists have become independent from travel intermediaries such as tour operators and travel agencies by using direct online booking services (Pan, 2015). Advances in information technology, search engines, user review-oriented websites, for example TripAdvisor have brought serious challenges to the destination management organizations and have a strong influence on the traveler’s decision making.

Destination development framework and marketing strategy should consider factors that motivate tourists to visit to the destination. To survive in the competitive environment, the destination marketers and organizations need to understand where their destinations are positioned in the potential travelers’ minds. Tourists who were once happy to sit in the coach tour now have a desire to experience every activity that the destination offers including more interactions with locals, engaging in physical

activities like hiking, biking and they are interested in local religion, culture, and lifestyle (Morrison, 2013).

Unlike other East Asian destinations, tourism in Mongolia is in its early development stage, therefore tourism organizations need to understand what motivates tourists to travel in Mongolia, and its position in the consumers' minds. General and descriptive information of travel motivations is less significant in addressing effective product development, branding, marketing, and destination management. In this context, it is essential to study tourist motivation, its relationship between destination attributes and psychological value of potential tourists.

Tourism is about the creation, provision, and consumption of experiences. It is crucial to understand the rationale of the tourist experiences, its relation to travel motivations, and the process by which destinations can create memorable experiences that bring satisfaction to tourists; the latter reflect on their behavioral intention (Morrison, 2013). The notion of tourist experience is at times referred as a complicated psychological process (Morrison, 2013). Tourist experience has been well studied and defined as "a subjective mental state of individual" (Otto & Ritchie, 1996). While tourism product is intangible, tourist experiences represent occasions that commit people in a specific way and as such are memorable. Travel experience begins in the early stage of customer journey and ends with collections of experience that influence in their plan for future visits (Pine & Gilmore, 2011). The perceptions of consumer experiences are established from a variety of services and chain of events or social interactions with communities, rather than based on the collection of specific services or single products. Therefore, tourists consume holistic tourism experience that integrates the value of the entire tourism service.

Thus, tourists assess the tourism experience as a whole item. Overall experience of the tourist destination is derived from tourist experiences in different time and space as pre-trip, during the trip and-post trip (Pine & Gilmore, 2011). Moreover, the tourism experience determines the overall satisfaction level of the tourists (Pine & Gilmore, 2011). Furthermore, Pine and Gilmore (2011) elaborate that business has changed in recent years from service-based to experience-based business. Modern society advances towards an emphasis on the consumption of experience rather than products. Understanding travel motivations, tourists' experiences, their reaction to tourists' level of satisfaction is crucial for destination organization for the products and services development and innovation.

1.3 The significance of domestic tourism

Domestic tourism is often more crucial than international tourism in terms of the contribution to the tourism economy, especially its capacity to redistribute income from urban to rural areas and contribute to sustainable development, and economic integration (Oyunchimeg & Gantuya, 2021b). UNWTO (2020a) states that 9 billion domestic tourism trips were made worldwide in 2019, which is six times higher than the number of international tourist arrivals, specifically 1.4 billion in 2019 (UNWTO, 2020a). However, domestic tourism is often ignored by tourism authorities and destination management organizations.

As tourism academics and practitioners primarily put emphasis on international tourism volume, expenditures and its impact on economy, the research on domestic tourism is fewer. Thus, there is a lack of available data, statistics, policies, regulations, and strategies on domestic tourism in developing countries (Oyunchimeg & Gantuya, 2021a).

Technology and innovation have brought significant modifications in working hours, holiday entitlement, and increase in disposable income in the last two decades, thus domestic tourism has shown considerable growth worldwide (Oyunchimeg & Gantuya, 2021b). Affluent middle classes earn more income to engage in leisure activities in regional and domestic tourism in Asia (Rindrasih *et al.*, 2019). Thailand, India, Indonesia, and China are major contributors to domestic tourism developers since these countries are most inhabited and have a promising economy (Rindrasih *et al.*, 2019). Although domestic tourism is an important element of the tourism industry that contributes significantly to the economic growth of the country, it has a less attention from tourism bodies and research on domestic tourism has been stagnant (Baniya & Paudel, 2016). Therefore, the questions related to the domestic tourists' motivations, consumer behavior, travel experience, satisfaction, behavioral intention, and its causal relationship are rarely researched topic by tourism academics and practitioners.

1.4 Introduction to study area – Mongolia

Mongolia is a landlocked country between the Russian Federation and the People's Republic of China, known as a homeland of Chinggis Khaan, with a vast territory of 1,564,116 sq km and a population of 3.4 million. The country has a great capacity for tourism, yet tourism industry has started to develop after the breakdown of the socialist system in 1990 only.

Mongolia has a wide-open space, less populated landscape, untouched beautiful scenery with rare flora and fauna and unique traditional nomadic lifestyle. Tourism in Mongolia offers many tour activities including horse, camel and yak riding, hiking, trekking, fishing, birdwatching, mountaineering, and a variety of cultural and dinosaur tours. The direct contribution of the tourism industry to Mongolia's GDP in 2019 was US\$569.5 million, or 11.0% of the total GDP (National Statistics Office, 2020). In comparison, the contribution of the tourism industry to the United Arab Emirates GDP was AED180.4 billion which is equal to 11.6% of the total GDP. Out of the total 639, 920 international visitors who arrived in Mongolia in 2019, 577,300 were holiday tourists with the purpose of leisure, visiting friends and relatives (National Statistics Office, 2020).

The Mongolian government has declared tourism industry as an important sector of national development and proclaimed tourism an industry for diversifying its economy away from its dependence on the mining sector. Tourism is perceived as a sector that has good potential to increase income, generate employment, conserving nature, protecting cultural heritage, and addressing poverty. However, both the government and the tourism sector have paid more attention to the growth of international inbound tourism than domestic tourism over the years.

A global pandemic COVID-19 has caused a devastating crisis in the global tourism industry. The Mongolian tourism sector was severely hit by pandemic crisis, given the immediate and immense shock to the tourism sector. The number of tourism business decreased by 40% from the previous year from 2300 to 936 in 2020 (National Statistics Office, 2021). As a result of the outbreak of COVID-19, the tourism industry stopped for 24 months, tourism sector's revenue fell by 65.8% and international sales of Mongolian tour operators fell to by 97.6% (National Statistics Office, 2021). With this scenario, domestic tourism could relieve the national tourism industry crisis in a short period of time in the situation of complete loss of international demand which is a result of COVID-19 pandemics. Therefore, tourism stakeholders in Mongolia have paid a considerable attention to the potentials of domestic tourism market and it has become a subject of interest recently.

1.5 The nature of the research problem

Understanding travel motivations of tourists is crucial for many stakeholders in the tourism industry. Tourism business need to understand whether their tourism products and services fulfil their clients' travel needs that is an important attribute to consider for planning for tourism development (Acharya & Lillywhite, 2021).

Travel motivation explains tourists' behavior on a tour or holiday. Therefore, it is crucial to explain the definition of travel motivations in relation to tourist experiences, travel satisfaction and behavioral intention. Travel motivation is the underlying psychological reason why people travel and reflects the need of individuals (Acharya & Lillywhite, 2021). Travel motivations are not the same notion as travel purpose. For example, the travel purpose of the trip to Budapest could be to meet friends and family or to participate electro music festival. However, travel motivations explain why person want to travel to Budapest on these purposes. In this context, it could be escape from loneliness and strengthening his or her relationship with friends and relatives. Thus, it is crucial to study travel motivations and the relationship between other attributes of tourist behavior as such travel experiences, satisfaction, and behavioral intentions. The concept has a significant reflection on the tourism product and service development, destination management and marketing. A tourism business requires knowledge of how its product and services are consumed so that they can be managed effectively (Sharpley & Stone, 2011). To effectively develop and manage tourism products and services, destination organizations need to have profound knowledge of what motivates tourists to travel to their destinations, whether these motivations correspond with the experiences they offer to their clients, which latter bring satisfactions to the tourists.

Sirakaya and Woodside (2005) state that tourism is a complex process that has unique production and consumption systems. It is a service industry with special characteristics as such intangibility, inseparability, perishability, heterogeneity and ownership (Evans, 2019). Service attributes of tourism consumption experiences are part of tourism product.

This dissertation attempts to examine a depiction of domestic tourists' consumption process in a less known destination such as Mongolia. The literature review presents that more study and information is needed on a tourist motivation and experience of tourists visiting less popular destinations (Agrawal, 2017; Baniya & Paudel, 2016; Battour et al., 2012; Bayih & Singh, 2020), especially in Mongolia (Amartuvshin, 2009). Travel motivations, travel experience, satisfaction and behavioral intentions are core theme of this research. Along with the travel motivation, the satisfaction of the customer is regarded as key issue in the modern tourism business environment. Bowen and Clark (2009) highlight that primary concern of economics now is the satisfaction of customer preference. Tourist satisfaction is the best way to secure loyal customers who could eventually become destination ambassadors. Caber and Albayrak (2016) state that tourist satisfaction is a measurement that determines how well a destination product and service meets tourist expectations. Therefore, it is one of the most important

attributes of future purchase intentions and customer loyalty which latter assist to predict business growth and revenue. It is problematic to have a loyal customer if he or she is not satisfied with a service received. Unhappy customer will have a service from the destination competitors. Anderson *et al.*, (2016)'s research shows that it takes up 12 positive travel experiences to transform a negative experience. In reality, a consumer will not stay for the long period of revision time, therefore he or she will shift to another destination or country.

To date, literatures on travel motivations are primarily based on theoretical framework in sociology and psychology. Most tourism researchers root their theoretical discussion on Maslow's five-stage hierarchy of need theory (Maslow, 1954) and Pearce's (1988) Travel Ladder Theory. This theory presents five travel motivations associated with relaxation, stimulation, relationship, self-esteem and development or fulfilment. Another widely used theory in tourist motivation was proposed by Dann (1977) who stated that multiple factors motivate tourists and/or travelers to visit destinations, but these factors can be classified as either push or pull motivations. Push factors are explained as intrinsic factors or internal forces that urge individuals to travel. In contrast, pull factors are mostly associated with destinations' facilities, such as service quality, prices, and infrastructure.

Despite the significant amount of research on relationship between push and pull travel motivation and satisfaction, there has been little investigation on how memorable travel experience associated with a particular destination affects travel satisfaction and behavioral intention.

This research is based within the context of conceptual framework for understanding tourist behavior particularly and have more focus on push and pull factors of travel motivations moderated by memorable travel experiences, which later will influence tourist satisfaction. Tourist motivations have been defined as antecedents of tourist satisfactions and destination loyalty (Lee & Lee, 2009; Yoon & Uysal, 2005). Thus, tourist behavioral intentions have been predicted by tourist motivations. As travel experience is the key determinant for identifying tourist satisfactions, and behavioral intentions, there is inadequate research conducted in the tourism literature regarding to the direct and indirect relationship between push and pull travel motivations, memorable travel experience, satisfaction, and behavioral intention.

1.6 Research objectives

This dissertation suggests a conceptual model to examine the antecedents of travel motivations with an adaption of the theory of push and pull motivations in developing countries, focusing on Mongolia. In addition, the research investigates the moderating effect of memorable travel experience on the relationship among travel satisfaction and behavioral intention. In this context, the researcher proposes relevant antecedents of the behavioral intentions which are: i) attributes that define the personal characteristics (Baniya & Paudel, 2016; Battour et al., 2012; Bayih & Singh, 2020); ii) travel motivations in particular push and pull factor (Katsikari et al., 2020; Khuong & Ha, 2014; Kozak, 2002; Kim et al., 2003; Li et al., 2016); iii) memorable travel experiences and (Kim et al., 2012); iv) tourist satisfaction (Carlos, 2017; Cajiao, 2022; Moscardo, 2009; Mutanga et al., 2017). To contribute to the research on travel motivation, this dissertation aims to understand Mongolian domestic tourists' travel motivation along with their tourist experiences, satisfaction, and behavioral intention. Based on the extensive review of literature, five objectives were raised:

1. To investigate socio-demographic and trip characteristics of domestic tourists in Mongolia
2. To investigate domestic tourists' motivation and behavior choosing a travel in Mongolia
3. To investigate Mongolian domestic tourists' memorable travel experience
4. To investigate domestic tourists' overall evaluation of travelling in Mongolia
5. To define behavioral intentions of domestic tourists in Mongolia

1.7 Research questions

To fulfil the above research objectives, the following research questions were created based on the literature review and conceptual framework of the research.

1. What are the socio-demographic and travel characteristics of domestic tourists traveling in Mongolia?
2. Which push factors and pull factors motivate domestic tourists to travel within Mongolia?
3. What are the significant factors that influence domestic tourists memorable travel experiences in Mongolia?
4. What are the significant factors that influence domestic tourists' satisfaction of a travel in Mongolia?
5. What are the significant factors that influence domestic tourists' behavioral intention in Mongolia?

1.8 Significance of the research

Understanding travel motivation is a crucial aspect in the development of tourism industry in any destination. Pearce (2005) states that understanding tourist motivation is important since it provides in-depth explanation of tourists' behavior and enables destination organizations to predict tourists' actions. The dissertation deals with several attributes in relation to the travel motivation and tourist experience process. Thus, the research contributes to study of travel motivations, tourist experience and tourist behavior. A review of literature presents that there is an extensive body of research on tourists' motivation, travel satisfaction, destination loyalty and choices (Baniya & Paudel, 2016; Katsikari et al., 2020; Bowen & Clarke 2009; Uysal *et al.*, 2008). However, there is a research gap on the study of causal relationship between travel motivations, tourist experience, perceptions of destination attributes, satisfaction, and behavioral intention (Wen & Huang, 2019; Wong et al., 2017; Bowen & Clarke 2009; Meng *et al.*, 2008).

In this regard, this research contributes significantly to knowledge by enriching travel motivation study while incorporates additional attributes such as travel experience, satisfaction, and behavioral intention. The inclusion of these attributes enriches the knowledge of factors that influence travel decision-making and destination selection which is important for destination development and marketing. In addition to the travel motivation, satisfaction and behavioral intention are crucial attributes to the tourism service and product development. Many researchers have conducted research on the concepts of travel motivation (Wen & Huang, 2019; Wong et al., 2017; Bowen & Clarke 2009; Meng *et al.*, 2008), however there is a lack of research done on the relationship among the travel motivations, memorable travel experience, satisfaction, and behavioral intention.

Thus, this dissertation provides insight to the effect of travel motivation and experience on satisfaction and behavioral intention in the context of a developing country as Mongolia. The practical significance of the study is to provide knowledge to destination organizations and travel intermediaries with the critical motivational factors that enable tourist to travel to the destinations and its relationship among the variables in the context of developing countries.

1.9 Structure of the dissertation

The dissertation consists of six chapters. Chapter one provides the introduction and overview of the overall dissertation. It includes a core understanding of the topic, the nature of the problem, the research objectives, research questions and the structure of the thesis.

Chapter two is a review of the literature. The chapter provides a literature on travel motivation, its importance in decision making, and its relationship with travel experiences, satisfaction, and behavioral intention. The literature review helps to build a solid conceptual framework for the research. The aim of the chapter two is to investigate existing theories of travel motivation and identify gaps in the literature.

Chapter three provides a description of the research setting – Mongolia. The chapter includes geography, socio-economic conditions, tourism sector performance of the study area of Mongolia. Tourism issues including COVID-19 impact on tourism, domestic tourism and constraints and potentials are broadly discussed.

Chapter four outlines the research methodology and framework, providing an information about how the research was administered, the data collection procedure, philosophical assumptions of the research and method of analysis.

Chapter five presents research results and analysis, using graphs and tables.

Chapter six focuses on discussion and conclusion, outlining major findings, their implications for theory and practice and recommendations for future research. The structure of the research is presented in Figure 1.1

Figure 1.1

The structure of the dissertation

Introduction	<ul style="list-style-type: none">• Chapter 1. Background and focus of the research
Literature review	<ul style="list-style-type: none">• Chapter 2. Literature review, research framework
Study setting	<ul style="list-style-type: none">• Chapter 3. Study setting - Tourism in Mongolia
Methodology	<ul style="list-style-type: none">• Chapter 4. Research methodology
Result	<ul style="list-style-type: none">• Chapter 5. Research findings and result
Conclusion	<ul style="list-style-type: none">• Chapter 6. Discussion and Conclusion

Source: Author's construct

2.1 Introduction

This dissertation investigates domestic tourists' motivations, travel experience, and behavioral intention in Mongolia. This chapter provides a literature review of the research topic. The literature review presents that the topic is relatively well researched and multifaceted (Bowen & Clarke 2009; Acharya & Lillywhite, 2021, Wong et al., 2017; Pearce 2005; Pearce & Lee, 2005; Pearce, 2011; Pereira, et al., 2019; Bashar & Ahmad, 2010; Correia et al. 2013), yet fragmented (Hsu & Huang, 2008). The topic has been studied from the perspectives of psychology and sociology (Wearing *et al.* 2003; Sharma, 2020), and tourism marketing and management point of view (Xiao, 2015; Yiamjanya & Wongleedee, 2014; Prayag, 2012). The literature reviews theories and concepts of travel motivation, travel experience and significant factors in the context of the topic, furthermore what motivates people to leave home and travel (Pearce, 2011; Pesonen, 2012; Park et al., 2015; Muhammad, 2016; Kim et al., 2015; Chon et al., 2012; Chang, 2014; Chi et al., 2020; Dayour & Adongo, 2015; Ghose & Johann, 2018; Huang et al., 2014; Hwang et al., 2020). The chapter examines more debates on the topic presented by various research perspectives including psychology, sociology, geography, anthropology, and marketing (Baniya & Paudel, 2016; Battour et al., 2012; Sharpley & Stone 2012; Katsikari et al., 2020; Khuong & Ha, 2014; Kim et al., 2003; Li et al., 2016; Carlos, 2017; Cajiao, 2022; Moscardo, 2009; Mutanga et al., 2017).

The literature review presents that to understand the research topic, a plural theoretical framework needs to be discussed (Pearce, 2011; Huang et al., 2014; Hwang et al., 2020; Kassean & Gassita, 2013; Kanagaraj & Bindu, 2013; Jang & Cai, 2002; Kim et al., 2015; Kim & Severt, 2011; Kozicka & Szopa, 2016; Whyte, 2017). Based on the extensive review of the literature, the research adapts push and pull factors of framework of travel motivation in the context of Mongolia. Uysal et al., (2008) argue that the most of travel motivation research adopts push and pull factor framework to evaluate travel behavior of tourists. Understanding domestic tourists' motivation and satisfaction is a primary aim of the research. In addition, the literature review shows that destination loyalty, behavioral intentions and tourist satisfaction are mediated by travel motivation (Pearce 2005). As primary focus of the dissertation is travel motivation, the research examines the relationship between push and pull factors, travel experience, satisfaction, and behavioral intention. Creating relationship of the travel motivation to other attributes of tourist behavior, this research develops an integrated framework to understand travel motivation. In this chapter, research topics, theories, frameworks that have been examined by

previous research were reviewed. Methodological approach employed to examine travel motivation, measurement items, and analysis were discussed. The chapter concludes with proposed research framework based on the literature review and corresponding hypotheses.

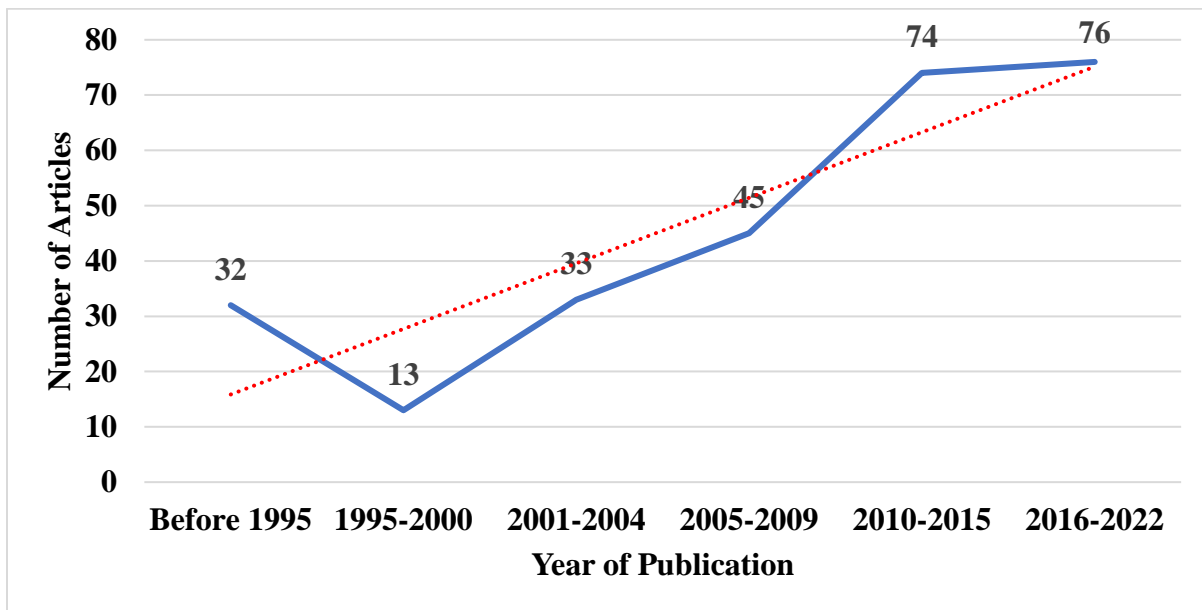
2.2 The method of literature review

To understand research topic and research attributes, a detailed review of academic literature was undertaken. There are three criteria that were used for the selection and assessment of the potential research articles and academic literature in this research. First, the articles should deal with travel motivation, travel experiences, satisfaction, and behavioral intentions. Second, the research articles should be published in a peer reviewed journal between 2000 and 2021. The selection of this period was considerate since technology has changed business environment and consumption rapidly. However, significant early studies and definitions of the research topic are included in the literature review. Third, empirical and theoretical studies of travel motivations which are relevant to the discussion and debate included.

The technique used to retrieve relevant literature included searching for appropriate research articles in various eligible databases without the restriction of publications year, namely, Web of Sciences, EBSCO, Scopus, Science Direct, Emerald, and Google Scholars. The key words “travel motivation”, “travel experience”, “memorable travel experience”, “travel satisfaction”, “behavioral intentions”, “push and pull travel motivations”, “domestic tourism” and “domestic tourists’ behavior” were used to search for relevant articles, of which peer reviewed papers were considered. As Hart (2018) suggests, a snowballing method was adopted to examine additional research papers in the reference. Based on the review of the research title, abstract, and keywords, a total of 371 articles were relevant. However, only 273 research articles from the first and second tier tourism journals were selected for the thematic review as follows but not limited to; *Annals of Tourism, Tourism Management, Journal of Tourism Studies, Sustainability, International Journal of Contemporary Hospitality Management, Journal of Management and Development Studies, Current Issues in Tourism, Journal of Service Research, Journal of Travel Research, Tourism and Hospitality Research, Journal of Travel and Tourism Marketing, International Journal of Contemporary Hospitality Management, Journal of Business Economics and Management, International Journal of Entrepreneurial Knowledge, Journal of Competitiveness, Sociological Methods & Research, International Journal of Tourism Research, International Journal of Trade, Economics and Finance, Tourism Management Perspectives, Tourism Analysis, Journal of Hospitality and Tourism Management, Journal of International Studies, Journal*

of *Tourism and Services*, *Asia Pacific Journal of Tourism Research*, *Journal of Leisure Research and Journal of Marketing*. Official statistical data are retrieved from the national authorities, international aid and research agencies including Ministries, Asian Development Bank, the World Bank Groups, and United Nations World Tourism Organizations. Topics in travel motivation, experience, satisfaction, and behavioral intention in tourism have been discussed from the 1980s to date, however, there has been an increasing number of publications in this topic mainly from 2000 to 2020. The selected research articles have a strong foundation which were published in quality journals. At the final stage, 273 articles were considered for the review of the literature. Figure 2.1 presents the distribution of research articles by the year of publications.

Figure 2.1 Distribution of the articles by the year of publication



Source: Author's editing

2.3 Motivation

Motivation is in every aspect of human behavior. When a person makes a decision, his or her choice is influenced by a motivational state. Therefore, the motivation is one of the most crucial reasons for human behavior to complete action and to accomplish goals or to move ahead. Motivation originates from difference between psychological and physiological desire, needs, want of human beings and their existing condition (Chon et al., 2012). In general, the term “motivation” is used to describe why a person does something, therefore it is a driving force behind human actions (Crouch et al., 2004).

Thus, the reasons why people engage in certain activities or do the action need to be studied on the observable behavior of the humans (Kardes et al., 2019).

Researchers in various disciplines such as psychology, sociology, biology, economy, and management have suggested various theories of motivation including instinct theory, humanistic theory, and hierarchy of needs theory (Kardes et al., 2019). From the psychological perspectives, the instinct theory of motivation refers those human behaviors motivated by biological instincts that are important for a human survival such as cleanliness, danger, shame, and fear (Kardes et al., 2019). Drives and needs theory of motivations suggests that humans have primary biological drives, and they are motivated by the need of fulfill these biological needs of eating, drinking, and sleeping. Another widely used theory of motivations to explain human behavior is arousal theory of motivations (Kardes et al., 2019). The theory presents a notion that a person is motivated to engage in behavior that assist them maintain an ideal level of arousal.

Furthermore, the theory suggests that a person with low arousal needs may engage in relaxing activities, whereas person with high arousal needs may engages in thrilling and exciting activities such as a bungee jumping or automobile racing. In the management perspective, the motivation is a process of the stimulation of employees to actions to accomplish organizational goal (Kotler & Armstrong, 2017). The psychological factors that stimulate employees' behavior could be desire for reward, recognition, reputation, success, teamwork or job satisfaction. Kotler and Armstrong (2017) state that motivation is a crucial element for consumer's decision-making process to obtain goods and services. Organizations and management need to understand the decision making and purchasing process to distinguish relevant product and services, feature innovation or build effective marketing communication.

2.4 Travel motivation

Any research topic in tourism requires a multidisciplinary review since tourism is interrelated more than any subject (Chon et al., 2012; Sung et al., 2016). Without the use of research method and approach of psychology, sociology, anthropology, philosophy, geography, law, and economics, it is challenging to examine travel motivations, tourist experiences and satisfaction (Crouch et al., 2014; Sato et al., 2018). Therefore, definition of travel motivation is problematic because it is a complicated amalgam of various aspects. A simple question is: why do people travel? The answer dates back to the early history of human being. Dayour and Adongo (2015) state that since the existence of human being

people have been traveling from place to places. Today, traveling is a social phenomenon as it is accepted as a part of the lifestyle of the society. Besides existence of traveling, the motives are varied and changed constantly over the time (Page, 2019; Heitmann, 2011). The literature review presents that there have been extensive approaches to examine travel motivations, and these evolved through time. Individual's travel motivations for how and where to go on holiday differ from the places and depend on many factors such as geographical proximity, prices, origin, attractions, familiarity, advertisement, and destination image.

People have always had a need of travel, to explore and discover new places for their own pleasure. In the early time of the history, people traveled to places for survival due to the climate conditions or looking for shelter and foods. However, the motivation of the travel was changed when settlements started to be established. People traveled for economic reasons such as trading their goods to improve the quality of live. Romans traveled to the seaside resorts to fulfil their physiological needs of avoiding summer heat (Page, 2019). Travel became difficult during the Middle Ages, was restricted to the necessity of trading and religious pilgrimage (Robinson et al., 2020). The origin of modern perception of tourism dated back to 17th century, when young aristocrats from European countries created the Grand Tour – a round trip in Europe including Italy, France, Spain, and Austria with a main motivation of education to learn languages, history, art, and culture (Page, 2019). The idea of traveling for pleasure, excitement, escapism, and enjoyment as considered to the travel necessity is a recent social phenomenon. Until the introduction of rail and road transport system, travel was considered as an expensive and exclusive activity (Page, 2019). Therefore, travel and tourism were limited to upper classes of the society. Industrial revolution introduced technological changes in the production and consumption which resulted in urbanization, capitalism, and consumerism (Robinson et al., 2020). The process of urbanization has separated people from the natural environment which influenced the travel motivation of the people over the years. It is common sayings in contemporary society like: “I need a break”, “I need to escape from my daily life”, “I need a holiday” which reflect the desire for recovery and escapism. Travel becomes important part of human life today. Therefore, it is crucial to understand what motivates people to engage in travel activities, their travel behavior and satisfaction.

Tourist motivation is one of the key determinants in tourist decision-making behavior. The questions why people travel, what motivates tourists to travel to a particular place have been a major topic among tourism scholars (Katsikari et al., 2020; Hwang et al., 2020; Acharya & Lillywhite, 2021; Bayih & Singh 2020; Correia et al., 2013; Agrawal, 2017; Wong et al., 2017; Keshavarzian & Wu, 2017; Jang

& Cai 2002; Pereira et al., 2019; Whyte, 2017). Li et al., (2016) state that people's travel is directly related to psychological patterns, which could be used to examine the factors that motivate people to travel. Crompton (1979) states that the who, when, where and how of tourism are simpler to be described than the why people travel question. Thus, the travel motivation is more complicated to study, but it is very significant for tourism development. Motivation is considered as the driving force behind all actions (Crompton, 1979; Iso-Ahola, 1982; Fodness, 1994; Pearce, 2011). An early explanation of travel motivation was done by Murray (1964) as it is an internal factor that arouses, directs, and incorporates individual behavior. Gray (1970) proposes the typology of 'sunlust' and 'wanderlust' to examine different motivations for traveling. With his typology of the "sunlust" he characterizes people who pursue to rest and relaxation in the destinations that they know well and what to expect. The typology of wanderlust is to characterize people who seek adventure in the unfamiliar destinations from their ordinary environment.

A widely recognized definition for tourist motivation is "a meaningful state of mind which adequately arranges a group of people to travel, and which is subsequently understandable by others with a valid explanation for such a decision" (Dann, 1981). Moreover, Dann elaborates that tourists' state of mind influence their decisions to travel to new places. Mayo and Jarvis (1981) indicate that tourists are determined by the psychological factor and tourist behavior is explained by the motivations. Uysal and Hagan (1993) identify motivation as internal and external goal that direct and integrate an individual's behavior for potential satisfaction. Therefore, understanding the drivers that trigger tourists to travel can be beneficial to marketers in positive manner (Uysal & Hagan, 1993; Alen et al., 2017).

The complex nature of the travel motivation is documented by Pearce's (2011) research. Pearce (1988) defines travel motivation as "the globally integrated network of biological and cultural forces, that give value and direction to travel choice, behavior, and experience". Most marketing and management research conceptualize travel motivation as an active process of internal psychological factors that involve a state of tension or imbalance of individual (Crompton & McKay, 1997). Furthermore, Mill and Morrison (1998) state that the key to understanding tourist motivation is to see vacation travel as a satisfier of needs and wants. It is commonly agreeable that motivation is a state of condition that drives a human being toward an action that is likely to bring satisfaction (Mountinho, 2000). Pearce (2005) defines tourist motivation as a biological and cultural force that gives value and direction to travel choices, patterns, behavior, and experiences. Later Pearce (2011) elaborates his definition of travel motivation more which then is a push factor including social, cultural, and biological forces to

drive travel behavior. To answer to the question why people travel which is the debate for several decades among tourism academics, Pearce (2011) concludes that researchers should use conceptual framework, such as push and pull factors for understanding travel motivation. This is an appropriate method for examining why people choose places to travel. Overall, these definitions recognize that travel motivation is determined socially and psychologically that are background for understanding domestic tourists' behavior in Mongolia in this dissertation.

2.5 Theories of travel motivations

Since tourism industry has continuously developed in the last few decades (Robinson et al., 2020), to maintain the tourism development, the industry must identify tourists' wants, motivations, and reasons that force them to travel. Tourists have diverse needs and wants, which have increased and changed over the years (Page, 2019). Many tourism theorists, researchers and academics have explained travel motivations while conduct various theories of motivations based on tourists' drivers, behavior, choices, and typologies. As Huang and Hsu (2009) state a decent motivation theory should be multi-motivated, dynamic, measurable, and easily communicable. The core theories of travel motivations are reviewed in the following part of this chapter.

2.5.1 Maslow's hierarchy of needs theory

There is a collection of theories that have existed to define the nature of the travel motivation development. Due to the complexity of the topic itself, there is no single theory that could describe what exactly motivates people to engage in activities and behavior. Nevertheless, Maslow's hierarchy of needs theory is believed to be the earliest accurate approach to explain motivation. To date, research on travel motivation is mainly based on theoretical framework in psychology and sociology. Therefore, to understand the travel motivations of individual, it is necessary to find out his or her needs by using Maslow's (1954) hierarchy of needs theory. The theory offers a systematic approach to structure motivations. Maslow (1954) defines human needs and puts them in hierarchical order by increasing importance of motivation from physiological, safety, social, esteem, and self-actualization. The theory categorizes human behavior into five different levels of needs, while the fulfilment of basic need leads to another need in higher level, therefore it forms a hierarchy.

Maslow (1954) refers the first set of human motivation as physiological need, which is related to individual's basic needs of food, shelter, and clothes. Kotler and Armstrong (2017) state that an individual will attempt to satisfy the most basic needs first. When the individual fulfils in satisfying the primary needs, he or she moves to the next most important need. Similarly, the concept of

physiological needs applies to tourism as tourists expect destination to provide various facilities to fulfil their physiological needs including comfortable accommodations, and restaurant with safe and hygienic food and beverage. These primary needs are considered as fundamental travel motivations for all travelers.

The second important level of need that Maslow (1954) offers in his motivational pyramid refers to the safety and security of the individuals (Figure 2.2). The success of the tourist destinations depends on the provision of safe and secure environment to the tourists. Tourists need to feel protected, safe, and secure when they travel to the places. The most important factor for destination selections of the tourists are safety and stability. The probability of choosing safer and more secure destination than the destinations which are in political, social and economic instability is higher for visitors.

The third level of need refers to social needs of forming relationship with other people to create a feeling of belonging. Being a part of the social groups or community has a clear and positive role for the motivations of travelers to visit a destination. A person tends to travel to a certain destination to develop strong tie with friends and relatives, moreover, to become familiar with local community. While the hierarchal needs of social belongingness fulfil, the fourth level of motivation ascends with an association of self-esteem. At this stage of motivational level, people travel to impress friends, families, or co-workers to obtain higher social status.

The last level of need in the top of the pyramid is self-actualization which includes growth and self fulfilment. In terms of tourism, the traveler refers tourism as an activity to improve specific skills by doing challenging actions like scuba diving, bungee jumping, caving, or mountaineering which bring results in increasing stamina and endurance. Travel motivations were examined by using Maslow's hierarchy of needs in the early tourism research of Dann (1981; 1999). Later Pearce (1982, 1988, 2005, 2011) applied the theory of hierarchy of need to investigate travel motivation and behavior of the tourists in the various destination.

Figure 2.2

Maslow's hierarchy of needs theory



Source: Maslow (1954)

2.5.2 Expectancy theory

The expectancy theory which was proposed by Vroom in 1964 (Huang & Hsu, 2009) presents the theory of expectancy, which is more applicable in workplace environment and for humans. The theory assumes that the individuals' motivations to do an action relies on three variables such as expectancy, instrumentality, and valence. The expectancy belongs to the linkage and performance, instrumentality belongs to linkage between performance and reward, and valence belongs to the attractiveness of the rewards to the individuals. The theory is based on the idea that more attempts will lead to better performance. Gnoth (1997) states that from the tourist perspective, travel is a response to fulfil the needs and to acquire values, therefore travel motivation constitutes a major construct in expectation formation. Expectations determine performance perception of products and services and experiences. Thus, travel motivation impacts on satisfaction formation.

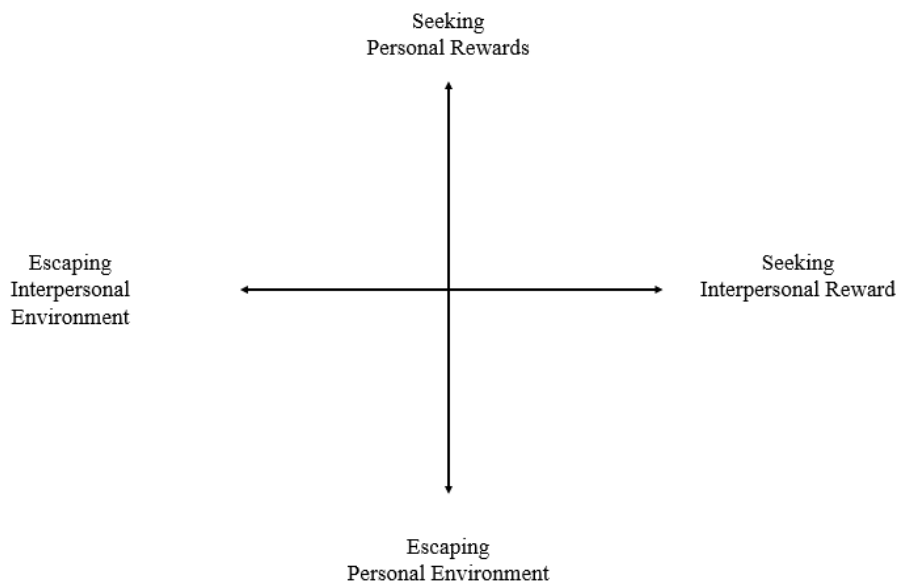
2.5.3 Iso-Ahola's motivation theory

Iso-Ahola (1982) proposes a theory which is applicable to leisure, recreation, and tourism based on a social psychology of escaping and seeking dichotomy. Iso-Ahola's theory suggests that travel motivation is driven by two major factors: escaping from familiar environment and seeking for internal

reward. People tend to stay away from situations such as mental and physical fatigue and boredom and look for internal reward by being away from ordinary routines (Hsu & Huang, 2008; Snepenger, 2006).

Furthermore, Iso-Ahola (1982) elaborates that travel is a continuous action of two forces to avoid daily atmosphere and to looking for novelty and other psychological rewards. Understanding of the theory reflects two key words escape and seeking. The escape presents getting away from the mundane practice of everyday life, whereas seeking presents the desire to obtain distinctive psychological and physical rewards from others through travel. The theory includes four motivational categories such as seeking personal rewards, seeking interpersonal rewards, escaping personal environments, and escaping interpersonal environments as in Figure 2.3.

Figure 2.3 Seeking and escaping dimensions of motivation



Source: Iso-Ahola (1982)

2.5.4 Plog's psychographic model for motivation

Plog (1974) introduces a psychographics model that has been widely recognized by various research disciplines. He states that tourists' personality and characteristics are determinants of their travel patterns and preferences. The model segments travelers into five categories such as psychocentric, near psychocentric, mid centric, near allocentric and allocentric according to the traveler's personality and preference (Cruz-Milan, 2018). Plog's model describes an evolution of destination based on the recognition in the tourism marketplace (Cruz-Milan, 2018). Plog concludes that destination development transfers through the scope of the model from allocentrics to psychocentrics.

According to this model, allocentrics are the first to arrive and explore a novel tourist destination, then recommend the destination through various channels. The following groups are near allocentrics who tend to explore new and undiscovered regions and prepare to explore different culture. The next potential tourists are mid-centrics who visit a destination when it becomes a popular on the way to be a mass tourism destination. By this time, destination has started to lose its uniqueness and novelty. The psychocentrics are the last group to travel to the destination, which has already become a popular tourism destination. The psychocentrics are secure travelers, who pursue standard travel with suitable tourism infrastructure, accommodation, entertainment, and transportation. However, Cruz-Milan (2018) notes that Plog elaborates that this process can be altered by the intervention of destination planners, tourism stakeholders and destination organizations.

2.5.5 Travel career ladder theory

Theory of the travel career ladder (TCL) was proposed by Pearce (1988) and further developed in his later research works (Pearce, 1993; 2005; 2007). The TCL theory has become widely cited by both academics and practitioners until today. The theory is centered on the Maslow's (1954) needs of hierarchy of motivations. Similar to Maslow's theory, Pearce's (1988) specifies five hierarchical levels affecting tourist behavior. The hierarchical levels of travel motivation defined in the model are primary needs and relaxation; safety and security needs; relationship and development needs; special interest and self-development needs; and fulfillment or deep involvement needs or self-actualization. Pearce (1988) suggests that tourism and recreation can be self-originated activity in which individuals are looking for quiet and relaxing time when they go on holiday, followed by need for external excitement and desire for novelty. The next travel motivation in the TLC theory is associated with stimulation which is a concern for the safety and security. This need can be focused on others and worrying about others' wellbeing. The third motivation applies to maintain relationship with others in which emotional attachment with friends and family is developed. The fourth travel motivation refers self-esteem and self-development, which involve enhancing individual's skills, proficiencies, and expertise. The core aspect behind this motivation is associated with acquiring social status. The last motivational factor in this theory is self fulfilment and it focuses on the satisfaction people feel after finding inner self (Pearce, 1988).

The main concept of the TCL theory is that tourist motivation evolves with the travel experiences that a person obtains through their travels. In fact, the more travel experiences obtain, the higher level of

needs tourists want to satisfy themselves (Hsu & Huang, 2008). However, there is a debate and critique on the TCL theory by Ryan (1998), which states that the theory has a lack of empirical evidence to support its assumption. Yousaf et al., (2018) debate that the TCL failed to consider personal difference while only focus on the motivational factor one-way or step-by-step movement on the ladder. In this context, Pearce (2005) develops the theory of Travel Career Pattern (TCP), an improved version of TCL that includes an answer for the on-going debates.

2.5.6 Travel career patterns theory

Travel Career Patterns (TCP) theory was established on the framework of Maslow's needs hierarchy theory (Pearce & Lee, 2005). The concept of the TCP theory is based on the same line as the TCL approach of travel motivation by Pearce (1988). The TCL theory proposes that travelers climb the ladder of motivation as their degree of travel experiences enhances, whereas TCP theory perceives these motivations as a complex process that contains many levels at the same time. The notion of travel career is core to TCP and the concept that traveler's behavior reflects evolving motivational characteristics during their travel careers (Pearce & Lee, 2005). In this theoretical framework, 14 motivational factors were included 1) novelty, 2) escape/relax, 3) self-actualization, 4) nature, 5) kinship, 6) self enhancement, 7) romance, 8) belongingness, 9) autonomy, 10) self-development, 11) nostalgia, 12) stimulation, 13) isolation and 14) recognition (Pearce & Lee, 2005).

The TCP theory has three levels of travel motivation where each level has different travel motivations. The main level consists of the most important motivations such as novelty, escape and relax, health, and relationship enhancement. The second level comprises of moderately important motivations that surround the main layer of motivations, which relates to self-actualization, interaction of guest and host environment. The third level or out layer of the theory involves lesser important motivations such as social status and nostalgia. However, the empirical study of the theory of TCP presents that people who have lower travel career levels are motivated by intrinsic factors of self-enhancement, romance, kinship, and autonomy while extrinsic factors for example, being nature and self-development through involvement with a host community were considered by the participants at a higher level of travel career (Hsu & Huang, 2008). The TCP theory was considered as informative in explaining travel motivation and presented its multidimensionality characteristics (Huang & Hsu, 2009).

2.5.7 New tourism framework

The travel industry faced rapid and radical transformation in the 1990s. In that period, a significant number of postmodern tourism research has been conducted for defining various tourism phenomena including tourist consumption, production, impacts, and travel motivations (Urry & Larson, 2011; Poon, 1993). Poon (1993) proposes two types of tourists built on the debate of the postmodern tourism, changes in consumer culture and behavior such as old and new tourists. Poon (1993) debates that travel motivations of new tourists are distinctive from those of the old tourists. Travel is considered as a novelty for old tourists thus it does not matter where they go on holiday. What does matter is that they show others that they had been in warmer destination (Poon, 1993). The quality of services was comparatively important for them. On the contrary, a holiday and travel is escape from work and home which becomes an extension of life for new tourist. She argues that old tourism refers patterns of mass tourism and mass tourists, while new tourism and new tourists place mass tourism and tourists (Poon, 1993). Poon concludes that the golden era of beach tourism and sunny weather attributes are gone. Table 2.1 presents the comparison of main motivations and characteristics of new and old tourists.

Table 2.1 Characteristics and motivations of old and new tourists

Old tourists	New tourists
Search for sun	Experience different thing
Follow the crowd	Want to be active
Come and go	See and enjoy
Show others you had been there	Just for fun
Having	Being
Superiority	Understanding
Like attractions	Like activity
Precautious	Adventurous
Dine hotel restaurants	Try local food
Homogenous	Hybrid

Source: Poon (1993)

McKercher (2008) argues that major disadvantage of this framework is that assumption on experienced tourists and post tourists indicates that they travel for the routine reasons of escape, recreation, and spending time with family and friends.

2.5.8 Push and pull factor theory

The aim of this research is to examine the antecedents of travel motivations with an adaption of the theory of push and pull motivations in developing countries, focusing on Mongolia. Therefore, more

emphasis is given in the literature review on the theory of push and pull travel motivation. Dann (1977) proposes push and pull theory of motivations which is widely accepted in the theoretical framework of the tourist behavioral research. He suggests two factors as a travel motivation: anomie and ego enhancement. Anomie refers to desire to escape from everyday life, while ego enhancement drives from need for recognition which can be obtained through status gained by travel (Jang & Cai, 2002; Suni et al., 2019). Dann (1997) states that the multiple reasons motivate travelers to visit places which are categorized as push and pull factors of travel motivations. The push factors are internal drives and intrinsic factors that urge person to travel with an association of aspects such as relaxation, recreation, adventure, escapism, or isolation from contemporary lifestyle (Goosens, 2000). On the contrary, the pull factors are external or extrinsic for individuals and affect where, when, and how people travel based on their initial desire to travel.

To sum up, the individuals go on holiday because they are pushed by their intrinsic desire and pulled by extrinsic factors such as destination features. The pull factors are generally associated with destinations' facilities such as comfortable accommodation, super infrastructure, service quality, and value for money. It is usually recognized that push factors are present prior to pull factors become effective (Dann, 2000; Jang & Cai, 2002). In the context of tourist behavior, the push factors are more physiological and inward. Destination planners and marketers need to understand the push factors of travel motivation, which could assist to bring more tourists to the destinations. Pull factors are associated with destination attributes, while it can trigger push factors. Therefore, destinations should meet travelers' expectations in the context of destination amenities and facilities such as accommodation, transportation, food, restaurants, amusement parks and, the level of service quality. The push factors are associated with why an individual goes on holiday, while the pull factors are associated with decisions where to go (Khuong & Ha, 2014; Acharya & Lillywhite, 2021). Despite the fact the push and pull factors seem to be independent attributes, Kim *et al.*, (2015) state that these two factors are interdependent, as a person consciously or unconsciously bases their travel decision making on both factors, which is a two-step process. Tourists rarely have one motive to go on a holiday. Crompton (1979) and Uysal and Jurowski (1994) state that tourists have a variety of different reasons to travel. Katsikari et al., (2020) state that people are pushed by their intrinsic forces to travel, whereas they are intrigued by the special features of a destination. The pull factor applies tangible and intangible features that determine the desirability of the destination. Crompton's (1979) research determines the theoretical framework of push and pull factors of travel motivation centred on the choice of the destination.

The fundamental of this framework is that people are motivated by intrinsic push factors which include social and psychological motivations; and extrinsic pull factors which are related to the attributes of a destination that attract people when they make destination choice (Bayih & Singh, 2020).

In terms of domestic tourism, the push and pull theory has been utilized to examine domestic tourists' motivation toward destination selection, perception, culinary tourism, destination loyalty, and tourist experience (Anderson, et al., 2016). Kim et al., (2003) identify five push factors as knowledge, learning, fun, new experiences, and relaxation with family and three pull factors as a quality and value, quality of events and food safety. Baniya and Paudel (2016) determine that domestic tourist in Nepal are motivated by pull factors as ease of accessibility, affordability, history, and culture while the push factors of motivations are escape from daily life, relaxation, and sightseeing. Phau et al., (2013) investigate push and pull motivations of tourists to national parks in Australia. The result shows that the core push factors motivations were to get away from everyday life, to take a rest, to enhance health and to avoid hot weather, whereas the pull factors were children's study, rare flora and fauna, ease of accessibility and cultural and historical resources among visitors in private parks in Australia. Huang and Hsu (2009a) state that push factors are recognized as motivational factors which are responsible for creating travel desire and pull factors refer to destination attractions that encourage people to make decision. Table 2.2 presents selected push and pull factors of motivations derived from the literature.

Table 2.2 Selected push and pull factors of motivations

Push factor	Pull factor
Escape from daily life	Weather and climate
Rest and relax	Sun and beach
Self esteem	Scenery
Status and prestige	Historical heritage
Health and wellness	Architecture
Adventure and risk taking	Culinary and food
Social interaction	Cultural event
Benefits	Available activities
Interests	Local hospitality
Family & friends belonging	Travel infrastructure
Excitement and enjoyment	Safety and quality

Source: Uysal & Hagan (1993)

Most empirical research in travel motivation state that push factors prompt a person to travel and are more crucial for decision making than pull factors (Kanagaraj & Bindu, 2013). However, there is empirical evidence that pull factors can also be more crucial than push factors (Lee et al., 2002). Witt

and Wright (1992) argue that it is meaningless to argue about the importance of factors one over another. The importance varies according to individual tourists' motivation, holiday type, and tourists' perceptions of the places (Uysal *et al.*, 2008).

Push factors of motivation - Push factors of travel motivation are psychological activities of an individual which are related to the personal level of awakening (Iso-Aloha,1982). Push factors are recognized by tourism researchers as escape from everyday routines, relaxation, exploration, social interaction, relationship enhancement and prestige (Jensen, 2011). Gilbert and Terrata (2001) mention that travelers pursue unique experience, different culture, refreshment, therefore novelty was an important attribute for the tourists' decision-making. Push factors link to socio-psychological constructs that influence the tourist to engage in tourism activities at the destination or affect their travel decisions (Bowen & Clark, 2009; Lee *et al.*, 2002). In summary, the literature review suggests that individuals are primarily pushed by desires of psychological factors such as escape, relaxation, prestige, reunion with family and friends, and increasing knowledge. The detail of the selected push factors from the literature review which is relevant to this dissertation setting is discussed briefly in the following section.

Escape motivation – It indicates the individual's needs to escape from his or her everyday environment, pressure, and stress, as well as from his social environment like workplace, colleagues, friends, and family (Uysal & Jurowski, 1994). Scholars determine the escape motivation through the various scopes, for example escape from daily routines, familiar places, pressures from urbanization, stressful workplace, everyday routines, and home environments (Crompton, 1979; Baloglu & Uysal 1996; Jang & Cai 2002; Kim *et al.*, 2007). The important aspects in escape factor are differences between the environments of home and destination (Crompton, 1979).

Rest and relax motivation – The concept of relax and rest in tourism literature refers to activities and action with no stress and tension. Crompton and McKay (1997) define rest and relax as the need to refresh the individual's mental and physical stress from daily routine. Ryan and Glendon (1998) state that there are two types of relaxation such as mental and physical. The classification "relaxation" includes motivations such as doing nothing at all, relaxing, and mind resting (Cha *et al.*, 1995; Jang & Cai, 2002; Acharya & Lillywhite, 2021; Bashar & Ahmad, 2010; Kozak, 2002; Yoon & Uysal, 2005).

Status and prestige motivation – Prestige is a need to have a high status in the eye of society (Crompton & McKay, 1997). Travelers might obtain prestige through a type of behavior when they travel to the places. Seeing famous tourist attractions or engaging in tour activities may be considered as prestigious for tourist consumption (Ryan & Glendon, 1998). Status and prestige have been examined by several motivational studies (Crompton, 1979; Lee *et al.*, 2002; Fodness, 1994; Jang & Cai, 2002; Yoon & Uysal, 2005; Kim & Prideaux 2005; Kim *et al.*, 2007). The factors that identify for prestige are to obtain a feeling of belonging, to obtain others' respect, to impact others, to go to places my friends want to go, to talk about the trip after returning home, to go to places friends have not been, and to fulfill one's dream of visiting a place (Kim & Prideaux, 2005; Lee *et al.*, 2002).

Family and friend togetherness - Crompton (1979) states that vacation is a way of enriching family relationships. This enrichment is often assisted by long hours of travel with family members or being close physical contact with each other and are forced to interact with each other. Vacation or travel may enhance travelers' wants for social affiliation and interaction (Fisher & Price, 1991; Lee & Hsu, 2013). Crompton (1979) further mentions that traveler with social motivations may see the holiday as a chance to cooperate with other people and to establish permanent or temporary networking. This is defined as the "kinship" motivation and might possibly increase or reduce intercultural interaction and changes in attitude after the travel.

Gaining knowledge motivation – This is the individual's desire to obtain knowledge and broaden his or her horizons (Crompton & McKay 1997). It presents concepts of acquiring knowledge about other countries by various social & cultural aspects (Moutinho, 2000); the wish to have new and different experiences along with pleasure (Lee & Crompton 1992). Tourism literature categorizes this factor as experiencing different and novel lifestyles, and experiencing exotic destination, meeting new and unique people, and meeting people with similar interests on the tour (Cha *et al.*, 1995; Fisher & Price, 1991; Fodness, 1994; Jang & Cai, 2002; Kim *et al.*, 2007; Kozak, 2002). This motivation is called by researchers based on the similarity of the items as knowledge (Bogari *et al.*, 2003; Cha *et al.*, 1995; Huang & Hsu, 2009a, Kim *et al.*, 2007; Jang & Cai, 2002), novelty (Baloglu & Uysal, 1996; Uysal & Jurowski, 1994;) culture (Jang & Cai, 2002) and education (Fisher & Price, 1991).

Sport motivation - Sport travel is considered as "leisure-based travel that takes person temporarily out of their daily environment to attend in physical activities, to witness physical activities, or to visit attractions associated with physical activities" (Acharya & Lillywhite, 2021). Researchers categorize

this motivation such as the sport factor (Uysal & Jurowski, 1994; Oh et al., 1995), physical factor (Kozak, 2002) and physical activities (Cha et al., 1995), engaging in sport; desire to watch sports events and participating in physical activities (Kim *et al.*, 2007).

Excitement and thrill motivation – It has been defined as an exciting experience which comes through unknown or risky events (Crompton & McKay, 1997; Mayo & Jarvis 1981). Bashar and Ahmad (2010) define adventure as a leisure activity based mainly on unique, exotic, remote or adventurous destinations with a high level of engagement from the attendees. (Bashar & Ahmad, 2010). This motivation has been given a variety of names by researchers such as adventure (Cha *et al.*, 1995; Uysal & Jurowski, 1994; Kim *et al.*, 2007) adventure and excitement (Baniya & Paudel, 2016), adventure and thrills (Kim *et al.*, 2007), entertainment (Bayih & Singh, 2020), and fun and excitement (Jang & Cai, 2002). It is identified as being daring and adventuresome and excitement, to having fun and being entertained.

Enjoying a nature motivation – This motivation refers to the need of travelers to enjoy the natural resources, for example wilderness areas, mountains, national parks and forests, rivers, remote areas, and pleasant weather that are available in tourist destinations (Agrawal, 2017; Kim *et al.*, 2007; Kim & Prideaux, 2005). This factor is identified through constructs including to visit national park, to see lakes, springs, and rivers, to enjoy pleasant weather, to see wild animals, and to enjoy countryside (Baloglu & Uysal, 1996; Huang & Hsu, 2009b; Kim *et al.*, 2007).

Hedonistic motivation – It is a need of the individual to engage in hedonistic activities such as consuming alcohol while on holiday which includes wine tasting and vineyards. Alegre et al., (2011) state that alcoholic desire refers to individual tourists with a purpose of tasting, consuming, or purchasing of wine or other alcoholic beverages usually near the origin of its production. Bloom et al.,(2010) state that wine tasting and visiting vineyard is a significant motivation especially for the domestic tourism in the western countries. Another important hedonistic motivation is sexual motivations of individuals. It is an individual's desire to involve in sexual activities with strangers during travel (Wickens, 2002) and motivations include visiting night clubs, watching strip shows, using escorts, or practicing in sexual encounters with prostitutes (Hesse & Tutenges, 2011; Ying & Wen, 2019). Travelers have the independence and opportunity to escape from the social ethics and norms at their home environment, which often leads to hedonistic activities while travelling abroad.

Pull factors of motivation - Why people travel is not only related to the psychological push factors. Swarbrooke and Horner (2007) emphasize a significance of investigation of travel behavior, but it is not limited by the study of why people go on holiday (Plangmarn et al., 2012). Pull factors of travel motivation have become crucial for tourism practitioners to attract new and repeat visitors to the destination. It can be both intangible and tangible features of destinations that attract individuals. Attractiveness, activities and appreciation of the tourist destination are important to enhance tourists' perceived value, perceived benefit at the destination (Morrison, 2013). Destination attractiveness refers the geographic landscape, appeal, and numbers of attractions at the destination. Hospitality and feeling of welcoming are included in the appreciation yet are intangible attributes of the destination. Kassean and Gassita (2013) identify that top five attributes of Mauritius that affect traveler's decision to visit were beaches, climate, weather, landscape, and exotic scenery. Oppewal et al., (2015) classify tourist destination experience into two categories including service infrastructure that consists of transportation, travel service, accommodation service, food beverage service, shopping service, recreation, and attraction service. When the travel decision made, it is the pull factors which appeal the person to a particular destination (Oh *et al.*, 1995), which are the features that attract him or her when making a holiday plan (Goossens, 2000). The detail of the selected pull factors from the literature review which is relevant to this dissertation setting is discussed briefly in the following section.

Nature and weather - The nature and weather factors refer to the accessibility of certain characteristics in destinations, for example outback areas, parks, lakes, springs and rivers, remote areas, and pleasant weather that appeal tourists to the destinations (Jang & Cai, 2002; Kim *et al.*, 2007; Ozdemir, 2020; Yoon & Uysal, 2005). Uysal et al., (2008) define that the well-known national parks and natural areas of the USA is influential to magnet attention of visitors. Furthermore, Kim et al., (2003) state that the national parks in Korea are significant recreational and leisure attractions for both Koreans and foreign tourists. Northern European tourists are more attracted by the destinations with pleasant weather (Kozak, 2002). Jang and Cai (2002) examine that the pleasant climate condition in the Caribbean was one of the important factors to travel for British tourists.

Culture and sightseeing – Cultural attractions include the presence of both tangible and intangible resources of the cultural, historical, archaeological places, buildings, ancient castles, cathedrals, mansions, artworks, local culture, and festivals, that appeal tourists to destinations (Jang & Cai, 2002; Huang & Hsu, 2008; Bayih & Singh, 2020; Yoon & Uysal, 2005). These factors are crucial for travelers who are driven by the push factor of novelty and knowledge (Baloglu & Uysal, 1996; Huang & Hsu, 2008; Jang & Cai, 2002). Huang and Hsu (2009) state that the distinctiveness of the local lifestyle,

history, culture, and locals' perception toward tourists are the most important attributes for educational travelers. Researchers in motivational studies categorize this factor as nature-based and historical (Jang & Cai, 2002), culture-based and historical (Bogari et al., 2003), cultural patterns (Uysal & Jurowski, 1994), cultural activities (Uysal & Jurowski, 1994), cultural and heritage features (Kim et al., 2007) and natural and ecological places (Lee *et al*, 2002).

Activities - The activities tourists engage in while they are at the destination imply the accessibility of attractions, for example various sports, beaches for swimming and surfing, fly-fishing, golfing, trekking, climbing, shopping, and attending sporting events (Baloglu & Uysal; 1996; Kim et al., 2007; Yoon & Uysal, 2005). Khuong and Ha (2014) state that sporting occasions are a type of attraction that can appeal both participants and spectators. Furthermore, the availability of different kinds of sport activities in Northern Cyprus and Australia appeals tourists to the destination (Yoon & Uysal, 2005; Kim & Prideaux, 2005). Uysal and Jurowski (1994) propose that shopping, entertainment, and night life play a significant role in the choice of beach resort and urban places. Furthermore, Jang and Cai (2013) argue that the accessibility of outdoor leisure activities in the USA was a crucial factor for attracting British travelers.

Tourism facilities or infrastructure – Another important pull factor for travel motivation at the destination is considered as a tourism infrastructure including tourist facilities of accommodation, transportation, road condition, and ease of accessibility. It has an intangible attribute such as feeling of the level of welcome and hospitality (Crouch et al., 2004; Kassean & Gassita, 2013). Kassean and Gassita (2013) reveal the highest-ranking push factors of Mauritius that motivated the tourists to visit to the destination include sandy beaches, weather, landscape, exotic scenery and hospitality and excellent accommodation services. Crouch et al., (2004) classify destination attributes that attract travelers as service infrastructure, transportation, tour agency services, accommodation, restaurants, shopping, and attraction. Seo et al., (2009) examine Korean tourists' attachment to Thailand which is a wide range of tour packages, friendly service, and real exchange rate.

Convenience and amenities - Perception of an individual's experience at the destination related to his or her feeling and experiences obtained from the surrounding environment. Positive perception or the expression of happiness gained by the tourists from a traveling to destination reflects tourists' satisfaction. The pull factors of travel motivation are related to convenience offered by recreation facility available in destination including cleanliness, safety & security, condition of facilities for

different types of customers, competitive prices, seat, venues, parking, picnic places, toilets, and other amenities. Sirakaya and McLellan (1997) state that local ancillary services, tour cost, convenience, perceptions of a safety and security, recreation and leisure activities, entertainment opportunities, and shopping opportunity are the important pull factors of the destination.

2.5.9 Rationale for choosing push and pull theory of motivation

The review of literature presents Dann's (1977) proposed push and pull factors of travel motivation. To sum up the theory, tourists are pushed by their intrinsic forces, at the same time pulled by the extrinsic forces that particular destination have (Uysal & Jurowski, 1994). Thus, this theory has been regarded as the most adapted framework for examining travel motivations towards developing country with an association of providing an in-depth investigation of motivation from both the context of tourist and destination (Uysal et al., 2008). Many researchers have studied travel motives, destination choice, travel activities, and tourist experiences (Kozak 2002; Lee *et al.* 2002; Baloglu & Uysal 1996; Crompton 1979; Dann 1977). However, the research in travel motivation adapting the push and pull framework is less documented in the context of domestic tourism in developing countries (Bayih & Singh, 2016). The objective of this research is to understand tourist motivation toward domestic tourists in a developing country such as Mongolia, which has not been investigated in previous studies.

As literature review presents, there has been a lack of research about the domestic tourists' motivation in the context of developing countries. These findings assist the researcher to develop a comprehensive research instrument and obtain a better understanding of domestic tourists' travel motivations.

2.5.10 Measurement of push and pull factors of motivation

A significant number of studies in the context of tourist motivation have developed in the tourism literature over the years (Cohen, 1972; Crompton, 1979; Dann, 1977; Gnoth, 1997; Jang & Cai, 2002; Kim *et al.*, 2007; Oh et al., 1995; Plog, 1974). Most of the research on the push and pull factors have been based on a quantitative approach (Kozak, 2002; Katsikari et al., 2020), while there is few research that have been grounded on a qualitative approach (Baloglu & Uysal, 1996; Cha *et al.*, 1995; Crompton, 1979; Oh *et al.*, 1995; Uysal & Jurowski, 1994). In the context of quantitative research scales and measurements for the push and pull factors have been established in the tourism literature. The literature review displays that previous tourism scholars have defined push and pull factors by developing lists of the travel motivations then adapted factor analysis to eliminate the number of items in into several categories. Table 2.3 illustrates items the number of push and pull factors of motivation and the number of factors extracted from the selected literature review.

Table 2.3 Items of push and pull factors and number of factors

Authors	Number of Items		Number of Factors	
	Push	Pull	Push	Pull
Uysal & Jurowski (1994)	26 items	29 items	4 factors	4 factors
Baloglu & Uysal (1996)	30 items	53 items	4 factors	6 factors
Hanqin & Lam (1999)	22 items	26 items	5 factors	6 factors
Kim & Lee (2000)	24 items	-	5 factors	-
Lee et al., (2002)	17 items	22 items	6 factors	7 factors
Jang & Cai (2002)	22 items	19 items	6 factors	5 factors
Bogari et al., (2003)	36 items	40 items	9 factors	9 factors
Yoon et al., (2005)	24 items	28 items	8 factors	10 factors
Baniya & Paudel (2016)	22 items	18 items	8 factors	6 factors
Mutanga et al., (2017)	13 items	14 items	3 factors	2 factors
Wen & Huang (2019)	25 items	18 items	6 factors	5 factors
Bayih & Singh (2020)	15 items	14 items	2 factors	3 factors
Katsikari et al., (2020)	18 items	18 items	4 factors	4 factors

Source: Author's construct

2.6 Summary of theories of travel motivation

In summary, travel motivation can be explained by various theories proposed by tourism researchers over the year. Travel motivations are understood through following theories and concepts including Maslow's hierarchy of needs theory, expectancy theory, seeking-escaping theory, Travel Career Ladder (TCL) theory, Travel Career Pattern (TCP), Plog's tourist typology framework, new tourism framework and push and pull theory. All these theories and concepts have delivered a foundation in a variety of previous studies on travel motivation within academic tourism literature. Though, each theory has its advantages and disadvantages, which brings debate and discussion among tourism researchers. For example, although Maslow's hierarchy of needs theory brought a firm background for travel motivation studies (Huang & Hsu, 2009), the major constraint of Maslow's theory is that it does not include all needs that could be more helpful to understand travel motivation (Witt & Wright, 1992). Furthermore, seek-escape theory was created basically built on an understanding of leisure motivation. Therefore, seek-escape theory cannot present all features of travel motivation (Huang & Hsu, 2009). Table 2.4 illustrates the summary of theories of travel motivation

Table 2.4 Summary of theories of travel motivation

Author (Year)	Theory name	Citation in Web of Sciences (as of 2022)	Contribution
Maslow (1954)	Hierarchy of needs theory	23, 559	<ul style="list-style-type: none"> • Human behavior is the result of various needs that occur in hierarchal order • Fulfilment of a need leads to ascending of next level need • Better understanding of human needs is important
Dann (1977)	Push and pull factor theory	1,662	<ul style="list-style-type: none"> • Theoretical framework based on two concepts: anomie and ego enhancement • Ego enhancement derives from personal need while anomie is desire for feeling of isolation
Plog (1974 1984 2001)	Model of tourist behavior	428	<ul style="list-style-type: none"> • Travelers' personality, characteristics, psychographics are determinants of travel patterns and preferences. • Created five distinctive typologies of motivations
Iso-Ahola (1982)	Escaping and seeking theory	1,338	<ul style="list-style-type: none"> • Based on the push and pull factors • Personal/interpersonal escape and search motivate a person to travel • Combines escape and reward elements
Pearce (1988)	Travel career ladder	697	<ul style="list-style-type: none"> • Creates five travel motivations (relax, stimulation, relationship, self-esteem, fulfilment) • Category (needs that are self-centered; needs directed by others)
Pearce and Lee (2005)	Travel career patterns	678	<ul style="list-style-type: none"> • Creates 14 motivational factors based on his TCL • Self-actualization, self enhancement, romance, belonging, autonomy, self-development on host site, nature, escape/relax, novelty, kinship, nostalgia, stimulation, isolation, social status
Poon (1993)	New tourism framework	NA	<ul style="list-style-type: none"> • Defines two types of tourists based on the discussion of postmodern tourism • Old and new tourism • Travel motivations of old tourist are different than new tourists

Source: Author's construction

2.7 Memorable travel experience

Tourism is a business that sells experiences to the travelers. Destinations need to have an emphasis on providing exclusive and memorable tourism experiences to potential and actual tourists while maintaining a sustainable practice over competing destinations (Ritchie et al., 2011; Jackson et al., 2009). Modern tourists expect unique and diverse experiences while they are on a holiday (Azevedo, 2010). However, traditional destination marketing is still determined by the services quality of the tourism facilities at the destination, disregarding the increasing demand for exotic experiences (Kim et al., 2015). Since it is multifaceted, it is challenging to have a firm definition of tourist experience. Moscardo (2009) defines travel experience as an individual's subjective assessment and feeling of actions (affective, cognitive, behavioral) which is connected to his or her pre-trip, during the trip and post-trip activities. Ooi (2005) states that the tourists' perception about a product or destination are affected by personal curiosity, quality of service, personality, feeling of the moment which later influence their interpretation of their experiences.

Therefore, it is regarded that travel experience is a crucial factor in destination management and competitiveness. Kim et al., (2012) define that satisfaction and quality cannot represent description of travel experience of modern tourists. These two aspects can no longer predict future behavioral intentions of tourists. These changes in traveler's behavior have directed destination management organizations to find new experienced-based products and services (Kim et al., 2012). This notion results in a growing interest among researchers to study psychology behind tourist experience.

There are several attempts to conceptualize the meaning of travel experience, particularly memorable experience, for example logical development (Kim et al., 2012; Tung & Ritchie, 2011), social interactions and relationship development (Tung & Ritchie, 2011), novelty and adventure (Kim, et al., 2012), hedonism (Anderson & Shimizu, 2007), extraordinary experiences (Larsen & Jenssen, 2004), identity formation (Tung & Ritchie, 2011), and moments of amazements (Tung & Ritchie, 2011; Jennings, 2009). Tourism is to gain experience of walking, visiting, watching, learning, touching, tasting, enjoying and living differently from their normal daily life of tourists (Kutlu & Ayyildiz, 2021). Thus, behavioral, affective, cognitive, emotional, and explicit attributes that tourists encounter in a destination can be considered as an experience (Oh et al., 2007).

Today, it is crucial to provide memorable experiences for matured consumers. Memorable travel experiences are defined as experiences that are created from the tourist experiences and recalled after

a trip (Kim et al., 2012). Kim et al., (2012) elaborate that the key to obtain competitive advantage for tourism business is to deliver tourists with exotic but memorable experience. Kim et al., (2012) created a 24-item memorable experience scale including seven dimensions: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. Hedonistic consumption is experiences associated with emotions for example, pleasure, excitement, and enjoyment. It is an important factor in determining future behavioral intention. Refreshment is associated with feelings of liberation, revitalization and freedom documented by tourists on a memorable trip. Local culture refers to tourists' social interactions with locals, whereas meaningfulness refers to tourists' engagement in significant activities or physical consummation. The meaningful travel experience is positive and memorable, which latter leads to personal development and change. Knowledge represents to learn new things or explore new cultures and acquiring new knowledge during trip. The sixth dimension, involvement refers to tourists' active involvement in memorable experiences. The last dimension, novelty refers to unique and different experiences by travelers. Kim et al., (2012) argue that cultural impact on memorable experience can be valuable for destination management organizations to improve travel experience.

The literature review suggests that memorable travel experience has been still a less researched topic with few scholarly examinations. In the context of this gap in tourism literature, this study investigates memorable travel experience in different setting as a moderator in the relationship among travel motivation, satisfaction, and behavioral intention.

2.8 Tourist satisfaction

Understanding what makes tourist satisfied is one of the widely researched topics for tourism literature (Petrick, 2002; Prebensen, 2006). Tourism scholars have extensively studied for quality improvement of the products and services and repurchase analysis. Tourist satisfaction is built on the multiple factors that include pre-trip, during the trip and post-trip tourist perceptions of the service received. Hartman (1973) develops a customer satisfaction framework consisting of three features as the cognitive, affective, and systematic. The cognitive feature refers the service experience, the affective feature refers to the customers' psychological response towards the service performance and the systematic feature refers to the difference between expectation and received service. Bigne et al., (2001) state that satisfaction refers to both cognitive and emotional phenomenon. Thus, the cognitive and emotional factors explain satisfactions (Sanchez *et al*, 2006; Devesa et al., 2010). Hunt (1977) defines a clients'

post purchase evaluation of the service delivery, comparison of a customer's expectation and actual service experience.

Oliver (2010) elaborates this concept with four elements including pre-purchase expectation, perceived performance, disconfirmation, and satisfaction. When a clients' expectation has been met or exceeded by the perceived service performance, that person will be satisfied. If a person's expectation has not been met by perceived performance, disconfirmation occurs. Service quality which meets or exceeds client's expectation leads to satisfaction. In terms of tourism, tourist satisfaction has been studied as analysis between pre-trip expectation and post-travel experience (Schofield, 1999). If tourism services meet tourists' expectations, they will be happy and leave the destination with a good memory. A happy traveler tends to deliver positive word of mouth information about his or her experience to others or to repeat the visit (Oh, 1999). This explains why destination organizations are determined to delight tourists to enhance their satisfaction.

Measurement constructs of overall levels of tourist satisfaction with their experience and satisfaction with specific service features are examined widely by tourist researchers (Li & Ryan, 2015). However, tourism satisfaction level can be measured by various destination attributes including tangible and intangible features such as prices, value for money, service quality and hospitality level of local community (Crompton & McKay, 1997; Dolcinar et al., 2014).

In the context of measuring tourist satisfaction on the likelihood of recommendation to others, Rittichainuwat et al., (2002) defined 24-items for investigating international tourists' satisfaction with comparison of first-time and repeat visitors. The result shows that there is a difference in travel satisfaction of first-timers and repeat tourists and relationship among satisfaction and behavioral intention.

Another important emphasis in the travel satisfaction research is to investigate satisfaction with service encounters in hotel or travel attraction. However, tourism researchers agree that delivery of services alone cannot assure tourist satisfaction as the overall satisfaction and behavioral intention are influenced differently by the various services (Yu & Goulden, 2006; Eusebio, 2013). This notion confirms that tourism service providers need to focus on supplementary service since it impacts on the tourists' overall satisfaction and repurchase intention. Furthermore, cross-cultural perspectives

influence tourists from different cultural background to the perception of service distribution (Bowen & Clarke, 2002).

Turner et al., (2001) examine a level of significance for service attributes and level of satisfaction by tourists with different origins such as Australia, USA, Canada, Japan, and mainland China. The result shows that there is little indication of causal relationship among importance of service quality and satisfaction. However, there is a significant difference between cultures regarding different level of satisfaction and actual level of service received. Reisinger and Turner (2000) develop 27-items of satisfaction with destination choice to analyze Japanese tourists' satisfaction in two distinctive destinations. The result shows that there is a significant difference for the level of satisfaction between two destinations.

The literature review shows that due to the time and cost constraints and many destination choices in the world, most tourists are unable to revisit although they are satisfied with the travel experience (Yu & Goulden, 2006). Tourist satisfaction could be a factor for revisit intention; however, tourists indicate that they have no intention to repeat visit even though they are satisfied (Decrop, 2001). One of the important components of effective destination marketing is customer satisfaction, since it influences destination choice and behavioural intention (Yoon & Uysal, 2005; Kim & Severt, 2011; Kozak, 2003).

Undoubtedly, the satisfaction is the important feature for studying tourist behavior. Giese and Cote (2000) state that when the satisfaction level of travelers is linked to the personal, need, characteristics of the offered service, it is essential to have detailed study on the relationship among motivation and satisfaction. This dissertation implies the holistic approach to examine domestic tourists' satisfaction and future behavioral intention with a focus on Mongolia as a destination.

2.9 Behavioral intention

The tourist revisit intention is a broadly researched topic in the tourism literature. Behavioral intention is a tourist evaluation of the overall experience at the destination, the likelihood of visiting to the same destination and their recommendation the destination to potential tourists (Li & Cai, 2012; Chen & Tsai, 2008). It is considered that repeat visitors incline to stay longer at the place, engage more in leisure activities, be easily satisfied, and spread more positive word-of-mouth, while require less marketing efforts than first-time visitors (Li & Cai, 2012).

Zeithaml et al., (1996) identify the elements of tourist behavioral intentions as repurchase intentions, word-of-mouth recommendation, customer loyalty, complaints, and price sensitivity. Good quality of travel services for example, beautiful sandy beaches, local cuisine, landscape, hospitality of locals, and rich cultural heritage often bring favorable intentions whereas worse service quality leads to unfavorable intentions. Chen and Chen (2010) state that promising travel intention represents customer loyalty that includes positive word-of-mouth recommendation, spending more money at the destination, paying best price and being loyal to the destination. Islam and Bora (2019) state that central regions of Mongolia have rich traditions of local cuisine that could bring favorable experiences to both international and domestic tourists. Khasawneh and Alfandi (2019) state that favorable travel intention presents revisit intention, more expenditure of money at the destination, paying a superior price for tourism service and destination loyalty. Lehto et al., (2004) summarize that previous tourist behavioral research determined behavioral intentions using three attributes, intention to return, willingness to recommend and word-of-mouth.

Moreover, positive customer experience brings more likelihood to repeat visit to the destination (Park et al., 2015; Chen et al., 2011; Hsieh et al., 2016). Customer loyalty and retention of existing customer requires lower marketing cost than appealing to new customers. Moreover, loyal tourists are more likely to recommend to the friends, relatives, or potential customers to travel to the same destinations by delivering positive word-of-mouth advertisements (Chi et al., 2020; Shoemaker & Lewis, 1999; Smith et al., 2010). Lee and Lee (2009) state that customer loyalty is a crucial factor of the success of destination marketing strategy. Tourism practitioners and marketers evaluate their marketing strategies based on the behavioral intentions of tourists, willingness of tourists to recommend others, and delivery of positive word-of-mouth about their destination experiences.

2.10 The definition and context of domestic tourism

Tourism is primarily categorized as domestic and international tourism (UNWTO, 1995). International tourism is defined as traveling to destinations outside of their country of residence for not more than one year for holiday and work purposes whereas domestic tourism involves the travel activities of residents in their respectful countries. Domestic tourism refers to the residents of a country travels within their own country. UNWTO (1995) defines domestic tourism as an activity whereby a person residing in a country, travels to a place within the country for a period not exceeding 12 months. Domestic tourism is a significant element of the tourism industry and contributes to the social and economic development of the country. Domestic tourism has recently increased by a large scale in the

international context, which accounted for 73% of total global tourism spending in 2018 (UNWTO, 2020a).

Though, it is problematic to make a detailed economic analysis of domestic tourism since there is a lack of a measurement system. Thus, there is a lack of available data and statistics, policies, regulations, and strategies on domestic tourism in developing countries (UNWTO, 2020a). Correspondingly, domestic tourism has acted as a relief tool for tourism crises and sudden shocks in the past. Countries in Asia, particularly China and Thailand, have been encouraging domestic tourism during Covid-19 pandemic for maintaining employment, products, services, and accommodation (World Bank Group, 2020). According to the statistics of domestic tourism released by the China National Tourism Administration, China has experienced rapid growth in domestic tourism as of 2018, with records of the total of 5.5 billion domestic trips, up to 10.7% increase compared to 2017. A revenue from domestic tourism reached US\$764 billion in 2018 which registered a 12% increase from the previous year (China National Tourism Office, 2021). Although domestic tourism's contribution to Indian economy is evident, it is less familiar by tourism stakeholders. The Ministry of Tourism report (The Economic Times, 2021) states that the domestic tourism reached from 220 million domestic visits in 2000 to 1.85 billion domestic visits in 2018 in India. The government of India aims to develop domestic tourism due to its direct contribution to job creation and redistribution of income from urban to rural areas. The government of India challenged his residents to travel to 15 tourist destinations within India by 2022 for the promotion of domestic tourism (The Economic Times, 2021). Meanwhile, the domestic tourism accounted for 166 million domestic travelers with THB1.084 trillion receipts in Thailand in 2019 (Ministry of Tourism & Sport, 2021). The economic development, digital technology, growth in disposable income, transportation, accessibility, information availability on social platforms, improvement of tourism facilities and popularity of tourist destination have boosted the growth of domestic tourism in Asian countries.

2.11 Importance of domestic tourism

Domestic tourism has significant number of benefits to a destination. While countries often focus on the development of international tourism due to its importance of export earnings, domestic tourism is an important tool for regional and local economic growth, which can be supported by government policies and investment (Haddad et al., 2013; Kang *et al.*, 2014). Amartuvshin (2009) states that domestic tourism is crucial as it brings stability and creates more sustainable path for tourism development. A growth in domestic tourism has ripple effects on the economic growth including

increase in employment, development of infrastructure and local tourist attractions (Kwenye & Fremont, 2016). Lee and Lee (2009) state that the benefit of promoting domestic tourism is an enhancement of national pride and integration, creation of new tourism products and services, and employment opportunities. Amartuvshin (2009) notes that when people travel within their home country, they start to experience feelings of pride of cultural heritage or belonging.

According to Rogerson and Lisa (2005) the positive impacts from domestic tourism are the balanced geographical distribution of tourism income through the region, and social benefits, for example nation-building and understanding. Furthermore, Kang et al., (2014) state that domestic tourism performs as a stabilizer in a tourism industry as it provides job opportunity and income in the off-peak tourism season. Tourism is a labor-intensive sector that requires to hire a significant number of people to perform the labor-intensive services. Domestic tourism is one of the drivers for local economy, as domestic tourists more tend to purchase locally produced goods and services unlike the international tourists who purchase standardized and commercial tourism products (Scheyvens, 2002). In this context, domestic tourism supports small-scale enterprises and local entrepreneurs. Despite its significance and growth of domestic tourism, insufficient research attention has been conducted regarding the domestic tourism in developing countries. It partly depends on the lack of available information on domestic tourists who do not cross the border, get a visa, and change a currency. Therefore, it is more problematic to measure domestic tourism than international tourists even in the developed countries. Understanding the impact of domestic tourists' behavior in developing countries is important because many of the dynamic effects of domestic tourism might be different than those of international tourism in both positive and negative way. Therefore, tourism stakeholders and tour operators need to ensure that their operations and marketing efforts are responsive and customer centric.

2.12 Domestic tourism and COVID-19

The coronavirus pandemic COVID-19 is an ongoing global pandemic which was first recognized from an outbreak in Wuhan, China in December 2019, and spread across the globe. The outbreak of the pandemic has damaged global economy and has had enormous impacts on the society, and the tourism industry since 2020. The COVID-19 has created uncertainties, crises, and resilience; each feature has had various unfavorable impacts, essential measures, and changes in the economy of every country. Global tourism sector has collapsed due to travel restrictions, closure of public places including major tourist attractions, and travel warnings of governments against travel and movement of people. The

pandemic has hit the tourism industry severely with a decline of international tourist arrivals by 74% in 2020 compared to 2019 (UNWTO, 2020). The collapse of international tourism shows a loss of USD 1.3 trillion in revenues – the biggest in the tourism industry crisis in the past (UNWTO, 2020).

To respond to the outbreak of the pandemic, countries and destinations have battled against the coronavirus through social distancing, curfews, travel restriction, quarantines, and individuals' movement control (World Bank, 2020). This response action creates feeling of danger, fear of contamination and personal well-being, and unwillingness to travel among other tourists. In comparison to the rest of the world, Asia has been one of the hardest-hit regions by the outbreak, and the tourism industry in the continent has entirely stopped. UNWTO (2020) reports that there were 360.1 million international tourist arrivals to Asia-Pacific in 2019, an increase of 3.6% from previous year. Tourism industry of Asia employed over 182.2 million people in 2019. Therefore, it is foreseeable that businesses require new environment and new normality. A new normality of the business environment will be a shift towards a wider use of digital technology to replace labor, cost-cutting, and effective data management which also have significant impacts on the tourism operation. World Travel & Tourism Council (WTTC, 2020) states that the tourism sector is likely to recover more slowly than other sectors of the economy, as it may take 36 months to recover to reach the level of prior to the pandemics (World Bank, 2020).

Due to the impact of pandemic on travel freedom and tourists' confidence, many destinations and governments have paid more focus on domestic tourism and short haul nearby markets (UNWTO, 2020). Domestic tourism in many countries has been set back due to pandemic travel restriction, however, UNWTO expects domestic tourism will return faster than international tourism. UNWTO (2020) reports that the potential of domestic tourism is more practical approach to recover and revive the tourism business. Domestic tourism helps destinations recover from the economic impacts of pandemic, while securing jobs, protecting the livelihood of those who rely on tourism income (UNWTO, 2020). However, domestic tourists' behavior and relevant strategies need to be carefully researched since they are different than those of international tourists. There is a significant difference in travel motivation and decision making between domestic and international tourism. The pandemic has changed tourist behavior and consumption, with issues such as social distancing, mask wearing, hygiene, safety, mandatory PCR testing and security becoming major issues for both domestic and international travelers. Therefore, the demand for tourism products and services and tourists' behavior and preferences will be different. Many countries that have a dependence from the tourism industry

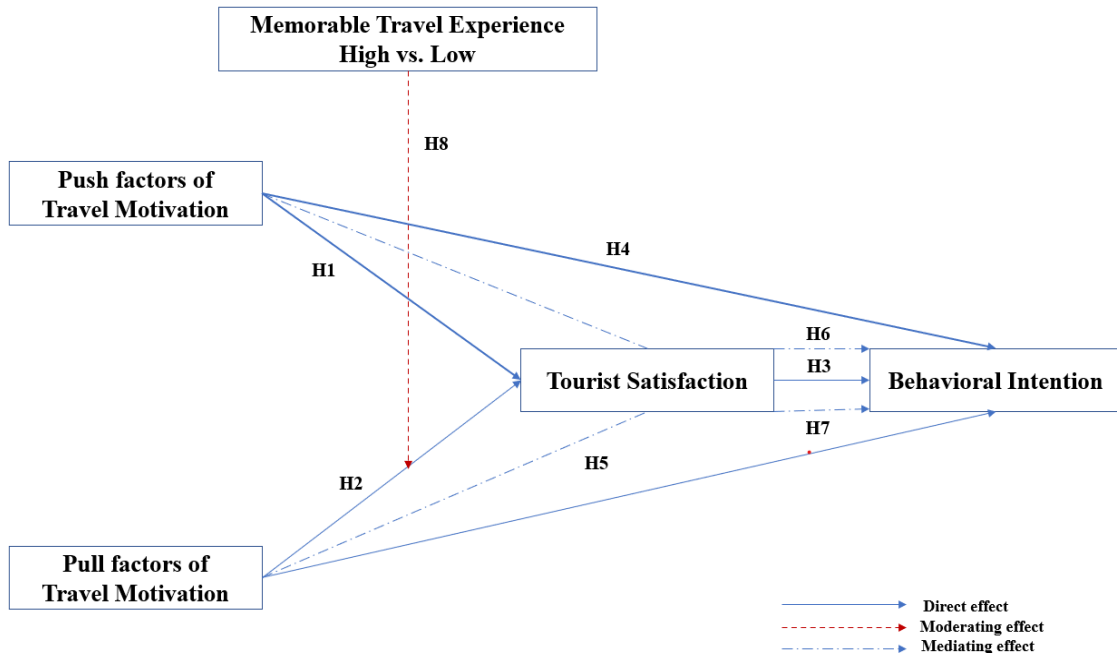
have shifted their focus toward domestic tourism. It implicates to the countries with large populations such as India, China, the USA, Brazil, Russia, Australia, Indonesia, and Mexico (UNWTO, 2020). These countries have focused on domestic tourism by various methods by offering discounts to encourage people to discover their own country and suggest initiatives to restore travel confidence including financial and marketing promotion, product development, market intelligence, capacity building and training. Though, a more academic and holistic approach for examining the potential of domestic tourism is necessary, particularly information about travel motivations, patterns, experiences, satisfaction, and behavioral intention.

2.13 Conceptual framework and hypotheses

Crompton (1979) states that it is just simple to describe who, when, where and how people travel but it is complicated to answer the question why people travel. Therefore, travel motivation is regarded as the key element of travel and a beginning point for studying tourist behavior and understanding of tourism system. As the comprehensive literature review on the theme of travel motivation, theories of travel motivation, tourist experience, tourist satisfaction, behavioral intention and domestic tourism, the following conceptual framework is proposed as shown in Figure 2.4 to examine causal relationship among constructs. This dissertation is based within the context of conceptual framework for understanding domestic tourist behavior particularly on the push and pull factors of travel motivations, moderating effect of memorable travel experience, satisfaction, and behavioral intention. The literature review shows that the understanding of travel motivation is crucial for tourism academics and stakeholders to have a better knowledge about tourist behavior to be able to predict future travel patterns. In the context of conceptual framework, memorable travel experience needs to be considered as a moderating variable in analyzing domestic tourists' motivation, and satisfaction and future intention. Pearce (2005) states that people's travel needs and wants change over their span of life and accumulate travel experience over the years. Furthermore, he assumes that when tourists become experienced, they might increasingly seek satisfaction of higher needs (Pearce, 2005). Therefore, memorable travel experience is influential in tourist satisfaction and behavioral intention among tourists. In summary, push and pull factors of travel motivations and memorable travel experience are analyzed in the conceptual framework to predict domestic tourist satisfaction and behavioral intention in Mongolia. Figure 2.4 shows conceptual framework of the proposed study for understanding of tourist motivation.

Figure 2.4

Conceptual framework



Source: Author’s proposed model

Consequently, based on the literature review this dissertation research examines the direct effect of the push and pull factors on domestic tourists’ satisfaction and behavioral intentions, moderating effect of memorable travel experience in the relationship between travel motivation and satisfaction.

Therefore, the research hypotheses are:

H1. Push factors of travel motivation directly and positively influence domestic tourists’ satisfaction in Mongolia.

H2. Pull factors of travel motivation directly and positively influence domestic tourists’ satisfaction in Mongolia

H3. Tourist satisfaction directly and positively influence behavioral intention

H4. Push factors of travel motivation directly and positively influence behavioral intention in Mongolia

H5. Pull factors of travel motivation directly and positively influence behavioral intention in Mongolia

H6. Relationship between push factors of travel motivation and behavioral intentions is mediated by tourist satisfaction

H7. Relationship between pull factors of travel motivation and behavioral intentions is mediated by tourist satisfaction

H8. Travel motivation will influence tourist satisfaction moderated by memorable travel experience (MTE)

H8a: In the case of low memorable travel experience (MTE), the push motivation will influence tourist satisfaction higher than pull factors.

H8b: In the case of high memorable travel experience (MTE), the pull motivation will influence tourist satisfaction higher than push factors.

2.14 Summary

The chapter displays a literature review on travel motivation, travel experience, tourist satisfaction, behavioral intention, and domestic tourism and its characteristics to provide a better understanding for constructing a conceptual framework for this research. The comprehensive literature review and discussion about travel motivation theories and their application show that the theory of push and pull travel motivation is justified to be the most appropriate method to investigate the topic and to achieve the objective of the research. In addition, the literature reviews travel experience, and tourist satisfaction toward destination loyalty and future behavioral intention and other variables involved in the research framework of this study. The theory of push and pull factors of travel motivation, features of the TCL and TCP theories were identified as a catalyst to develop the conceptual framework of the study. At the final part of the chapter, a conceptual model and research hypotheses were presented. In particular, the proposed research model included five major constructs including push factors, pull factors, travel experience, tourist satisfaction, and behavioral intention. The total of eight hypotheses were suggested to assess direct and indirect relationships among constructs presented in the conceptual model. In summary, the review of literature presents a better understanding of the research topic, theories and debates of related issues which are important for this dissertation.

3.1 Introduction

This chapter aims to give a detailed description of the context of the research area, Mongolia which includes geographical descriptions, relief, climate, hydrology, population, demography, political, economic, social, and cultural environments. A close look will focus on the tourism sector as well as its role in the economy, tourism supply, infrastructure, services, visitor arrivals and major markets. More in-depth analysis on domestic tourism, its characteristics and contribution to the community, travel patterns and behaviour of domestic tourists, on-going COVID-19 pandemic outbreak, its implication on tourism industry will be widely discussed.

3.2 Geography, relief, climate, hydrology

Mongolia is a landlocked country in East Asia, sandwiched between Russia and China. It covers a vast territory of 1,564,116 sq.km with a population of 3.4 million. In the context of the territory size, Mongolia is the world's 18th largest country. Mongolia borders a 3,441 km with Russia in the north and a 4,673 km with China in the south. The average altitude is 1,580 meters above sea level.

The geography of Mongolia is diverse with the semi-arid desert in the south and cold, mountainous regions to the north. The north-western part of Mongolia is mountainous and dense forests and grass steppes cover large area of this region. Mongolia has three major mountain ranges (Figure 3.1). The highest mountain range is called Altai Mountains, that stretches from the western to southwestern regions of the country, contain the highest peak of the country Khuiten Peak at a height of 4374meters above sea level. The Khangai Mountain ranges occupy the central part of Mongolia which are older, lower, and more eroded relief with mountains, forests, and alpine landscape. The Khentii Mountain ranges locate in the northeast to southwest, stretching 400 kms, while northern parts are covered in taiga and southern parts of the mountain rages covered with dry steppe. Majority of eastern Mongolia is covered by a plain and steppe landscape which stretches from the central to eastern region. This grassland steppe descends into the Gobi Desert that extends through southern Mongolia and into northern China. Mongolia has four natural zones including mountain forest, the alpine steppe, semi arid desert and desert. The desert occupies 30% of the total territory. Only 8% of the total land is forested. The Gobi Desert is composed of mostly rocks and cliffs with sand dunes in arid region in the south.

The landscape of Mongolia includes one of the Asia's largest freshwater lakes such as Khuvsgul, many other lakes, marshes, sand dunes and grasslands, alpine forests, and glaciers. Western and northern Mongolia is seismically active with regular earthquakes and many hot springs.

Figure 3.1 Geographical map of Mongolia



Source: Author's construction

Mongolia has extremely continental climate with dry, long, cold winters and hot, short summers. The average temperature in January is below -30 °C in the coldest areas of the north. The temperature in summer is higher in the south and at low altitude. The daily average temperature in July is around 20 °C in the south. Mongolia is well-known as the “Land of Eternal Blue Sky” because of 260 sunny days a year. As Mongolia has an extreme continental climate, precipitation is scarce and mostly concentrates in summer with 300mm in the north and 200mm in the south, the sky is often clear. The Gobi Desert in the south receives less than 100mm of rainfall per year. Compared to other central Asian countries,

Mongolia's water resources are limited. Mongolia has almost 4000 rivers with the total length of 65000 km and 16 lakes. The rivers are rich in fresh water and abundant fish populations. Most rivers and lakes freeze in winter times from October to May. There are three separate water basins in Mongolia including Northern Arctic basin, the Pacific Ocean basin, and the Central Asian Internal basin. The area located between Mongol Altai and Khangai Mountain is called "The Great Lake Depression" and has the biggest lakes in Mongolia. One of the main tourist destinations is "Khuvsgul Lake" which is located in the northwestern part of the country. It is 1645m above sea level, 136 km long and 262m deep and holds 80% of Mongolia's fresh water and 0.4% of all the freshwater in the world.

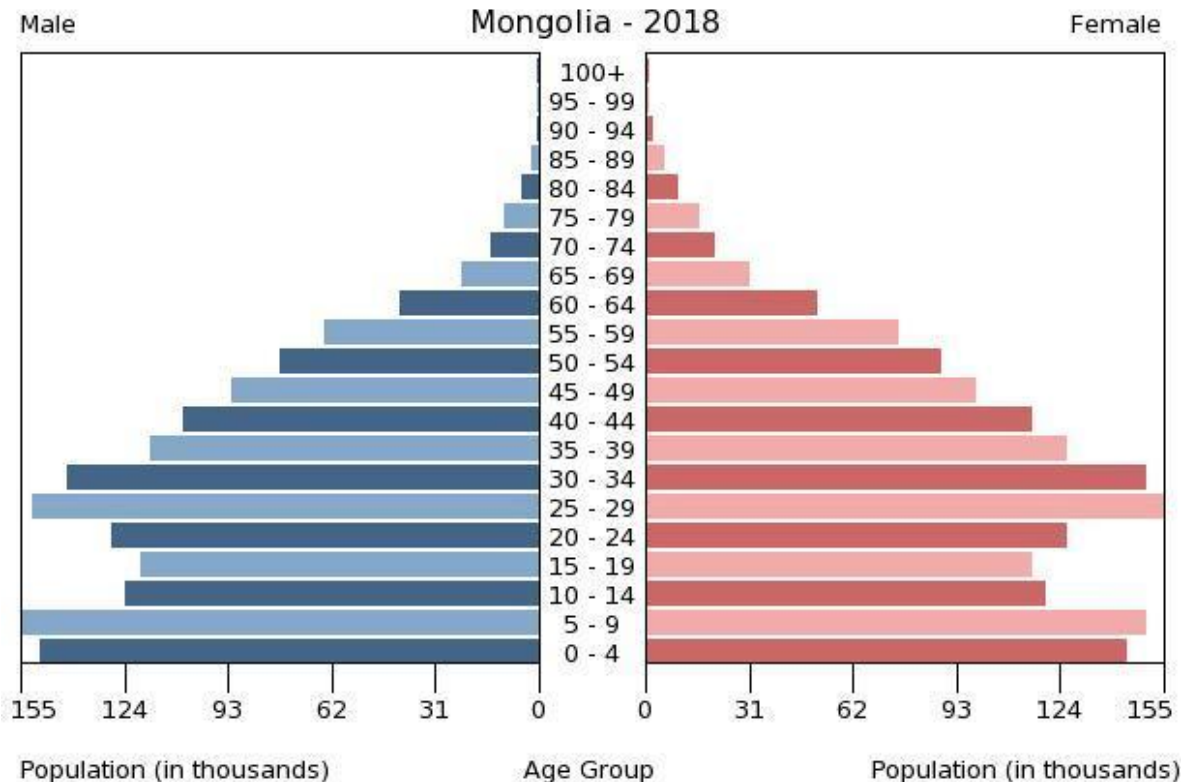
Mongolia has very distinctive flora and fauna, which display a combination of species from the northern taiga to the steppe and deserts of northern Asia. Fauna consists of 139 mammal species, 448 species of birds (331 migrating birds), 76 species of fish and 22 species of reptiles (National Statistics Office, 2020). Many of the species are exceptional to Mongolia and largely unknown to the world. Several globally endangered species inhabit Mongolia such as the snow leopard (*Uncia uncia*), argali wild sheep (*Ovis ammon ammon*) and desert bear (*Mazaalai*). The vegetation zones of Mongolia include coniferous forest in the alpine zone, mountain forest-steppe zone with Siberian larches and Siberian cedars, white and brown birches and aspens; and pastureland steppe zone with feather grass and fodder plants and desert zones with saxaul species. A mixture of diverse landscapes, untouched nature, rare flora and fauna species has become a subject of growing international concern and conservation efforts.

3.3 Population, demography, history

The population of Mongolia is estimated at 3.4 million as of 2020; the country is the most sparsely populated country in the world. Over 1 million people live in rural areas (2 persons per sq km) and are mainly engaged in traditional livestock herding and in agricultural production. The population is concentrated in the capital city, Ulaanbaatar. About 1.4 million people reside in the capital city. Due to the harsh winters and weather constraints that happened in the last decades and unemployment in the rural areas, a significant number of nomadic herders have moved into the urban areas which increased the population of the capital city. Average life expectancy is 70.5 years, more specifically 74.8 years for women and 66.4 years for men (National Statistics Office, 2020). Mongolian male to female ratio was at level of 97.1 males per 100 females in 2019. Figure 3.2 shows population pyramid of Mongolia (CIA World Factbook, 2020). The population pyramid below presents the age and sex

structure of Mongolia’s population. The 25-29 age group is the largest in Mongolia; in 2018 about 40% of the population was under 20 years of old.

Figure 3.2 Population pyramid of Mongolia



Source: CIA World Factbook, 2020

The ethnic composition of Mongolia is homogeneous; there are two major ethnic groups. In 2019, Khalkha Mongols constituted 86% of population; Kazakhs, a Turkish speaking people who live in the far west constituted the rest (National Statistics Office, 2020). At the present, there are 18 national minorities in Mongolia representing different ethnic groups. The Khalkha Mongols are the dominant ethnic group of Mongolia and consider themselves as the direct descendants of Chinggis Khaan and original custodian of authentic Mongolian culture. Kazakh is the second largest ethnic group and reside in the western Mongolia, constituting 4.3% of total population followed by other ethnic groups such as Durvud, Bayad, Buriyad, and Torguud (National Statistics Office, 2020).

The official language is Mongolian which is spoken by 86% of the total population (National Statistics Office, 2020). Khalkha Mongol is the official language of the country. The Mongolian language is Altaic origin, having the same roots as Finnish and Hungarian. Modern Mongolian is written in Cyrillic script which was adapted in 1946.

People have inhabited in the area of modern Mongolia since prehistoric time. Archaeological findings show that prehistoric people inhabited Mongolia over 40 thousand years ago. Modern history of Mongolia is long which spans over 5,000 years (Baabar, 2017). The ancient people who lived in the Asian steppe landscape had a nomadic and hunting lifestyle while they moved around and mixed with different clans. The clans of Mongols allied with other Mongolian clans which shared the same language, religion, and lifestyle. This gave an advantage in unification of Mongol people against the threat from the neighbouring countries, particularly ancient Chinese empires (Baabar, 2017). It was in the late 12th century, when a young clan leader of Khamag Mongol, Temujin (who later became Chinggis Khaan) and his successors united all Mongol tribes and established the largest contiguous land empire in the world history, spanning the entire Eurasia from the Pacific Ocean to Eastern Europe. The decline of the Mongol empire occurred in the 14th and 15th centuries. Eventually, Mongolia went under Manchu (Qing) dynasty from 1691 to 1911 (Baabar, 2017). Finally, Mongolia declared its independence in 1921 with an assistance from the Soviet Union and became the second socialist country – the People’s Republic of Mongolia. As a result, Mongolia became a satellite country of the Soviet Union, was isolated from most of the world for 70 years under a communist regime until 1990 when the socialist system collapsed.

3.4 Political and economic environment

Mongolia went through a peaceful democratic revolution in 1990 which was inspired by the political and economic reforms of the countries in the communist system. It was one of the many democratic revolutions in the 1990s in many countries in the regime. Mongolia was a socialist country for 70 years; therefore, political and economic systems were designed by the Soviet Union model. After the democratic revolution in 1990, a multi-party system was established, and Mongolia started its structural change from centralized economy to market economy. Like many socialist countries which were dependent on the Soviet Union, Mongolia faced severe economic recession in the early 1990s. On the contrary, the quality of life in Mongolia were lower than in other former socialist countries. The parliament of Mongolia, called as the People’s Great Khural adopted a new constitution, which was effective in February 1992. Power is divided as legislative, executive and judicial organizations. Mongolia has become a semi-presidential, multi-party representative democratic country. The head of the state is the president, but he holds partial authority over executive government. The executive government and the cabinet are headed by the Prime minister. The Parliament has legislative power whereas judiciary is independent of the executive and legislature. Presidential elections are held every

six years and candidates are nominated by the political parties with seats in the parliament. Presidential candidates must be aged over 50 years old and be native-born citizens of Mongolia. The Parliament is known as the State Great Khural and has a total of 76 seats and representatives are elected for four-year terms. The territories of Mongolia are administratively divided into 21 provinces (National Statistics Office, 2020).

Mongolian economy has traditionally been based on the primary sector including livestock husbandry and agriculture. Agriculture is vital to Mongolia's economy, which employs one-third of labor force and generates 10% of GDP (BoM, 2019). Mongolian livestock consists of five animals. As of 2021, Mongolia had 67 million livestock including 31 million sheep, 26.5 million goats, 5 million cattle, 4.3 million horses and 454 thousand Bactrian camels. These livestock provide high quality raw materials such as cashmere, wool, and fine leather. Livestock husbandry accounts for 80% of country's agricultural production. Since Mongolia is located between two enormous markets China and Russia, it has a potential to boost its meat and dairy food production.

However, the livestock husbandry in Mongolia is directly affected by the harsh weather and the fact that herders still follow the pasture herding, which makes them especially vulnerable to extreme climate occurrence like the dzud, the severe winter condition. Due to its geographical location, high altitude, extremely continental climate with long winters, and low precipitation, Mongolia has limited potential for crop production. The weather condition allows a growing season that is only 95-110 days (BoM, 2019). Main crops produced in Mongolia are wheat, corn and barley.

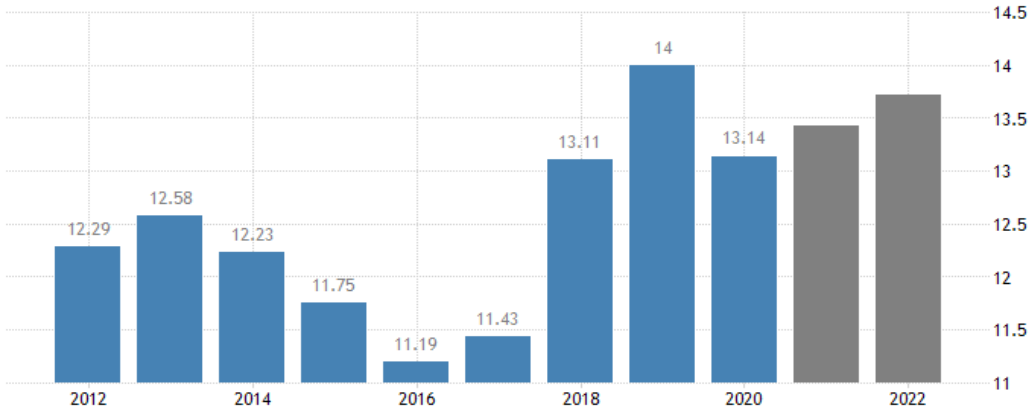
Mongolia has relatively low forest cover with 8% of the country, which is mainly located in the northern parts of the country. Brief warm months limit growing seasons of plant species; therefore, the Mongolian forests' growth rate is relatively slow. Challenges for forestry is forest fire, overgrazing, mismanagement, poor law enforcement of forest legislation, forest diseases and on-going climate change impacts. Mongolia has small scale fishing industry for household use only. Mongolia has freshwater fish including Siberian white fish, Grayling, Lenok trout, Baikal omul and perch.

Mongolia is rich in mineral deposits such as copper, coal, tungsten, and gold which account for a large part of industrial production. The Gross Domestic Product (GDP) per capita is US\$4340 with a growth of 4.8% as of 2018 (Bank of Mongolia, 2019). In general, minerals such as copper and gold, animals and animals' derived products constituted a large proportion of Mongolia's exports. Principal imports

included machinery, petroleum, clothing and building materials. Mongolia is rich in natural resources; therefore, it heavily depends on the mineral export that comprised 82.9% of total export as of 2018 (Bank of Mongolia, 2019). Most of the state budget derives from mining sector as of 26% (Bayardavaa et al., 2016).

As a practicing market economy, Mongolia is open to foreign trade and capital flow. The geographical remoteness and land-locked position of Mongolia cause high cost for trade and transportation. The transportation and freight costs are 3 times higher than in other Asian countries, which explains why Russia and China are the main foreign trade partners. The neighboring China accounts for 70% of the total export of Mongolia, whereas importing commodities from China and Russia accounts for 60% of total imports. Mongolia has natural resources with an estimation of over 6,000 identified mineral deposits around the country. The largest and strategic mining deposits are the copper and gold mine called Oyu Tolgoi (OT) and the coal mine called Tavan Tolgoi (TT). OT deposit has 81 billion pounds of copper and 46 million ounces of gold (Byambatsogt & Tsenddorj, 2017). It is regarded that copper deposit at OT is massive and ranks third in the world. The Mongolian economy is primarily dependent on the world prices of key commodities such as copper, gold and cashmere and its harsh winter which affects livestock industry severely (World Bank Group, 2021). Figure 3.3 displays that the GDP in Mongolia was worth of US\$14 billion in 2020 (World Bank Group, 2021).

Figure 3.3 The Changes of Gross Domestic Product in Mongolia (billion/USD)



Source: World Bank, 2020

Service sectors have expanded dramatically since 2000, which has become the major share of employment in Mongolia. Employment in agriculture has continued to be dominant and significant, but its percentage of the labor force has deteriorated gradually. Tourism constitutes a small but growing

sector of the economy by generating foreign exchange and providing employment opportunities in the hospitality and transportation sector. Mongolia continues to develop its industrial, agricultural and tourism sector as well as communication, technology, banking and finance.

3.5 Health, welfare, education

Mongolia established a relatively good healthcare system while it was under socialist regime. Before the Soviet Union's assistance came in 1920s, Mongolia had no modern medical service other than what was provided by local healers and monks who employed herbs and praying for the treatment of illness. During socialist time, modern medical practices was established by the Soviet doctors. The first hospitals and maternity homes were founded in the capital city of Ulaanbaatar in the 1930s. Medical treatment was free for patients and paid by the government in the socialist period. After the collapse of socialism in 1990, Mongolia's health care system was struggled due to the lack of funding. A national health insurance system and private health care were introduced in 1994. Many private hospitals are available now in Ulaanbaatar with good medical treatment. Therefore, infant and overall mortality rates declined steadily. Mongolia has an advanced social welfare system which is funded by a mixture of social insurance and government budget subsidiary. There are a various types of welfare assistances for childcare, single parent household, disability support, and pensions. Cities and local towns have employment agencies and registered unemployed individuals receive benefits from the government. Despite government welfare support, there are rising number of young Mongolians seeking employment abroad including in South Korea, Sweden, Czechia, Hungary, and the USA (BoM, 2019).

Mongolia has well-established and extensive educational system. Mongolia has a high literacy rate of 98.7% in 2020 (National Statistics Office, 2020). This is a high figure for a country that is in the developing category. Like health care system, Mongolia had no modern schools and educational system prior to the revolution in 1921. Boys were trained in the monasteries to read and write in Tibetan and Mongolian plus home schooling was common among the children from privileged and influential families. After the 1921 revolution, Mongolia started establishing its first public schools to provide free education for all people who attended them. As in many socialist countries, Mongolia had the Soviet model of ten years of school system in the past, although this is steadily changed to the structure of the European model. Primary school begins at the age 6 and lasts for 5 years. Middle school is 4 years followed by 3 years of high school education. Compulsory education is nine years. The school year begins on 1 September annually. As of 2020 there was a total of 820 primary and secondary

schools operating in Mongolia in which 662 are government schools and 158 private schools. Tertiary education in Mongolia came with the revolution in 1921 and based on a Soviet system. The first and the most prominent university is the National University of Mongolia in Ulaanbaatar, established in 1942 with three faculties: education, medicine, and veterinary. As of 2019, there were 94 universities and colleges accommodating 157, 000 students (Ministry of Education & Sciences, 2020). In the context of ownership 20% of the universities and colleges were government-owned, 77% were private and 3% were foreign invested. Education was provided free of charge under socialist regime. After the structural changes in 1990s, tuition fees have been created, however government and university scholarships were established. Mongolians have always appreciated education over other aspects and have made education their priorities to educate their children.

3.6 Cultural and social environment

Mongolian cultural life displays two distinctive features which are nomadic way of life and Tibetan Buddhism. The main religion in Mongolia is Tibetan Buddhism which was first introduced to Mongolia in the 13th century and later re-emerged in the 15th century. By the time of the 1921 revolution, Mongolia had 600 monasteries that housed 110,000 monks all over the country. However, religious practices were greatly repressed by the communists during the socialist period in the country. During the Stalin's purge in 1937, most of the monasteries were destroyed and 30,000 intellectuals and mostly high ranked monks were executed by the Russian and Mongolian communists (World Bank Group, 2021). The collapse of socialism in 1990 restored religious practice among public. Tibetan Buddhism and traditional Shamanism have risen back to practice widely in Mongolia. Shamanism has been extensively practiced through the history of Mongolia with similar beliefs common among north Asian nomadic tribes. Mongolian shamanism is a belief that includes religion, medicine, worship of nature and ancestors. Central to system is the ritual activities of male and female intercessors so called shamans between human and spirit world. As of 2020, the national census presents that 51.7% of the Mongolians follow Buddhism, 40.6% as unaffiliated, 3.2% as Muslims, 2.5% as followers of the shamanism, 1.3% as Christians, and 0.7% as other religions. The Kazakh ethnic group constitutes 4.3% of total population practice Sunni Muslim and train eagles for hunting. Religious belief, practice and code of conduct are reflected in the culture and everyday life of Mongols (National Statistics Office, 2020).

Traditional way of life is pastoral nomadism. Mongolia is home to nomadic cultures, and these nomads still live in traditional lifestyle. Up to 40% of population live as nomadic and semi-nomadic herders.

They live tens of kms away from the nearby settlements and live in harsh circumstances taking care of their herds with inadequate electricity. The Mongolian pastoral nomadic lifestyle totally relies on their livestock for survival and move around their habitat for several times a year in search of better grass and water for their herds. The nomadic lifestyle is precarious as their regular movement prevents them from transporting stocked goods and other necessities. Herders are vulnerable to natural disasters such as heavy snowfall, ice, droughts, flood, and heavy dust storm threaten their livestock and heighten their fragility. Urbanization has had an impact on nomadic way of life, but many traditional and distinctive features have continued. The main accommodation for nomadic people is called “ger”. It is called as “yurt” in the western literature followed by its Russian translation. A “ger” is a portable, round shaped dwelling made of lattice walls, poles and covered in felt made by sheep wool. They are a sturdy and reliable type of tent. There is wood burning iron stove in the middle of the “ger” with long chimney for heating and cooking. Another feature of traditional cultural element is the national costume, the *deel*, a long robe made of colored silk is worn by both male and female. The main holiday, celebrating the Mongolian Lunar New Year in late January or early February, is a three-day festival that celebrates the first days of spring. It is a time to dress one’s best clothes, visiting families, exchanging gifts, and following ancient tradition to present respect to elders. This nomadic way of life, which has changed little through the time, coupled with the vast expanses of steppes and natural scenery with friendly locals have become major attractions in Mongolia for tourism. Figure 3.4 presents the way of nomadic life in Mongolia.

Figure 3.4 **Nomadic way of life in Mongolia**



Source: photographer Bridget Moreau, 2014

3.7 Overview of tourism sector

Mongolia has a good potential for tourism, yet the tourism sector has started to develop in the last two decades, only. After the collapse of the socialist system in 1990, tourism was slowly to develop its economy. Mongolia has beautiful landscape with untouched nature, rich flora, and fauna, coupled with unique nomadic cultures. Mongolian tourism offers many adventures including horseback riding, trekking, hiking, mountaineering, dinosaur tours, birdwatching, and fishing. Tourism sector has been increasingly considered as an appropriate contender for diversification of the economy away from its dependence from the mining sector. The government of Mongolia has proclaimed the tourism sector as a priority sector with a potential to generate incomes and thus addressing poverty alleviation while providing a justification for conserving nature and protecting cultural heritage. The contribution of the tourism sector to Mongolia's GDP in 2019 was US\$570 million, or 11.0% of the total GDP (National Statistics Office, 2021). This consists of economic activities generated by the tourism supply industry such as airline and land transportation, accommodation, tour operation, and restaurants. The government of Mongolia has introduced a series of marketing campaigns to boost tourism development which are expected increase international tourist arrivals to Mongolia including designating the years 2003 and 2004 as "Visit Mongolia" and "Discover Mongolia" to promote Mongolia as a tourist destination. Mongolia became an official partner country of the Internationale Tourismus-Börse (ITB) in Berlin, the world's largest tourism exhibition in 2015. The tourism authority expected that this investment would increase international tourist arrivals to Mongolia. Mongolia's competitive advantage in tourism lies in the vast open landscapes and enduring nomadic lifestyle, one of surviving nomadic cultures in the world. Signature natural landscapes such as the Gobi Desert, Altai Mountains and Lake Khuvsgul, rare species of fauna and flora for example, taimen, Takhi wild horse, snow leopard, and a significant number of well-preserved paleontological findings constitute a strong appeal for international travelers.

3.8 Tourism supply

Mongolia has a unique value as a tourist destination linked to the country's beautiful landscape, wide open scenery, nomadic culture, festivals, history of Chinggis Khaan, sports and adventure tourism. The Ministry of Environment and Tourism (MET) is the tourism sector's primary administrative authority in Mongolia. The current Government's primary aim is to channel investment into the tourism industry by encouraging the private sector, capacity building for local livelihood through tourism with sustainable practice. The MET estimated in 2019 that there were: 571 registered tour operators; 520 hotels with 12 157 rooms; and 526 tourist *ger* camps with 31 996 camp beds and total of 36 480 people

are employed in the tourism sector (World Bank Group, 2021). Tourism supply sector of Mongolia consists of transportation, accommodation, attractions, activities, travel and destination organizations, and infrastructure.

Air Transport – As Mongolia is a landlocked country in the East Asia between two giant neighbours such as China and Russia, it has a limited accessibility via air and ground transport. The geographical location, limited numbers of flights, low flight frequencies, high cost, flight cancellation, and a lack of domestic flights to main destinations in mid-July are major challenges for tourism industry in Mongolia.

Table 3.1 Seat capacity of international airlines to Mongolia

No	Airlines	Passenger seats (by year)	Percentage
1	MIAT – Mongolian airlines	252 957	50%
2	Korean Air	100 937	20%
3	Air China	77 920	15%
4	Aeroflot	37 394	7%
5	Turkish Airlines	16 800	3%
6	Air Busan	16 686	3%
7	Aero Mongolia	8 229	2%
	Total	510 923	100%

Source: World Bank group, 2021

Table 3.1 presents airline seat capacity to Mongolia. Prior to Covid-19, Mongolian Airlines, Air China, Aeroflot, Korean Air, Air Busan and Turkish Airlines operated regular direct flight to Ulaanbaatar. The state owned MIAT Mongolian airlines has a fleet of 6 aircrafts. MIAT is responsible for 50% of all air transportation in Mongolia and operates scheduled flights to overseas destinations: Moscow, Beijing, Frankfurt, Seoul, Osaka, Tokyo, Hong Kong, Bangkok, and Istanbul. Air flights from and to Ulaanbaatar are relatively expensive compared to other Asian destinations.

Rail transport - The railway is the second main gateway to a landlocked Mongolia to get connected with the countries of Europe and Asia. The international railway which connects with the Russian and Chinese railway network runs from north to south through Ulaanbaatar. This railway with a length of 1815 km, provides the major link for Mongolia, which enables travel between Moscow and Beijing through Ulaanbaatar. As of 2019, the number of passengers on the rail transport was 2 948 100 (National Statistics Office, 2021).

Road transport - Basically, Mongolia lacks infrastructure in terms of road transport. As it is a very large country, the extensive domestic network of around 49 186 km of road links with 21 major cities and 260 smaller settlements throughout the country. Mongolia has only 2 400 km of paved roads. These paved roads can generally be classified as being in fair to poor condition because of foundation failure, longitudinal cracking, perma frost and bumpy conditions. For instance, the road between Ulaanbaatar and Darkhan, vitally important for tourism, has the same poor conditions. The number and quality of the resting facilities along the major trunk roads have been improved by private sector initiatives.

Tourist accommodation – The accommodation sector plays a crucial role in the success of Mongolian tourism. Tourist accommodation are heavily concentrated in Ulaanbaatar and depend on the strong seasonality of tourism demand. 60% of the hotels locate in Ulaanbaatar, where 90% of all hotel sector receipts are generated (World Bank group, 2021). The capital city’s international hotels are Shangri-la, Kempinsky, Novotel, Ramada and Ibis Styles. There are 11 five-star hotels and 9 four-star hotels in Ulaanbaatar as of 2022. The accommodation occupancy rate is 60% during tourist season which is June to October. Currently, there are 520 hotels with 12 157 hotel rooms throughout Mongolia. Traditional accommodation “ger” is served as a tourist camp with more authentic and cultural values to the international tourists. As of 2022 there are 526 tourist ger camps across Mongolia, only few meets international luxury standards.

Travel organizations – There are 571 officially registered tour operators in Mongolia as of October 2022 (National Statistics Office, 2021). However, tourism industry experts state that 50 to 60 of the tour operators were actively engaged in tourism business before Covid-19 pandemic. According to the MET (2020) report, 80% of the international tourists’ flow is fuelled through the top 20 tour operators in Mongolia. These are leisure tourists who came to Mongolia on package tours offered by local tour operators. Several successful tour operators are managed and owned by foreign expats and investors. Tour operators offer comprehensive tour packages with a mix of nature, adventure and cultural elements.

There are several non-governmental associations that operate in the tourism business. The most active organization is the Mongolian Tourism Association, founded in 1992, which is to serve its members, to develop an interest in Mongolian inbound and outbound tourism and to plathe main role in the connection between private sector and government organizations. It has 120 members including travel agencies, tour operators, hotels and tourist camps, transport, and tourism training institutions.

Tourist attraction and activities – Main attractions and activities for tourists in Mongolia relate to the natural scenery, nomadic culture, and historic legacy of Chinggis Khaan. Mongolia is rich in remains of dinosaurs' fossils which have been found in the Gobi Desert. The historic heritage of Mongolia is mainly related to Genghis Khan, the warrior-statesman, who in the 13th century united the Mongolian people into a strong nation that controlled much of Eurasian continent. The nomadic way of life and traditional accommodation gers attracts great interest of international tourists. Many different types of tourism and leisure activities have been developed in different regions such as mountain biking and climbing, horse and camel riding, fishing, hunting, rafting, jeep tours and bird watching over the years. Bird life in Mongolia is rich and includes golden eagle, bearded vulture and other birds such as herring gull, storks and relict gull. Mongolia has the potential to develop many types of special interest tourism such as paleontological tour, bird watching, flower watching tour, cultural, historical, rural, and religious tourism

3.9 Overview of inbound tourism

Tourism in the former post-communist countries generally lags the recent changes and improvements brought about in the international tourism marketplace. Mongolian tourism is no exception. Under the years of centralized and socialist economy almost no service and hospitality industry existed. After the breakdown of the former planned and command economy, the government of Mongolia implemented a wide range of program of monetary, fiscal, and structural reforms designated to reduce the role of the government and to promote the development of the private sectors, particularly entrepreneurs and small and medium sized enterprises. To overcome social and economic challenges, the government placed an emphasis on international tourism as it is a promising strategy to create employment opportunity and reduce poverty (World Bank Group, 2021). As Mongolia is a destination located in Asia, an important tourist destination, it has lots of potential to promote tourism by enhancing its economic growth.

3.10 Inbound tourism in the past

Tourism in Mongolia is mainly inbound tourism which means international visitors to Mongolia. Mongolia has been on the itineraries and routes of people seeking adventure for centuries. Early explorers and adventure travellers, for example Venetian Marco Polo and Franciscan monks Giovanni da Pian del Carpine and Guillaume de Rubrouck first stepped into the land of Chinggis Khaan in the 13th century. Mongolia was famous for the “Silk Road” trail which crossed throughout the country in

the 13th century. Since then, Mongolia has attracted the interest of many travelers and explorers from all around the world.

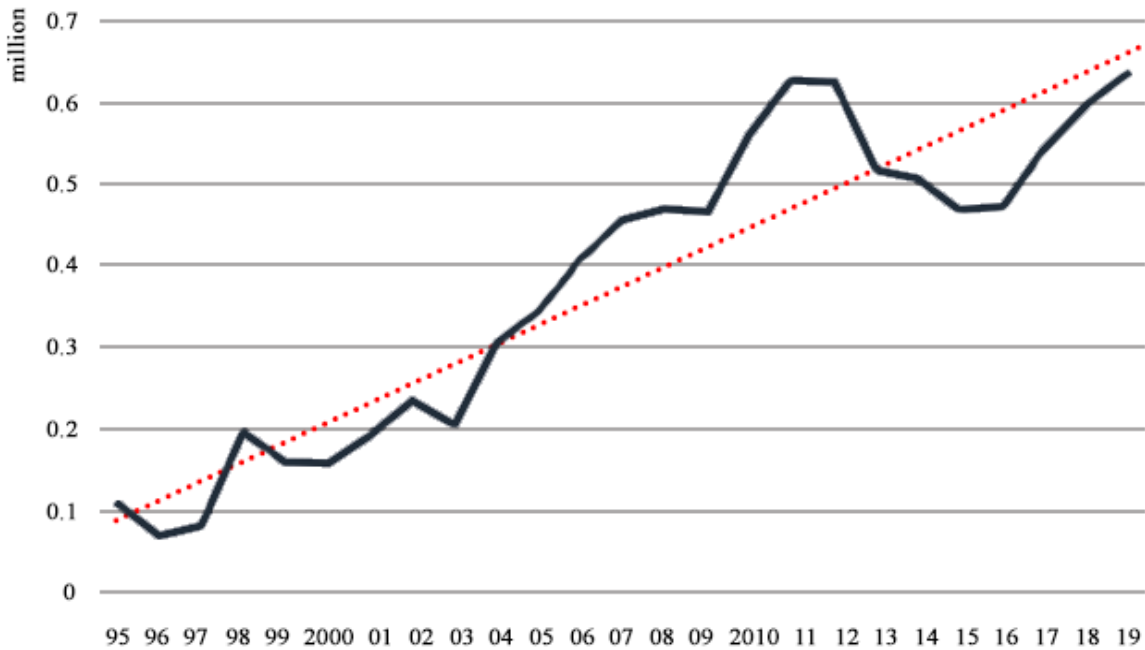
Before 1990 democratic revolution, international tourists were mainly from the Soviet block countries. Juulchin Tourism Corporation, which was established in 1954, the only state tour agency at the time, exclusively organized tours to leisure tourists (Oyunchimeg, 2005). After 1990, leisure tourism arrivals started to increase from other origin markets including South Korea, USA, Germany, Australia, France, Italy, and Japan. Most leisure tourists visiting Mongolia between 1990 and 1997 were on a package tour organized by a travel agency. Until 1997, free independent tourists were only allowed to enter the country if a Mongolian or a foreign resident who resided in Mongolia officially invited them. The number of individuals and independent tourists and backpackers increased as liberal visa regulations were introduced in 1998. However, most tourists still need the services of tour operators since travel in the countryside is difficult without an experienced driver or tour guide.

3.11 Inbound tourism at present

The tourism industry is considered as essential to diversify the economy and creation of jobs. Although tourism is proclaimed by the government as a priority sector, it has struggled to develop for three decades, underachieving its potential, however, began to steadily grow until the COVID-19 pandemic in 2020. The outbreak led to the closure of international borders, cancellation of flights and reduced domestic mobility. According to reports from the General Authority for Border Protection of Mongolia, 577,300 international arrivals recorded in 2019 including travelers for leisure, visiting families and friends, and business. The contribution of tourism to GDP was US\$570 million, which accounted for 11.0% of total GDP (World Bank Group, 2021). Figure 3.5 presents international tourist arrivals to Mongolia between 1995 to 2019. International tourist arrival grew steadily between 1995 to 2011 before stagnating from 2012 to 2019. The business travel arrivals associate with Mongolia's booming mining industry, which has brought rapid economic growth recently.

Figure 3.5

International tourist arrivals between 1995-2019



Source: World Bank Group, 2021

Table 3.2 displays international visitors to Mongolia by origin countries. Mongolia is a long-haul destination for North American and Asia Pacific market with accessibility via Seoul, Tokyo, Hong Kong and Beijing. American tourists tend to travel 14-16 days on packaged tours including tours to Kharkhorin an ancient capital of Mongolian Empire, Khuvsgul Lake and South Gobi. The average travel expenditure on this type of tour is US\$190 per day (Asian Development Bank, 2020). European tourists from Germany, France and Italy tend travel longer and prefer to travel by overland for longer distances in the southern and western Mongolia. South Korean and Japanese market are currently the primary origin markets for leisure tourists. These tourists tend to travel approximately 7-8 days due to their holiday entitlements. They tend to travel all-inclusive coach tours through the central part of Mongolia visiting Terelj and Khustai National Parks, Statue of Chinggis Khaan, and Kharkorhin.

Table 3.2 International visitor arrivals to Mongolia 2012-2019

Rank	Countries	2012	2013	2014	2015	2016	2017	2018	2019
Total		623,839	515,205	505,686	467,231	471,239	471,200	529,370	577,300
1	China	361,506	261,468	258,414	215,500	131,312	144,070	163,991	168,298
2	Russia	86,584	76,748	75,489	73,489	84,065	106,935	129,094	141,927
3	South Korea	45,489	46,498	47,084	48,979	57,587	74,985	84,185	101,279
4	Japan	17,642	18,751	18,893	19,837	19,985	22,582	20,990	24,419
5	USA	17,363	16,034	14,973	15,187	15,859	16,684	17,838	18,838
6	Kazakhstan	10,697	11,574	13,728	14,747	13,370	14,234	16,144	16,264
7	Germany	9,150	9,703	9,720	9,114	9,709	10,586	10,822	12,405
8	France	7,716	7,586	7,887	8,126	9,035	10,044	9,764	10,572
9	Australia	9,348	8,528	6,485	5,795	5,631	6,689	7,495	7,014
10	UK	7,369	6,939	6,167	6,467	6,161	6,012	5,905	5,931

Source: National Statistics Office, 2021

Figure 3.6 presents the distribution map of international tourists to Mongolia. The most inbound tourism is centered in southern and central parts of Mongolia.

Figure 3.6 Distribution of international tourists in Mongolia



Source: World Bank Group, 2021

Business tourism as meetings, incentives, conferences, and exhibitions (MICE) has grown significantly because of Mongolia’s mining boom in 2011. The tourism authority of Mongolia emphasizes the importance of the development of special interest tourism in Mongolia such as birdwatching and dinosaur tours. Bird life in Mongolia is rich, it includes golden eagle, bearded vulture, and other endangered birds.

There are challenges for both public and private sector practitioners in the tourism industry. Extreme continental climate condition of Mongolia brings the biggest challenge to tourism sector of Mongolia. The active tourist season is in the warmer summer months approximately May to September. In this duration the tourism sector gains great portions of its revenue. According to the statistics released from the MET, up to 60% of the leisure tourists and holidaymakers visit Mongolia during Naadam Festival week which is in July annually. To address seasonality, public and private sector stakeholders often cooperate with local communities in organizing winter tourism festivals such as Ice Festival in Khuvsgul Lake in the north, and Camel Festival in the south during February and March aimed at attracting international tourists in the shoulder months and in off-season.

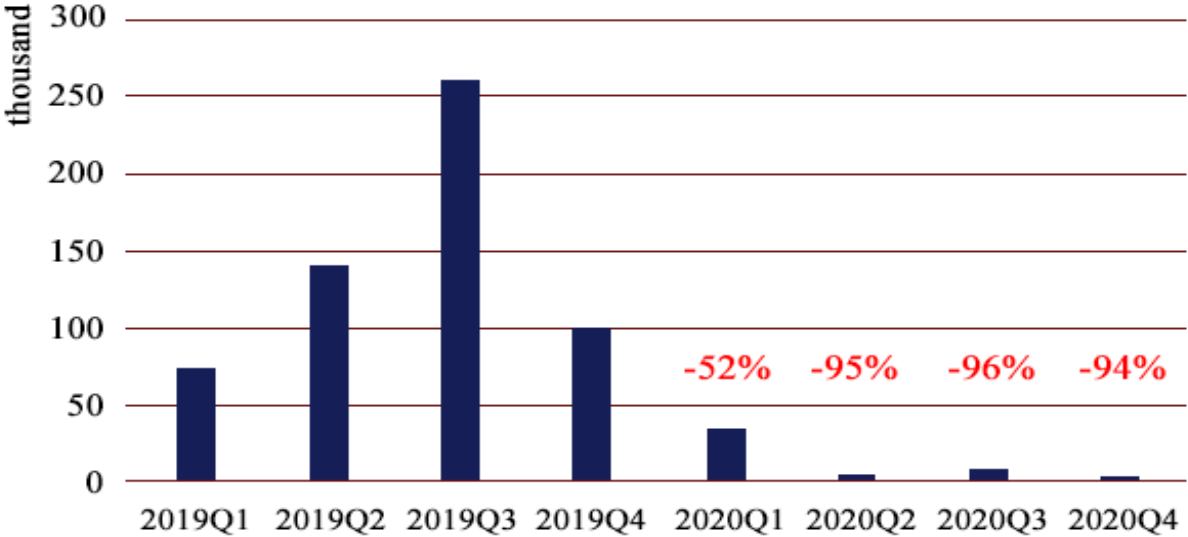
The most famous festival is the Naadam Festival, celebrating Independence Day of Mongolia. Ulaanbaatar's Naadam Festival is well-known among international tourists. Naadam is the largest festival among Mongolians, which has celebrated for centuries. It has its origin in the activities, such as parades and sporting competitions for example archery, horse riding and wrestling. It is believed that Naadam Festival later served to train Mongolian ancient soldiers for battle and connected to Mongols' nomadic lifestyle. Other festivals have become popular in recent years such as Golden Eagle Festival in Bayan-Ulgii province where Kazakh ethnics reside. Kazakh eagle hunters celebrate their cultural legacy and compete to catch small foxes and hares with trained eagles to show their skills, both of birds and trainers. Festivals greatly enhance the tourist experience by providing opportunities to touch nomadic ways of life and take part in traditional outdoor activities with local community.

3.12 COVID-19 impact on inbound tourism

The world has faced an extraordinary global health, social and economic crisis with the COVID-19 pandemic, tourism industry is among the most affected sectors with airliners on the ground, hotels shut down, and travel restrictions put places in all around the world. As the start of 2020, when coronavirus pandemic was registered in neighboring China, Mongolia became one of the first countries to close schools, closing its border with China, canceled public events and most of the services businesses as immediate response. Since then, in Mongolia there have been in the various degrees of lockdowns, and international travel was only repatriation of Mongolian citizens from abroad. These restrictions and responses have virtually collapsed the tourism sector. The COVID-19 pandemic shattered tourism seasons of 2020 and 2021, international visitors collapsed by 94%. Figure 3.7 presents impact of COVID-19 on international arrivals to Mongolia. Mongolia's COVID-19 cases started to spread

rapidly in March 2021 and growth speeded up in September 2021 (World Bank Group, 2021). Only 14 February 2022, the government announced that Mongolia fully opened its borders to international travel. Since then, it is allowed to travel to Mongolia if tourists are fully vaccinated and have 72 hours PCR test, and then the government abolished PCR test requirement to enter Mongolia from 14 March 2022.

Figure 3.7 COVID-19 impact on international arrivals to Mongolia



Source: National Statistics Office, 2021

The outlook for the tourist season of 2022 looks practically as uncertain, although Mongolia is leading country in terms of the COVID-19 vaccinations. Out of total population 92.2% were fully vaccinated as of March 2022 (Ministry of Health, 2022). Representatives from the tour operators assume that travel to Mongolia do not happen on a whim (World Bank Group, 2021). Most international tourists book their holiday at least six months prior to actual date of the tour. Therefore, even though the government has opened the air and land border, it is unrealistic to expect a significant influx of international tourists. As Mongolia borders with Russia in the north, an ongoing war and military conflict between Russia and Ukraine which has started since February 2022 will have an impact on visitor arrivals to Mongolia, especially from European countries. It is estimated that 55.4% of all companies across country did not operate in the first quarter of 2021 (World Bank Group, 2021). In summary, Mongolian tourism sector has absolutely collapsed by the COVID-19 pandemic, curfews, and travel restrictions. The tourism seasons of 2020 and 2021 have been the worst years for the tourism

sector of Mongolia. The industry seems to be hopeful that tourism sector will eventually recover with a coordination of government guidelines and promotion.

3.13 Domestic tourism overview

Despite its importance, domestic tourism is less recognized by tourism stakeholders and largely overshadowed by international tourism in Mongolia (Amartuvshin, 2009). However, domestic tourism in Mongolia is an increasingly popular activity that certainly affects economy, environment, and society. Mongolians tend to travel more within their home country and domestic tourism has been integral part of Mongolians who live in the vast territory of central Asia. Mongolians have very close family ties, which has a great impact on domestic travel patterns since visiting friends and relatives is a strong tradition among Mongolians. Similar to other countries, domestic tourism in Mongolia is determined by disposable income, labor activities, seasonality, tradition and holiday entitlements (Amartuvshin, 2009). Due to the foreign direct investment in the mining sector, government economic and structural policy, the standard of living has been substantially improved over the years. As household income increases, most middle-class families acquire private vehicles which enable them to travel within the country. Improved road accessibility and paved road construction to the national parks and provinces caused dramatic increase in domestic tourists. There are very limited research and data resources on domestic tourism (Amartuvshin, 2009), since there is no standardized measurement system introduced to collect data from the domestic markets. Visitors who buy entry tickets to the national parks in Mongolia are included in the official domestic tourism statistics (MET, 2020). The domestic tourists outnumber international visitors in most national parks. Domestic tourists who do not buy national park entry tickets are not included in the tourism statistics. Camping in a tent in the countryside is common activity among Mongolians. Therefore, the researcher assumes that an actual number of domestic tourists in Mongolia is much higher than official statistics from the MET.

3.14 Domestic tourism in the past

Mongolians have had a long tradition of traveling within their country from the ancient time. It is considered that domestic travel concept has started in the socialist time in a modern context. Traveling habits during the socialist time were distinctive due to the extensive participation from the government. In that time, holidays and recreational activities were a central part of the state health care system (Amartuvshin, 2009). Recreation and excursion were popular among socialist youth organizations and understood as free and leisure time in summer holiday camps. Family and friends travel were introduced with a concept of driving to natural places, to mount their camps, play different sports and

domino and card games, to have traditional stone cooked barbeque and singing and enjoying the moment. Excursions consist of members of youth organizations, students, and school children to travel around the country to gain knowledge about geography, geology, flora, and fauna. Thus, holiday camps were established to provide recreational and holiday facilities for the expanding urban population under a centrally planned economy. Those who worked for state-run organizations, including the nomadic herders, would travel as a group to holiday and recreational camps.

Other types of domestic holiday during socialist period were spa and sanatorium, holiday camps and children summer camps. The government owned spas and sanatoriums were built near the hot and cold natural springs and exotic landmarks around the country for holidaying of the factory workers and citizens. As of 1990, approximately 180 000 domestic tourists visited 119 spas, sanatoriums, holiday, and recreational camps (Amartuvshin, 2009). Summer camps of school children for 7 to 14 days holidays with cultural, educational and sport activities were common in the socialist times. Geographically, children and holiday camps were located near the major towns, whereas spas and sanatoriums were located at the cold and hot mineral springs or beautiful natural settings far from the population settlements. In winter, urban residents from Ulaanbaatar, Darkhan and Erdenet enjoyed skiing and sledging outside of urban area. Naadam Festival in July that is celebrated all around country was one of the important holiday seasons when most Mongolians were involved extensive holiday activities. Nomadic herders train their horses for the horseracing contest and travel for long distance to spend several days to take part in the festival. School reunion, family gathering, visiting one's birthplace were the important reasons for Mongolians to travel within the country during socialist time.

3.15 Domestic tourism at present

Development of modern industries resulted in rapid urbanization in Mongolia. Domestic tourism is defined by disposable income, seasonality, and festivity, as well as frequent holiday breaks. After the democratic revolution in 1990, Mongolia faced major political and economic reforms by shifting from centralized economy to a free market economy. Like many eastern bloc countries which were directly dependent on the Soviet Union, Mongolia confronted serious economic recession in the early 1990s and suffered from hyperinflation, high unemployment rates, and shortages of consumer goods. Domestic tourism during this period was almost non-existent. Mongolians were less willing to travel since they were trying to adjust themselves to a new political and economic system (Bank of Mongolia, 2019).

However, in last two decades, Mongolia has performed major socio-economic and institutional reform by tripling its GDP per capita from US\$1460 in 1995 to US\$4200 in 2019 (Bank of Mongolia, 2019). Due to the foreign direct investments in the mining sector, the government's economic and structural policy, the standard of living has been substantially improved in the last two decades. As of 2018 about 24.8% of the population lived under the poverty line, opposed to 39.4% in 1995 (World Bank Group, 2021). The average annual salary in Mongolia is US\$4750 as of December 2019 (World Bank Group, 2021). Democracy has brought freedom for Mongolians to obtain passports to work, live, and move to foreign countries since 1990s. International migrations have increased; it is estimated that 144,483 Mongolian migrants were living abroad in 2018 with approximately 65% for economic reasons (World Bank Group, 2019). These migrants are mainly males and traveling to work purposes to South Korea, Japan, USA, Sweden, and Czech Republic (Bank of Mongolia, 2019).

As of 2018, there are 49,000 Mongolians who live and work in South Korea exclusively. Mongolians work in manufacturing, constructions, and SMEs in various sectors on legal and illegal basis in South Korea. Therefore, a remittance from Mongolian workers overseas may have a significant impact on the growth of disposable income per household. Annual remittances from workers in South Korea to Mongolia approximately total US\$ 100 million (World Bank Group, 2021). As household disposable income increase, most middle-class households own private vehicles that enable them to travel within their country. Improved asphalt road network, and ease of accessibility to the remote national parks caused the growth in domestic travel.

Urbanization, social congestion, and weather are another factor to explain rising demand of domestic tourists. Out of the 3.2 million population, 1.4 million reside in the capital city Ulaanbaatar. As the climate is extremely continental, Mongolians experience a harsh, cold, and long winter. Escaping from urban congestion, pollution, and celebration of warm summer months are another major reason for Mongolians to travel in their country. During the national holiday called Naadam Festival, Mongolians have longer holiday entitlements, thus they travel to national parks, famous lakes, and rivers; home provinces for reasons of leisure, visiting friends and relatives, high school reunions, pilgrimages, and health.

Economic contributions from domestic tourism is also uncertain due to the lack of standardized measurement system. O'Gorman and Thompson (2007) state that the most common purpose of Mongolians travelling in their country is visiting friends and relatives (40.5%), and leisure (35.2%)

with 63% of the respondents indicated that they travel to the countryside one or two times per year. Although there is an evidence of domestic tourism existence, the tourist numbers, travel patterns, and behaviors are uncertain. The Ministry of Environment and Tourism (MNET, 2020) report presents that approximately 360 000 domestic tourists purchased tickets to enter 12 national parks in Mongolia in 2017. The actual number of domestic tourists is perhaps larger than this statistic. Despite the expansion of domestic tourism, little attention has been paid to the research on the travel motivations for Mongolian domestic tourists.

It is crucial to understand factors affecting domestic tourists' travel motivation, relationship among travel experience, satisfaction, and behavioral intentions of domestic tourists. In addition, positive experience and satisfaction are related to some important outcomes including delivering positive impression about products and services; recommendation to others; intention to revisits and loyalty; more expenditure on the product and services (Katsikari et al., 2020; Hwang et al., 2020). The examination of push and pull motivations, its relation to constructs is critical for understanding domestic tourism demand, market segments, launching new product and services, and designing marketing strategy, and policy on destination development (Baloglu & Uysal 1996).

3.16 Outbound tourism of Mongolia

Mongolians are enthusiastic travelers, but mainly travel abroad and spend their money in foreign country. Mongolian outbound tourism refers to the act of residents of Mongolia traveling out of the country for purposes of leisure and business tourism (Snyder et al., 2015). Although Mongolia is in the lower middle-income country category, outbound tourism started to develop a decade ago (MET, 2020). With a growing economy due to the mining boom, young population and growing middle class, Mongolia has potential to outbound tourism market.

Prior to COVID-19 pandemic, tour operators offered various days package tours to Mongolian travelers. Thailand, Vietnam, Indonesia, Dubai, South Korea, Japan and recently Turkey are the popular destinations among Mongolian tourists abroad. Besides leisure package tours, medical outbound tourists who seek medical care to Thailand, India and South Korea are common among Mongolians. According to the National Statistics Office (2020), 3,052,900 people travelled from Mongolia abroad in 2019. Out of this total outbound travel, 70.5% were traveled for personal reasons, 2.5% for business, 6.2% for tourism and 20.8% for other reasons. In the 2010s, for every US\$1 earned on inbound tourism, Mongolians spent US\$1.74 on outbound tourism (World Bank Group, 2021).

Although the COVID-19 pandemic has put considerable strain on Mongolia's economy and tourism industry, despite this strain, the future of outbound tourism looks promising, since Mongolians tend to seek "revenge travel" after strained in the two-years long lockdowns and border closure. Like domestic tourism, research and actual data of Mongolian outbound tourism is limited due to the lack of attention from the government and tourism stakeholders.

3.17 The impact of COVID-19 on domestic tourism

Mongolia has been careful in opening its border to foreign travelers during the COVID-19 pandemic, therefore inbound tourism has collapsed as a result. To provide relief for the shattered tourism sector, the MET and tourism businesses have tried to promote domestic tourism with support programs, travel and marketing promotions until international tourists return. In the tourist season of 2020 and 2021 which was May to September, for example, the tour operators launched the campaign "Travel in the Motherland", encouraging locals to travel to their country with discounted domestic flights. Mongolian airline MIAT offered charter tours to western Mongolia with well-known television show hosts. However, the majority of Mongolians do not book their travel through tour operators and prefer to organize the tours by themselves and camping rather than staying in tourist "ger" camps or hotels (Asian Development Bank, 2020). Thus, domestic tourists provide limited revenue for the tour operators and travel companies. The government authority recorded that there was a significant increase in numbers of domestic tourism in 2020, but the total revenue was a small fraction of previous years' revenue from tourism (World Bank Group, 2021).

As domestic tourism has grown gradually, many tourists' businesses, particularly tour operators who traditionally focused on international tourists have had to reorient their offers to cater to the domestic tourists. This involves investment in new product and service development, targeting existing domestic markets, for example offering event tours to youth travel segments with well-known artists and comedians by using social media for marketing communication. Similarly, nature-based tours such as hiking, trekking and horseback riding among mature travel markets have become common. This kind of investments could be beneficial when international tourists return with changed preferences of post COVID-19 attitude. In summary, domestic tourism has increased and became important since Mongolia closed its border to international tourists in the early 2020. This creates opportunity to capture a demand and spending from Mongolians who would have otherwise traveled abroad. The domestic market also has a potential for expansion with suitable products and plenty of tour activities.

3.18 Constraints and potentials of domestic tourism

Domestic tourism is often less researched by mainstream tourism stakeholders and the government authorities and destination management organizations. As mentioned in the previous section, domestic tourists do not cross the international borders, making it is problematic to gather actual data and statistics. While government authority, market and academic research have focused on international tourists, domestic tourism needs to be better researched and understood. Ironically, the coronavirus pandemic provides an opportunity for domestic tourism to attract attention of the tourism stakeholders to better understand its importance, contribution to economy, travel behavior, consumption preference and activities.

The COVID-19 pandemic makes tourism stakeholders to understand, to reset and to reconsider their business model to balance between both markets. Domestic tourism assists to increase the environmental awareness, job opportunity, and attract investors' attention. However, it is recognized that domestic tourism can hardly fill the gap from the absence of international tourists' foreign currency earnings. Nonetheless, it is important to examine the full potential of domestic tourism for economic benefits, contribution to local livelihoods and capacity building. Destinations and countries could use this pause of international tourism which caused by COVID-19 to improve infrastructure, roads, tourism facilities or to clean the environment for example beaches, as well as implementing more sustainable approaches for their future tourism practices.

3.19 Rationale for selection of domestic tourists as target population

Since the establishment of tourism sector in Mongolia, there is limited academic research that has been conducted in the context of tourism in Mongolia, particularly in domestic tourism. Most of the tourism research have focused on well-established destinations, and very few research exists regarding tourism in Mongolia.

At the proposal stage of this dissertation, the researcher aimed to study travel motivations, relationship among travel experience, satisfaction, and behavioral intention for both international and domestic tourists with an effort to conduct a comparative analysis. However, the COVID-19 pandemic outbreak would not give an opportunity to the researcher to conduct research among international tourists to Mongolia. Because Mongolia closed its schools and borders and canceled public events and services in the beginning of 2020 until February 2022 with various degrees of lockdowns. As a result, the

tourism sector of Mongolia has severely shattered and international visitor numbers collapsed by 94% in 2020. Therefore, domestic tourists are selected as a target population for this dissertation.

However, significance of domestic tourism, recent trends and changes in tourism demand and tourist behavior require more academic research and approach to study domestic tourism. Furthermore, traditional tourism businesses such as tour operators and accommodation sectors who previously focused on international tourism redirect their offers to cater the needs of domestic tourists by investigating new products and services. Therefore, it is crucial to study travel motivations, travel experiences, satisfactions and behavioral intentions of domestic tourists which will be academically and practically significant.

3.20 Summary

This chapter examines study setting of the dissertation Mongolia and its location, geographical, political, economic, social and cultural environments. The factors that are directly related to the scope of the dissertation have been emphasized. To better understand tourism in Mongolia, the chapter focused on a discussion of the natural, social, cultural, and political environment of Mongolia and other cultural issues that influence tourism. Furthermore, inbound, outbound, and domestic tourism in Mongolia were discussed with its challenges and potentials and COVID-19 impact on tourism sector also presented. While the government of Mongolia has proclaimed tourism as a priority sector to diversify its economy from the mining sector resilience, it also faces many challenges such as high seasonality, lack of tourism competitiveness, lack of marketing and government policy and tourism recovery from the COVID-19 impacts.

4.1 Introduction

The chapter displays a discussion of the research methods, approach and research design applied in this dissertation. The chapter begins with the explanation of research paradigm and philosophical assumptions followed by research design and strategy that describes the rationale for choosing mixed research approach as a core research method. Due to the nature of the research objectives, a qualitative research instrument, a key informant interview was conducted as supplementary research. A detailed description of the research instrument development, measurement items, and scale development is discussed. The ways in which the questionnaire design was adopted are discussed, followed by pilot testing and modification, survey administration, data collection, process of data analysis and data validation, selection of participants and interviewees, and research limitation. The last part of the chapter outlines ethical considerations and summary.

4.2 Research paradigm

The research paradigm is a guide or road map that researchers should address to explain their research problems. There are numerous definitions of research paradigm, the most widely accepted definition is by Kunh (1970) “the set of common beliefs, values and agreement which is shared between researchers about how research problems should be understood and addressed”. The research paradigm is categorized by three features such as ontology (What is reality?), epistemology (How do you know something?) and methodology (How do you go about finding it out?). The proposed research paradigm leads to the selection of appropriate research strategies, design and methods as quantitative, qualitative or mixed approach, which later reflects on the data collection, data analysis, data interpretation and writing up and gaining knowledge from the collected information (Creswell & Clark, 2009; Ladyman, 2007). There are a variety of paradigms that have been widely used to discuss research in the social sciences such as positivism, post positivism, critical theory, constructivism, and pragmatism (Creswell & Clark, 2011). The differences of these paradigms are based on the three characteristics of ontology, epistemology, and methodology. Ontological question refers to the reality, the epistemological question stresses the knowledge and the relationship between the knower or observer and what is known or what is observed. The methodological question concerns whether suitable approach is taken for a systematic investigation for the research problem. The literature review shows that there are three paradigms related to the ontology: objectivism, constructivism, and pragmatism, while epistemological position concern two paradigms positivist and interpretivist. In social sciences, positivism, post

positivism and interpretivism are widely used and considered as vital research paradigms (Creswell, 2009). In the tourism research, the positivism, interpretivism and critical theory are major research paradigm. The research process is driven by the selected research paradigm. Positivist researchers are often linked to the quantitative research whereas interpretivist researchers linked to qualitative research (Bryman, 2012). Social scientists have followed one of these two paradigms and re approaches until recently. However, mixed methods research has been introduced based on pragmatism using each of quantitative and qualitative research (Creswell & Clark, 2011). Denzin (2010) argue that there is paradigm shift towards pragmatic approaches in social sciences. Quantitative researchers primarily focus on the numerical data and analysis within the framework of positivism, while qualitative researchers primarily focus on narrative data and analysis within interpretive paradigm. Mixed methods researchers primarily focus on pragmatist paradigm and are interested in both numeric and narrative data and analysis. Due to the nature of the research problems and objectives, the author of the research implies mixed research methods in the framework of pragmatism paradigm.

4.3 Pragmatism

Pragmatism is approach with an objective of understanding the research questions rather than putting emphasis on research methods (Bryman, 2012). Researchers perceive the world from different perceptions and different views, not from a single agreement. However, researchers have a right to apply a variety of methods, research techniques, data collection and analysis that help them to solve research problem (Creswell, 2009). Thus, this philosophical assumption implies mixed research methods such as quantitative and qualitative methods. Based on pragmatism, mixed research method is recognized as the major research approach and paradigm (Denzin, 2010). The pragmatists believe that researchers can use different methods and paradigms. Pragmatists consider that research methods are determined by research questions and practical considerations (Denzin, 2010). The objective of applying mixed research methods is to both understand the relationship among variables in a situation and investigate the research topic more in-depth (Creswell, 2009). The differences between qualitative and quantitative research is often referred to using numbers for statistical measurement and using words for exploring problems (Creswell & Clark, 2011). Quantitative research is regarded as a method for examining objective theories by investigating the relationship among variables, whereas qualitative research is regarded as a method for exploring and understanding a social and human problem (Creswell, 2009). It is said that qualitative research is to examine aspects of social life, which are not measurable by quantitative measurement (Bryman, 2012). Due to the nature of the research objectives, the author of the research implies mixed research methods by using both quantitative and qualitative

research method. Table 4.1 presents the main distinction between quantitative and qualitative research (Maxwell, 2005).

Table 4.1 Difference between quantitative and qualitative research

Dimension	Quantitative research	Qualitative research
Type of question	Limited probing	Probing
Sample size	Large	Small
Administration	Fewer skills required	Interviewer with skills
Analysis	Statistical	Subjective, interpretive
Hardware	Questionnaires, computers	Tape recorder, devices
Ability of replicate	High	Low
Researcher	Statistics, decision models, Programming, marketing	Psychology, sociology, consumer behavior, marketing
Type of research	Descriptive, causal	Exploratory

Source: Maxwell, 2005

The objective of this research is to understand domestic tourist motivation and to identify variables determining behavior and satisfaction based on the push and pull theory. This theory was applied as central to develop a conceptual framework of travel motivations of domestic tourists, travel experience, tourist satisfaction and behavioral intention. Therefore, tourist motivation and behavioral intention can be examined by a quantitative research method with a mixture of variables whose relationships are displayed in the research hypotheses of this research. To have an in-depth understanding of travel motivations, travel experience, satisfaction and behavioral intentions, a qualitative research method is proposed as part of the research design. With these propositions of this research, pragmatism is considered as the most appropriate paradigm among others. By adopting the pragmatism, the researcher can ensure the objectivity in quantitative data analysis to obtain an understanding of the objective reality along with qualitative explanation.

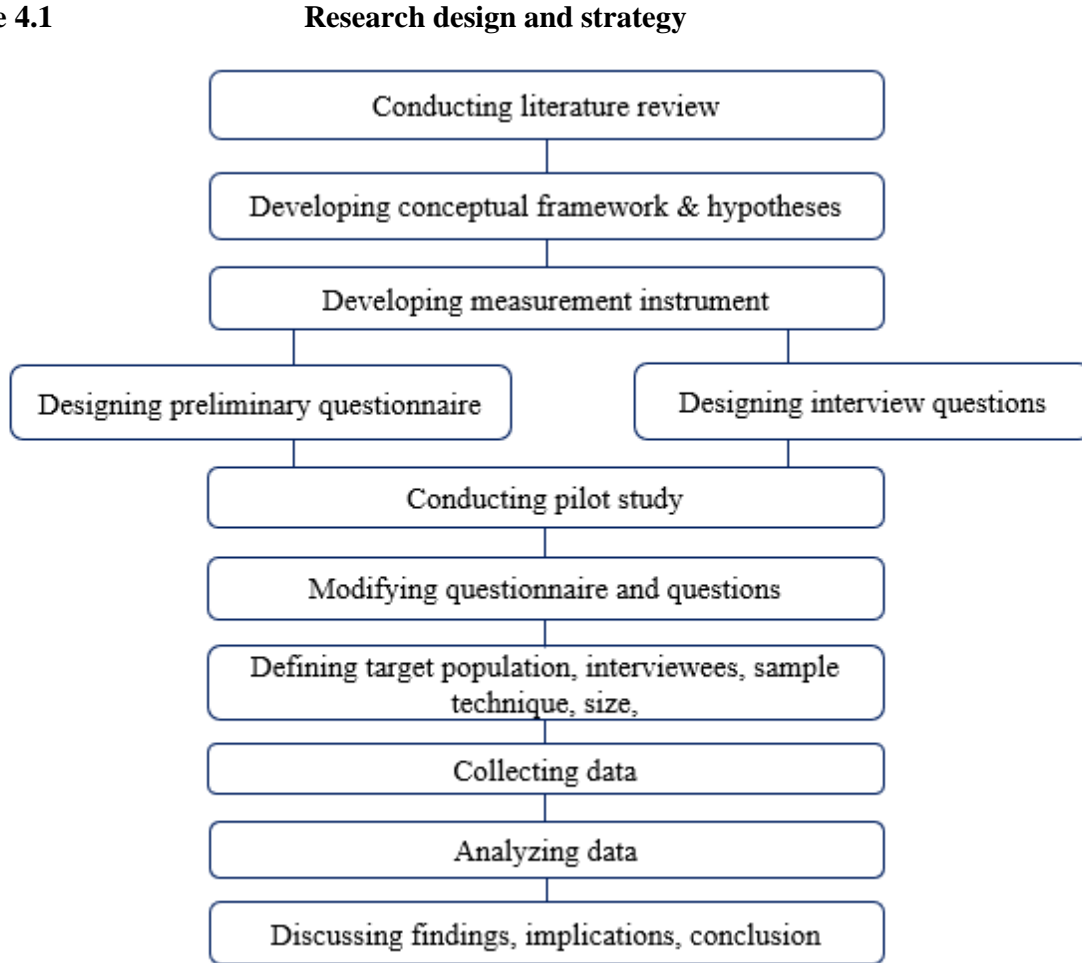
4.4 Research design and strategy

Research design is the agenda of research methods and techniques chosen by a researcher. This dissertation examines domestic tourists' motivation, travel experience, satisfaction, and behavioral intention. To answer the research questions, a mixed research method including quantitative and qualitative research strategy was formulated to examine motivational factors of domestic tourists and to study the hypothesized relationships among the constructs. An effective approach for testing the theoretical model and hypotheses was to apply exploratory factor analysis, reliability test, structural equation model, linear regression, path analysis using AMOS tools. Figure 4.1 presents the research

design and strategy applied for this dissertation. The conceptual framework includes five constructs such as travel motivation, push factors, pull factors, travel experience, satisfaction, and behavioral intention. The relationship among these constructs is hypothesized according to the literature review. Furthermore, a scale and measurement instruments and items for all constructs were developed based on the literature review. Once research instruments and items had been validated, a questionnaire was formulated.

The main method chosen to collect information from domestic tourists was a questionnaire survey. To test feasibility of the questionnaire a pilot testing was conducted. A pilot testing refers to a pre-testing or small-scale trial run of the questionnaire prior to full scale study (Bryman, 2012). The pilot testing assists to examine and modify potential weaknesses, missing information, uncertainties, or poor phrasing of the questionnaire. The data were examined by descriptive statistical analysis, exploratory factor analysis (EFA), measurement model evaluation, and ANOVA analysis. To have in-depth understanding about travel motivations of domestic tourists in Mongolia, the second research method selected was a qualitative approach - key informant interviews. The purpose of qualitative research was to acquire profound qualitative data to gain further insights into complex nature of tourist motivation, behavior, and experience (Pearce, 2011; Hsu & Huang, 2012; Kao, 2008). The questions for the qualitative research formed in this research were to identify domestic tourists' motivations from the framework of tourism supply and stakeholders' point of view. The interviews were employed with volunteer participants to complement, explain, and expand the findings of quantitative data.

Figure 4.1



Source: Author's construct

The justification for choosing the questionnaire and interview-based methods for this research is that there are two different target populations involved. The questionnaire was completed by domestic tourists who travelled in Mongolia; the interviews were centred on the representatives from the tour operators who conduct domestic tours to Mongolians. The research findings, discussions and implications will be presented in the final part of the dissertation.

4.5 Research instrument and scale development

The objective of the dissertation was to test the proposed conceptual framework of tourist motivation and behavioral intentions, which consisted of five constructs: push factor of travel motivation (PUSH), pull factors of travel motivation (PULL), travel experience (TE), tourist satisfaction (TS), and behavioral intention (BI). Scale items and measurement for five constructs (PUS, PUL, TE, TS, and BI) have been widely examined in the literature review. The scales for these five constructs were

derived from the literature and then tested by a pilot testing. Table 4.2 presents the example of push and pull factors of travel motivations in the previous tourism literature. In the push factors of travel motivations, 32 items were adopted from the literature review and characteristics of study area such as knowledge; escapism; relaxation and rest; status and prestige; family and togetherness; excitement and fun; and sports and physical activities (Bayih & Singh, 2020; Ozdemir, 2020; Wen & Huang, 2019; Wong et al., 2017; Baloglu & Uysal, 1996; Beerli & Martin, 2004; Hsu & Huang, 2012). In the pull factors of travel motivations, 24 items of travel motivations were adopted from the literature review such as nature and weather; culture and sightseeing; activities and shopping; tourism service and hospitality; and convenience and amenities (Bayih & Singh, 2020; Ozdemir, 2020; Wen & Huang, 2019; Wong et al., 2017; Baloglu & Uysal, 1996; Beerli & Martin, 2004; Hsu & Huang, 2012). Push factors have been considered as motivational needs that arise from the disequilibrium and tension in the individuals' motivational system (Kim et al., 2007).

Table 4.2 Push and pull factors of travel motivations

Authors	Tourist Motivations											
	Push factors							Pull factors				
	Knowledge	Rest & Relaxation	Status & Prestige	Family & Togetherness	Escapism	Adventure & Excitement	Sport & Physical Activity	Nature & Weather	Culture & Sightseeing	Activities & Shopping	Tourism service & Hospitality	Convenience & Amenities
Crompton (1979)		+	+	+	+							
Oh et al., (1995)	+	+	+	+	+	+	+		+		+	
Baloglu & Uysal (1996)	+		+	+	+	+	+	+	+	+		+
You & O'Leary (1999)		+	+	+	+	+		+	+	+		
Kim & Lee (2000)	+		+	+	+							
Lee et al., (2002)	+	+	+	+	+			+	+	+		
Jang & Cai (2002)	+	+		+	+	+		+	+	+	+	+
Bogari et al., (2003)	+	+		+				+	+	+		+
Beerli & Martin (2004)	+	+	+	+		+			+	+	+	
Kim et al., (2007)	+	+	+	+			+	+	+		+	

Bashar & Ahmad (2010)	+	+	+	+	+			+	+	+	+	+
Wong et al., (2017)	+	+			+			+	+	+	+	+
Wen & Huang (2019)	+	+	+		+	+			+	+		
Katsikari et al., (2020)	+				+	+	+	+	+	+		+
Ozdemir (2020)	+		+	+	+		+	+	+		+	+
Acharya & Lillywhite (2020)				+	+	+				+	+	+
Bayih & Singh (2020)	+	+		+				+	+	+		

Source: Author's literature review

4.5.1 Instrument development for push and pull factors

Using a five-point Likert scale (5 as strongly agree to 1 strongly disagree), respondents were asked to evaluate 32 push factors of motivational items derived from the literature review, which later grouped into 7 factors as following:

Knowledge - Earlier studies have applied this factor in the study of tourist motivation (Baloglu & Uysal, 1996; Kim & Lee, 2003; Beerli & Martin, 2004; Wong et al., 2017; Wen & Huang, 2019; Katsikari et al., 2020; Bayih & Singh, 2020). This factor has been broadly used by various authors with an acceptable reliability alpha. Latest research done by Ozdemir (2020) had a reliability alpha of 0.751, while that of Jang and Cai (2002) was 0.688. The selected items were examined its appropriateness to the study area by the researcher. Some items from the literature review have not been included because there were different items for different geographical locations. The items of this factor used in this study are:

- Increase my knowledge about my country
- Experience different places
- Develop new skills
- Experience different culture
- Experience new lifestyle

Rest and relaxation – Three items have been extracted from the analysis of the literature review for this factor (Crompton, 1979; Oh et al., 1995; Jang & Cai, 2002; Kim et al., 2007; Wong et al., 2017; Wen & Huang 2019). These items were relatively significant to most of the previous studies with an acceptable reliability alpha of 0.644 by Jang & Cai (2002) and 0.770 by Yousefi and Marzuki (2015). The items of this factor used in this study are:

- Relax physically
- Relax mentally
- Enjoy and relax myself

Status and prestige – This factor has been extensively used in the previous tourist motivational studies (Baloglu & Uysal, 1996; Kim & Lee, 2003; Beerli & Martin, 2004; Wong et al., 2017; Wen & Huang, 2019). These items were relatively significant to most of the previous studies with an acceptable reliability alpha of 0.885 by Wen and Huang (2017) and 0.740 by Yousefi and Marzuki, 2015). In some studies, this factor was addressed as “ego enhancement”, “social prestige” or “status enhancement” (Kim & Lee, 2000; Beerli & Martin, 2004; Wong et al., 2017; Wen & Huang, 2019). The items selected in this study are:

- Increase my status prestige
- Talking about my trip after return home to get respect
- Show my taste in life
- Go to places that my friends have not been
- Tasting food, I have never eaten
- New place for me
- Place that I tell others about

Family, friend, belongingness, togetherness-This factor has been measured by earlier researchers (Jang & Cai, 2002; Kim *et al.*, 2007; Bashar & Ahmad, 2010; Ozdemir, 2020; Acharya & Lillywhite, 2020; Bayih & Singh, 2020). This study includes related items in this factor as following:

- Make friends with similar interest
- Build relationship with family, relatives & friends
- Have a good time with family, relatives & friends
- Experience holiday romance

There is various acceptable reliability alpha identified by previous researchers, for example Bayih and Singh’s (2020) study had a reliability alpha of 0.792; and Cai and Jang (2002) had a reliability alpha of 0.613.

Escapism – A person’s need to escape from his or her everyday routine, pressure, and work environment is a widely used factor in the tourist motivational studies. In the literature review, the numerous items that make escape factor grouping refer to the need to get away and experience change from daily routine (Crompton, 1979; Oh et al., 1995; Baloglu & Uysal, 1996; Lee et al., 2002; Jang & Cai, 2002; Wong et al., 2017; Katsikari et al., 2020). The researcher selected two items from the literature review for this study as:

- Escape from everyday life

- Do nothing

The suitable reliability alpha for this factor is relatively high 0.909 for Wen and Huang (2019) study, whereas 0.718 for Wong et al.,(2017).

Adventure and excitement – Adventurous leisure activities based on unusual, exotic, and remote destinations are the major push motivations for individuals. This factor has been differently categorized by the researchers as adventure, thrill seeking, excitement, fun and excitement or having fun and entertainment. Based on the earlier studies (Oh et al., 1995; You & O’Leary, 1999; Beerli & Martin, 2004; Acharya & Lillywhite, 2020; Katsikari et al., 2020), the following most widely used items for this factor were selected in this study:

- Challenge my abilities
- Have fun
- Enjoy good weather
- Have thrills and excitement
- Be adventurous

The acceptable reliability alpha of this factor in Jang and Cai’s study (2002) was 0.688 and by Katsikari et al., (2020) it was 0.701.

Sport and physical activity – This factor is considered as ‘leisure-based travel is individuals temporarily movement outside of their home to engage in physical activities, to watch physical activities, or to visit attractions linked to physical activities. Literature review displays items for this factor as being active, needs to watch sporting events, or participating in sport activities (Oh et al., 1995; Baloglu & Uysal, 1996; Kim et al., 2007; Ozdemir, 2020; Katsikari et al., 2020). The items of this factor used in this study are:

- Keep physically active
- Keep healthy
- Participate in sporting event & festival
- Fishing and hunting
- Participating in sport

These items were relatively frequently used in the previous studies with an acceptable reliability alpha of 0.780 by Katsikari et al., (2020).

In comparison, using a five-point Likert scale (5 as strongly agree to 1 strongly disagree), respondents were asked to evaluate 24 pull factors of motivational items derived from the literature review, which

were later grouped into 5 factors. What makes people to travel is not only based on the intrinsic motivations, whereas it strongly relates to the attractions of a destination and places. Canavan (2013) states that attractions, places, and businesses can attract tourists to themselves. Therefore, pull factors are also significant for tourists' motivational study. Pull factors have been identified as relating to the study area. As Mongolia is a landlocked country, unrelated items such as beach and oceans are excluded from the list. Pull factors have been selected as relating to the features, attractions, or destination attributes as follows:

Nature and weather - The nature and weather factor refer to the accessibility of certain characteristics in destinations such as wilderness and outback areas, forests, lakes and rivers, countryside, and pleasant weather that attract tourists to the destinations. Literature review suggests that this factor was measured by using different items (Baloglu & Uysal, 1996; You & O'Leary, 1999; Beerli & Martin, 2004; Wong et al., 2017; Katsikari et al., 2020; Ozdemir, 2020). The factor items in this study include:

- Beautiful natural resources
- Wild animal and plants
- Many lakes and rivers
- Scenic national parks and forests
- Pleasant climate

The acceptable value of reliability alpha for this factor is varied by researchers. For instance, Bayih and Singh's (2020) study presented reliability alpha for nature and weather was 0.903, whereas Katsikari et al., (2020) had 0.740 for nature and weather.

Culture and sightseeing - Culture and sightseeing refers a presence of both tangible and intangible resources of the cultural, historical, archaeological places, buildings, ancient castles, churches, mansion, cathedrals, artworks, local culture, and festivals that appeal tourists to destinations. This factor is crucial for travelers who are motivated by the push factor of knowledge and novelty. Significant items that have been examined in the previous motivational literature are presented in the study of Jang and Cai (2002); Bogari et al., (2003); Beerli and Martin (2004); Bashar and Ahmad (2010); Wen and Huang (2019); and Bayih and Singh (2020). This study includes items as:

- Has many attractions
- Has cultural and historical resources
- Sightseeing
- Heritage

The reliability alpha for this factor was 0.802 for Bayih and Singh's (2020) study and 0.710 for Yousefi and Marzuki (2015).

Activities and shopping - The activities tourists engage while they are at the destination is the convenience of attractions such as various entertainment, sporting activities, shopping and, hiking, climbing, and attending sporting events. There are some common items in the previous motivational studies (Wong et al., 2017; Baloglu & Uysal, 1996; Wen & Huang, 2019; Jang & Cai, 2002). In this study three items were included as:

- Entertainment
- Shopping
- Active night life

These items have been adopted in this study because it has considerably good reliability alpha of 0.609 (Jang & Cai, 2002) and 0.804 in Bayih & Singh's (2020) research.

Tourism service and hospitality – Another important pull factor for travel motivation at the destination is considered as a tourism infrastructure including tourist facilities of accommodation, transportation, road condition, and ease of accessibility. It has intangible attributes such as feeling of the level of welcome and hospitality (Kassean & Gassita, 2013). Seo et al., (2009) examine Korean tourists' attachment to Thailand which is a wide range of tour packages, friendly service, and real exchange rate. This study includes items from the literature:

- Good accommodation
- Convenient transportation
- Ease of accessibility
- Hospitality
- Local cuisine
- Local life
- Calm & exotic atmosphere

The reliability alpha of this factor in Yousefi and Marzuki's (2015) study was 0.760 and for Sirakaya and McLellan (1997) it was 0.660.

Convenience and amenities - Perception of an individual's experience at the destination related to his or her feeling involves experiences from the surrounding environment. The pull factors of travel motivation are related to convenience offered by recreation facilities available in destination including cleanliness, safety & security, condition of facilities for different types of customers, competitive

prices, seat, watching site, stall, picnic, toilet, and other amenities (Baloglu & Uysal, 1996; Jang & Cai, 2002; Bogari et al., 2003; Ozdemir, 2020). This study includes items from the literature which are:

- Good facility for children
- Good facility for elderly
- Cleanliness
- Safety and security
- Reasonable price

The reliability alpha of this factor in Wong et al.'s (2017) study was 0.845 and 0.723 for Bayih and Singh (2020).

4.5.2 Instrument for memorable travel experience

To develop a measurement instrument for travel experience, an extensive literature review was conducted. Moscardo (2009) defines tourism experience as an individual's subjective evaluation and feeling of events (affective, cognitive, behavioral) which is related to his or her tourist activities. Moscardo (2009) further elaborates that the common dimension of tourism experience includes emotional, social, cognitive, and sense of escapism. A set of 20 memorable travel experience items was generated from the review of the tourism research relating to tourists' experiences (Kim et al., 2012; Choi & Sirakaya, 2005; Hsu & Huang, 2012; Cajiao et al., 2022). Based on the previous research, respondents were asked to report the most agreed and least agreed travel experiences. Using a five-point Likert scale, close ended questions were asked for the memorable travel experience items. Based on Kim et al., (2012) research, memorable travel experiences were scaled in seven dimensions such as hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. Kim et al., (2012) refer to 'hedonism' as experiences associated with emotions such as pleasure, excitement, and enjoyment; 'refreshment' is associated with feelings of freedom, liberation and revitalization; 'local culture' represents travelers' experiences of friendly local people; 'meaningfulness', indicates travelers' engagement in personally significant activities; 'knowledge' is the exploration of new cultures; 'involvement' is travelers' active participation in memorable tourism experiences; and 'novelty' is unique experiences encountered by tourists. Furthermore, literature review displays that travel experience is measured by the number of travels, number of destinations and duration of length of stay (Pearce & Lee, 2005; Pearce, 2011). To examine this statement, travel frequency of the respondents was asked by two questions. In summary, the positive experience of tourists towards a

travel destination are expressed by characteristics such as enjoyed sense of freedom, refreshing, revitalizing, and liberating.

4.5.3 Instrument for tourist satisfaction

Tourist satisfaction framework contains three attributes as the cognitive, affective, and systematic (Bigne et al., 2001; Bigne, 2005). The cognitive attribute refers to the service experience, the affective attribute refers to the customers' psychological response towards the service performance, whereas the systematic attribute refers to the difference between expectation and received service. A five-point Likert scale was used to specify level of affective and cognitive attributes of travel satisfaction: (5) excellent; (4) very good; (3) good; (2) fair and (1) poor. Overall, 21 items were selected to evaluate their affective and cognitive attributes of their travel based on the literature review (Kozak, 2003; Battour, 2012; Carlos Castro et al., 2017; Ghose & Johann, 2018; Meng et al., 2008).

4.5.4 Instrument for behavioral intention

In this research, behavioral intention is considered as the possibility of revisiting to the same destination or the tourists' willingness to recommend the destination to the potential tourists. Zeithaml et al. (1996) identify the determinants of tourist behavioral intentions as repurchase intentions, word of mouth recommendation, customer loyalty, complaints, and price sensitivity. Chen and Chen (2010) note that favorable travel intention represents customer loyalty that includes positive word of mouth (recommendation), spending more money at the destination, paying premium price and being loyal to the destination. Burton et al.,(2003) summarize that previous tourists' behavioral research determined behavioral intentions using three attributes; intention to return, willingness to recommend and word of mouth. Lam and Hsu (2006) measure behavioral intention of tourists to choose Hong Kong as travel destination by three items with a seven-point Likert scale ranging from strongly agree to strongly disagree. The measurement items were "likelihood to travel to Hong Kong in 12 months", "intend to travel to Hong Kong in 12 months" and "want to visit Hong Kong in the future". Based on literature review (Zeithaml et al.,1996; Poulaki & Nikas, 2021; Jeong et al., 2019; Jennings, 2010) 5 items of behavioral intentions were adopted such as "I will recommend this destination to other people"; "I will say positive things about this trip to other people"; "I will encourage friends and relatives to visit this destination", "I will revisit this destination in the future" and "I will visit other places in Mongolia in the future". A five-point Likert scale from strongly disagree (1) to strongly agree (5) was used for these measurement items. In summary, favorable and positive behavioral intentions represent customer loyalty of the tourists to a destination.

4.6 Designing questionnaire

Based on the measurement scale development, a preliminary questionnaire was developed including push and pull factors of travel motivations, travel experience, tourist satisfaction and behavioral intentions with range of measurement scale, which is presented in Appendix A. The questionnaire is begun by giving information about the research objectives and implications followed by anonymity and confidentiality of the respondents. The main questionnaire is divided into five parts.

Part One of the questionnaire belongs to the travel motivations of the domestic tourists consisting of 56 items in total. The first section of this part is to inquire respondents the level of their agreement on the potential intrinsic motivations which is push factors for traveling in Mongolia representing 32 motivational items. The second section of this part involves 24 measurement items of extrinsic motivations which is pull factor of a destination.

Part Two of the questionnaire involves the questions related to the travel experiences of the visitors to a destination. The respondents are asked to assess the level of agreement of travel experiences of their domestic travel. In total, 20 items were adopted to collect data to measure the memorable travel experience. An alternative way to measure tourist experience is the number of travels, number of destinations and duration of length of stay proposed by Pearce and Lee (2005). Therefore, the number of travels of the respondents was also asked to determine travel experiences.

Part Three of the questionnaires involves the questions related to the tourist satisfactions, which aims to gather information about how tourists are satisfied with the destination features and services they received during their travel through 21 measurement items.

Part Four of the questionnaire involves the questions related to the behavioral intentions of the tourists through 5 measurement items which are derived from the extensive literature review. All data collected from this section is used to analyze proposed framework and hypotheses of this dissertation.

Part Five of the questionnaire involves socio-demographic information questions including gender, age, marital status, education, employment, income, traveling areas, and travel companion of the respondents. Data from this section were utilized to conduct descriptive analysis of the socio-demographic characteristics of the respondents and comparative analysis of domestic tourists' motivation and behavioral intention. To have a better and distinctive description of the questions and constructs, the questionnaire was initially designed in English based on the literature review. Later, the

questionnaire was translated into Mongolian by the researcher. A syntax, grammar, vocabulary, expressions, idioms, and spelling were reviewed by two linguistic experts. Corrections in the translations were made according to the comments.

4.7 Pilot testing

The main research method chosen to this research is a questionnaire survey. To test feasibility of the preliminary questionnaire a pilot testing was conducted. A pilot testing refers to a pre-testing or small-scale rehearsal run of the questionnaire prior to full scale study (Bryman, 2012). The researcher assumes that a sample size for pilot testing from 15 to 25 is considered suitable to provide evaluation and assist the researcher to recognize the potential disadvantages in a questionnaire. Therefore, 30 questionnaires were delivered to the volunteer participants to provide feedback on the duration of completion of the survey, feeling comfortable to answer the questions, clarity of the wording and expressions, understanding of the items, and indication of irritable and confused words and terms. The pilot testing of the questionnaire was conducted in September 2021. The participants were asked to fill the paper-based survey voluntarily. There was a total of 25 responses out of 30 surveys delivered, giving a response rate of 83.3%. Major comments from the respondents were about length of the questionnaire, indicating that it was too long and required 20-25 minutes to fill it. The structure and clarity of the wording was understandable. The minor changes were made according to the comments.

4.8 Sample design

The dissertation has two phases as quantitative and qualitative data collection. The main instrument of the study was a questionnaire consisting of closed-ended questions (Appendix A). The questionnaire was designed as paper-based and self-completion survey that measures participants' travel motivation, experience, satisfaction, and behavioral intentions. The purpose of the quantitative research was to conduct a statistical analysis to examine patterns of responses on questionnaires among respondents, relationship among variables, and differences among subsamples.

4.9 Target population

The target population is defined as the set of objects that have the information required by the researchers (Bryman, 2007). The target population is considered as the people or community from whom the study intends to collect data. Thus, the target population for this research is individual Mongolian holidaymakers, tourists and travelers who travelled in Mongolia from June to September 2021. Due to the time, financial and social constraints such as the COVID-19 pandemic outbreak, it

was problematic to collect data from larger population for this research. Therefore, sampling frame needed to be selected. Sampling frames are the representative of all elements in the population and the term sample refers to a selected part of the population which can be generalized for overall populations (Bryman & Bell, 2011). The sample target for this study was chosen from the residents of Ulaanbaatar, capital city of Mongolia, who had recently participated in domestic tourism activities.

4.10 Sampling method

Sampling methods are divided into two categories as nonprobability and probability sampling (Bryman, 2011). In the context of non-probability sampling, the personal judgement of the researcher is significant, whereas in probability sampling, everyone in the population has a chance of being selected. Probability sampling methods include random sampling, systematic sampling, stratified sampling, and cluster sampling. To have a random selection method, it needs to be assured that the different units in target population have equal probabilities of being chosen. People have practiced various forms of random selection, such as picking a name out of a hat, or choosing the short straw. Convenience sampling is widely used method in nonprobability sampling for the surveys in the social sciences. Therefore, a nonprobability sampling method, the convenience sampling was employed in this research. The survey was designed to expansively address the travel motivation of domestic tourists, travel experience, and behavioral intentions. The data were collected from Mongolians who reside in Ulaanbaatar from September to November 2021. The respondents were informed first about the purpose of the survey and asked whether they had travelled in the countryside recently.

4.11 Sample size

The size of the sample is crucial for getting accurate and statistically significant results. Hair et al. (2014) state that the definition of sample size delivers background for the estimation of sampling error. If sample size is too small, the researcher has a disproportionate number of participants which could be outliers and anomalies, later producing unfair picture of the whole population. In comparison, if sample size is too large, the whole research becomes complex, expensive and time consuming for single research. In general, sample size is determined by the statistical method chosen by the researchers (Bryman, 2012). Moreover, Hair et al., (2014) elaborate that a sample size between 400 and 600 as a standard sample size with minimum of 180 samples may be required for factor analysis for instrument development.

Based on the recommendation from the literature review, since factor analysis was used to examine conceptual framework of the research, the sample size was estimated by the Hair et al., (2014) study's suggestion. The variables of all five constructs in this research which are push and pull travel motivations are 56 items, therefore sample size suggested in the previous tourism literature was to be appropriate at a minimum of 280 for this study. Other common approach to calculate sample size is based on margin of error which is confidence interval and confidence level. The confidence level refers to how confident the researcher wants to be that the mean falls within confidence interval. A broadly used confidence intervals are 90% confident, 95% confident and 99% confident. The confidence level corresponds to a Z-score. This is a constant value needed for this equation. Here are the Z-scores for the most common confidence levels (90% – Z Score = 1.645; 95% – Z Score = 1.96; 99% – Z Score = 2.326).

Based on this assumption, the formula used to provide at minimum approved sample size for this research as:

$$N = (Z\text{-score})^2 * StdDev * (1 - StdDev) / (\text{margin of error})^2$$

It is shown that critical value is at 95% confidence level, 0.5 standard deviation, and a margin of error (confidence interval) of +/- 5%.

N = minimum sample size

Z score = critical value at 95% confidence level

StdDev = the expected or probability of previous similar study

Margin of error = the maximum allowable derivation of error of the estimate

Z score = 1.96

StdDev = 50% or 0.50; this percentage was assumed because it always gives the biggest sample size (optimization).

Result is:

$$N = (1.96)^2 \times .5(.5) / (.05)^2$$

$$N = (3.8416 \times .25) / .0025$$

$$N = .9604 / .0025$$

$$N = 384.16$$

Therefore, a minimum sample size of 385 respondents is needed for this study. In summary, based on the above discussion, the sample size estimated for this study is at least 280 to 385 samples to facilitate the process of data analysis.

4.12 Survey administration

Data collection is a central part of the research. There are two main types of quantitative data collection for the questionnaire, which are interviewer administered surveys and self-administered surveys (Bryman, 2011). At the first method called interviewer administered questionnaire, that the survey is completed by the researcher based on the participants' answer to the questions, the second method self-administered survey refers to when participants fill out the questionnaires and later return the survey to the researcher (Bryman, 2007). There are many ways to administer a questionnaire including online surveys, mail survey, and face-to-face survey. Each survey administration method of collecting data has both advantages and disadvantages. For instance, online surveys are cheaper, faster, and simpler than paper-based and face-to-face survey. On the contrary, the response rate of online survey is much lower than that of paper-based surveys. Furthermore, refusal and termination in the middle of completion process which results incomplete survey are common among online surveys (Bryman, 2012). Thus, the choice of favorable mode of data collection depends on the time and financial availability, accessibility to target population, sample size, length of the questionnaire, number of questions and research topic (Fowler, 2020).

To have a high and complete response rate, the researcher applied paper-based and self-administered survey in this study. The questionnaire took 20 to 25 minutes to complete with voluntary participation. The participants were informed about anonymity and confidentiality prior to agreement of participation in the survey. The data collection was carried out within three months from September to November 2021 in Ulaanbaatar, Mongolia. The survey was conducted in the populated sites of the capital city including corporate offices, banks, department stores, supermarkets, monasteries, and coffee shops in the central business districts. The respondents were informed first about the purpose of the survey and asked whether they had travelled in the countryside recently. If they answered "Yes", the researcher proceeded to deliver a copy of the questionnaire and asked for completion. The researcher believed that her presence at the site assisted to reduce the errors during data collection. If something was uncertain to the respondents they asked for explanations, without the researcher otherwise distracting them. Of the 980 questionnaires distributed to the participants, 931 completed surveys were returned with a response rate of 94.8%. It is estimated that approximately nine out of ten persons approached agreed to complete the survey, making response rate high. In summary, 931 completed surveys were considered for further research of data validation and cleaning procedures.

4.13 Justification for data analysis technique

The conceptual model in this dissertation includes five constructs including push factors of travel motivation (PUSH), pull factors of travel motivation (PULL), memorable travel experience (MTE), tourist satisfaction (TS) and behavioral intention (BI), five hypotheses of direct effects (H1, H2, H3, H4, H5), two hypotheses of moderating effects (H6, H7) and a hypothesis of moderating effects (H8, H8a, H8b) were proposed and analyzed. As a conceptual model of this research was complex, exploratory factor analysis, reliability analysis, structural equation modeling (SEM), linear regression for testing direct effects, path analysis for testing mediating effects using AMOS tools, linear regression-3 steps analysis, and multigroup structural equation model analysis SEM testing were used for data analysis.

The dissertation proposes eight hypotheses representing causal relationship among constructs of theoretical framework; therefore, the various analyses are applied to test dependence between variables. The regression analysis examines only single relationship among independent variables and dependent variable at time. On the other hand, to test each theoretical proposition, it must be tested separately from other proposition in the regression analysis. To test chains of causal and mediated relationships between constructs, linear regression-3 steps analysis and structural equation modeling (SEM) were used.

SEM is the multivariate tool for testing behavioral analysis (Hair et al., 2014). SEM was a suitable analysis since five constructs in the conceptual model of this research involved measured directly and indirectly through multiple items. Hair et al., (2014) state that it is essential to create discriminant and convergent validity of one's measurement instrument before testing the causal relationship among constructs in the conceptual model. SEM represents paths to dependent variables in the research model at the same time. It analyses all paths simultaneously rather than one by one (Hair et al., 2014). It is regarded as one of the best methods for investigating casual relationships among latent variables at the same time. In this research, relationships among five constructs push factor, pull factor, memorable travel experience, tourist satisfaction and behavioral intentions established from existing theories of push and pull motivations examined. SEM is the appropriate approach to investigate all relationships between constructs.

The literature suggests that SEM has been widely adopted in the tourist behavioral research to test various conceptual models (Nunkoo et al., 2013). To further examine tourist satisfaction variables that

differentiate push and pull factors of travel motivation, multigroup comparison of SEM analysis and two-way analysis of variance (ANOVA) and independent t-test were applied.

4.14 Data examination

The data examination is the crucial part of the application of SEM. After collection of data, there are issues need to be considered including clarification of incomplete and straight lining responses. The clarification of these issues is essential for a reasonable data analysis.

Evaluation of missing data - Missing data is a condition when values on variables are not accessible for analysis (Hair et al., 2010). The data analysis with missing observations is difficult to proceed further. The missing values are caused from the data collection errors or mistakes in data entry, or refusal of the respondents to answer (Hair et al., 2010). A paper-based questionnaire was used to collect data. Each question in the survey was set to be completed, a researcher explained in detail when there was a question from the respondents.

In addition, straight lining was examined before data analysis. The straight lining is considered which is when respondent marks the same responses for a high proportion of the questions (Hair yet al., 2014). There were some respondents choosing one answer for all items in the questions with 5-point Likert scale that was used. To avoid bias in the data analysis, these responses were eliminated from the data examination. The collected data were entered to Excel file then exported to SPSS. Out of 931 returned surveys, 79 incomplete surveys were recorded, and 852 surveys were considered for further examination in this study. SPSS 22.0 were used for the data analysis.

4.15 Key informant interviews

To get a better understanding about travel motivations of domestic tourists in Mongolia, qualitative and semi-structured interviews were conducted. Key informant interviews are a form of qualitative research allowing free information regarding research issues (Bryman, 2012; Maxwell, 2005).

The individuals as selected to be key informants must have a broad knowledge of an area, subject, business, services, people, and community. Moreover, they can be people who are decision-makers or who hold senior level or top management positions of influence within a corporation and business organization. The key informant interview method is significant in all phases of research process. The data collected by this method complements the findings from the quantitative methods; generally, key informant interviews can account for how and why certain events occur or how and why certain

decisions are made. If, for instance, a result from the survey presented tourists' motivations in certain ways, information from the key informants, perhaps people working in the sales and marketing departments of tour operators and travel agents might explain more the reasons behind these motivations in the supply perspectives. Finally, to have a comprehensive understanding of domestic tourists' travel motivations, the key informant interviews were carried out by the researcher with representatives from the tour operators and travel agents.

4.15.1 Formulation of questions

The researcher developed a set of interview questions for the representatives of the local tour operators and travel agents who conduct and organize tours to domestic tourism markets in Mongolia. Specific questions were formulated to address domestic tourists' travel patterns, motivations, experiences, tour activities, and evaluation of the tour, behavioural intentions, their marketing activities, and COVID-19 impact on the sales and business. The interview questions which apply to the representative of tour operators and travel agents consisted of 34 semi-structured questions (Appendix B).

The questions began with basic information about the company, its business activities, sales, and marketing. The researcher tried to find out the main destinations, tour activities and travel patterns of domestic tourists, their perceptions about what motivates domestic tourists to travel within Mongolia. The questions were designed to elicit information about domestic holidaymakers' or tourists' motivations, on-site behaviour and experiences, and tour activities in the destination areas visited; most and least enjoyed travel experiences and perceptions about the destination attributes and services they received. The data obtained from this part of the questionnaire provided information about tourists' actual behavior and their perceptions of these experiences.

4.15.2 Selection of key informants

Due to the time constraints, the researcher conducted interviews with 12 key informants, comprised of representatives of the tour operators and tourist ger camp operators based in Ulaanbaatar. A list of interview candidates was created by the researcher at the formulation of research design period. Key informants were selected to ensure the usefulness of interview findings and that all relevant perspectives were covered.

The researcher contacted some of the potential interview candidates who were listed. As some informants were unavailable due to scheduling conflicts, being busy with the personal issues, the

researcher added other interview candidates to the list. Each interviewee was knowledgeable about running various tours in Mongolia to both international and domestic tourist markets. In general, interviewees were able to offer an informed view based upon their knowledge and experiences. The selected 12 key informants represent various characteristics of the tour operator and travel agents in Ulaanbaatar. The sample included small, medium, and large-scale tour companies in Mongolia. The numbers of tourists that they receive per year range from 100 to 8,000 and experience in the tourism business varies between 2 and 40 years. Moreover, tour operators and travel agents in Mongolia do not have a single specialization. Most of them have similar tours and activities such as horse-back and camel riding, birdwatching, hunting, hiking, off road jeep tours, biking and mountain climbing tours to international tourists' market. Major destinations are Gobi Desert, Khangai Mountain, Altai Mountain and Lake Khuvsgul. However, due to the COVID-19 pandemic outbreak, all participants in the interviews had been under lockdown, travel restriction and curfew for 2 years. Therefore, all participants had conducted tours to domestic markets, at least numbers of tours in the summer of 2020 and 2021. These selected key informants were responsible for senior management, sales and marketing or decision-makers or who hold positions of influence within the tour operators and travel agents such as the vice president, director, marketing manager or head of the department.

4.15.3 Trustworthiness

Qualitative research has become increasingly recognized and valued in recent studies of social sciences. To be accepted for its trustworthiness, qualitative research must validate that data collection and analysis have been conducted in a detailed, consistent, and comprehensive manner through recording, systematic approach with methods of analysis with enough detail to enable that the process is credible. It is considered that credibility and transferability are qualitative research equivalents for the quantitative research concepts of research validity (Maxwell, 2005; Bryman, 2010).

The literature review presents that while qualitative researchers attempt eliminating bias by using these statistical techniques, however, possible bias is acknowledged by researchers. Trustworthiness is a way that researchers can persuade themselves and readers that research findings are worthy of attention (Denzin, 2010). There is several techniques to address credibility of the qualitative research methods including prolonged engagements, observation, data collection triangulation, thick descriptions, and audited trials (Maxwell, 2005), which reflect on the analysis of qualitative data of this research.

4.15.4 Conducting interview

Key informants can be interviewed in person, over the telephone, by various online applications such as Zoom, Facetime or Skype, by written questions, focus groups, community forums and public hearing. In this study, the researcher chose personal interviews that were conducted face-to-face with six key informants and online interviews via Zoom and Facetime. The primary advantage of this interview method is flexibility and time. If during the interview a significant issue emerges, the researcher can explore that issue more in-depth. It gives the researcher flexibility to explore new ideas and issues not anticipated during interview planning.

The twelve key informant interviews lasted from 30 minutes to one hour. All of them were conducted in Mongolian. The face-to-face interviews were carried out at the respondents' work sites. Before the interview started, the interviewees were asked whether they would like to be tape recorded or not. Fortunately, the interviewees all agreed to be recorded which assisted a lot when the researcher analysed the interviews. Each interview began with an explanation of the objectives of the research, a brief introduction of the research, dissertation process and the intended uses of the information and assurances of confidentiality. After the explanation of the research and interview objectives, if the key informants agreed to be interviewed then recording started. The interviews were followed by the questions that were prepared by the researcher prior to the appointments. They started with basic factual questions regarding the tour operators, how they functioned and their tourism business activities. Questions requiring opinions about domestic tourists, their travel patterns, tour activities, travel experiences, and behavioural intentions were asked. The researcher avoided questions that could be answered by simple "yes" or "no" and encouraged informants to detail the basis for their views on the subject under discussion. Some questions were quickly added and deleted due to the interviewee's ability to carry on the subject matter during the interview process. Overall, all key informants were quite supportive and enthusiastic about the research topic and provided a significant amount of information to the researcher about the domestic tourists' motivations, and travel patterns in Mongolia.

4.15.5 Analyzing interview data

The data from interviews were organized using Java based topic modelling tool Mallet as a software to analyze the interview data along with thematic analysis. The Mallet topic modelling tool is fast and accessible application of inferring topics for new documents. Thus, a collection of texts – corpus is needed for conducting analyses by the Mallet software.

Topic modelling or text mining is an individual machine researching technique which is capable for examining a set of data by recognizing words and terms, and consequently cluster word groups and similar meanings that solidly describe a type of data. At first, all recorded interviews were transcribed with the consent of respondents. The researcher transcribed all interview records and prepared an interview summary sheet reducing information into manageable themes, issues, and recommendations. Each summary provided information about the key informant's position, the main points made, the implication of these observations and any insights or ideas the interviewees had during the interview. The transcriptions were edited and cleaned up to increase readability and clarity.

The research was anonymous; thus, the interviewees were coded by numbers from "Interviewee 1" to "Interviewee 12" when analysis was made. The researcher used descriptive codes that assisted to organize responses. These codes covered the interviewees' concepts of domestic tourists' behaviour, motivations, and travel patterns. After coding and analysing the interviews, the results were compared with the data from the quantitative survey. Certain comments made by interviewees were quoted directly from the interview and reinforced the findings from the survey. Selecting significant statements, which were then coded in terms of theoretical concepts and themes, could be found in the literature (for instance, escapism, novelty seeking, and reasonable price). This type of qualitative data analysis is considered as thematic analysis (Maxwell, 2005). It is argued that thematic analysis is the most common analysis and starting point or technique in qualitative data analysis. Analysis process is that the researcher is to determine a limited number of topics from the transcribed data which reflect to their textual data.

Therefore, direct quotations from the respondents were used to display topics selected in the study. Direct quotations were used as qualitative evidence to support dimensions and construct of quantitative data, which spread throughout the analysis process in the discussion section of the study.

4.16 Research limitations

To determine the reliability of the research results, possible sources of limitations, errors and challenges must be investigated (Bryman, 2012). These are mainly linked to the sampling procedure. During the research process, several limitations were indicated. The questionnaire was conducted in the capital city Ulaanbaatar, which meant the researcher could only approach people who reside in the city. In an early stage of the research, the researcher was going to administer surveys in Darkhan and Erdenet, the second and third largest cities of Mongolia. Due to time and financial constraints, getting

assistant researchers to do the questionnaire surveys in these cities would be time consuming and too expensive to accomplish.

The researcher should note here that people residing outside Ulaanbaatar were not included in the survey. Therefore, some of the interviewees emphasized the importance of the domestic travel from region to region especially from people from the Gobi provinces which are in the southern Mongolia to other parts of Mongolia. Furthermore, due to the COVID-19 pandemic outbreak, the initial research objectives to sample both international and domestic tourist market was impossible.

Therefore, the target population of the research was solely domestic tourists. It should be noted that the results would have perhaps been more interesting if researcher had surveyed both domestic and international tourists who travelled in Mongolia to do a comparative analysis. Due to the amount of time and financial constraints and researcher's difficulties moving within the country as well as size of the country, the data collection was conducted in September to November, which are shoulder months of the tourist season. Again, it should be noted that the results would have perhaps been different if researcher had surveyed domestic tourists while they were travelling in Mongolia. The questionnaire length itself caused some limitations and no responses. However, the number of people who refused to participate in the study was relatively small. The questionnaire consisted of five separate pages with 102 constructs or items and 8 demographic questions. This was relatively long and caused two different kinds of non-responses; first, those who had stopped answering in the middle of the questionnaire and; second, those who had filled out the questionnaire to the end but had left some questions unanswered or answered with straight lining.

In the context of qualitative research of this study, there were few limitations and challenges. Generally, key informant interviews are not appropriate if quantitative data are needed. In addition, it may be difficult to prove the validity of findings (Bryman, 2012). In this study, the researcher faced a few limitations and challenges. First, in the early stage of the interview process, making appointments was problematic due to the interviewees' unavailability and scheduling conflicts. Nevertheless, all interviewees were quite understanding and supportive in terms of the subject matter and especially the research itself. The punctuality of some key informants was slightly nonchalant. Some of the appointments were therefore rescheduled.

4.17 Ethical considerations

It is essential to mention that detailed attention has been paid to the survey and interviewing methods. The researcher wore a badge at all times of fieldwork, all respondents were approached with a sincere manner by the researcher. At first, the researcher introduced herself to participants and introduced that the research was conducted for a Ph.D. in University of Pecs, Hungary. The participants were assured that data collection was only for research purposes and all information would be treated with anonymity and confidentiality. The contact information of the researcher was provided to all interviewees.

4.18 Summary

The chapter discusses a rationale for choosing the research paradigm and strategy in this research. As literature review presents, it is evident that there is a variety of paradigms, research strategies and methods in data collection and analysis. The selection of the pragmatism paradigm and mixed research approach was suitable to investigate the travel motivation and behavioral intention of domestic tourists. Using quantitative and qualitative methods, the study gathered quantitative data from the questionnaire survey and qualitative data from both semi-structured, key informant interviews and questionnaire survey. The chapter displays the method of research instrument development and items. Accordingly, the measurement scales of each construct in the conceptual framework were based on the extensive literature review. A convenience sample of 931 domestic tourists in Mongolia and 12 key informant interviews were conducted for this dissertation. After data cleaning, 852 completed surveys were considered for data analysis. Data collection and analysis procedures were presented in detail for both quantitative and qualitative research strategies. Finally, the research limitations and ethical considerations were addressed. Potential bias of data analysis and ethical considerations were also addressed.

5.1 Introduction

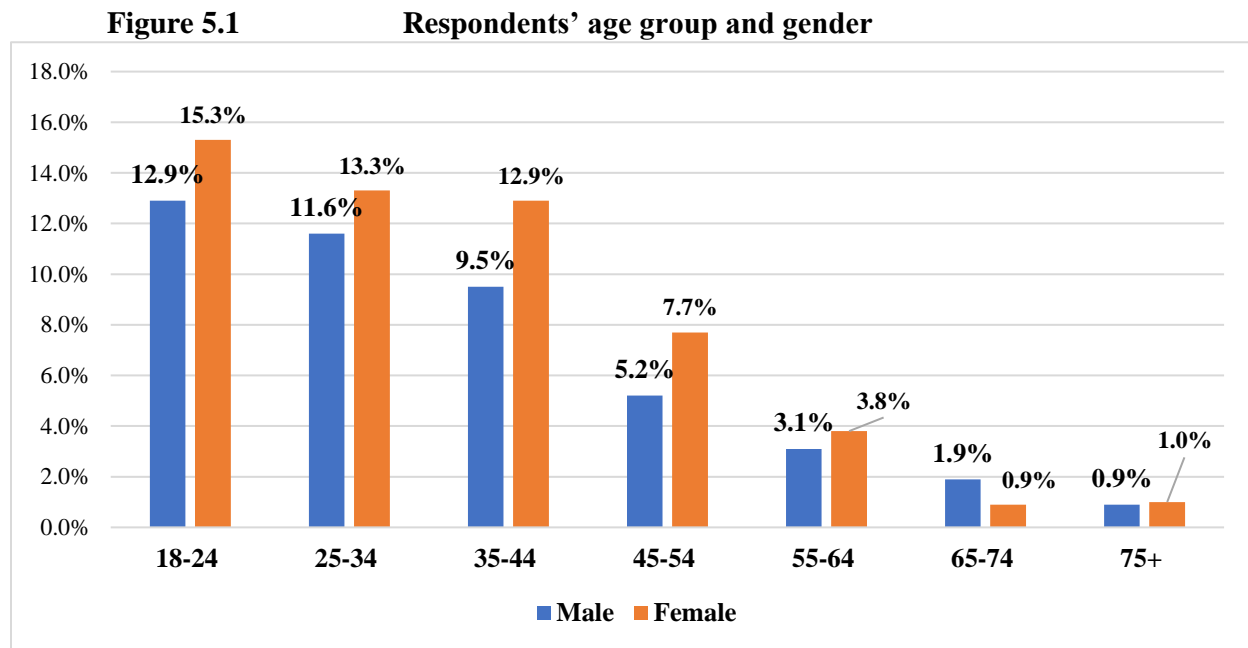
The chapter presents the results and research findings of data analysis. After introduction, the chapter starts with socio-demographic characteristics of the respondents. It discusses respondents' demographic profiles in the first section and continues with the survey of respondents' past holiday experiences, trip characteristics and patterns. The second part of the chapter provides analysis of push and pull factors, travel experiences, tourist satisfaction and behavioral intentions. It should be noted that respondents were asked to evaluate items on push and pull travel motivations which were important to them when travelling on Mongolia. Each item of push and pull travel motivations was evaluated on a 1 to 5 points Likert scale, where 1 indicated "strongly disagree" and 5 indicated "strongly agree". The rankings (M= mean scores) of the items for each three scales (32 items for push motivations and 24 items for pull motivations) are summarized with presentation of the number of responses (N), standard deviation (SD), and percentages frequency distributions and the rankings (^a) of each item within constructs. It is noted that frequencies are transformed as 1 equal to 1 and 2 (disagree); 2 equals to 3 (neutral); and 3 equals to 4 and 5 (agree).

Furthermore, exploratory factor analysis which aims to refine the measurement scales is presented. The evaluation of the conceptual model is presented and explained accordingly. The results of structural model evaluation are described with detailed steps, followed by the analysis of mediating and moderating effects of the variables. In addition, the chapter also provides additional findings of t-tests analysis and ANOVA.

The final part of the chapter addresses the thematic analysis with respect to key-informant interviews with tour operators and tourist "ger" camps' representatives. It concludes thematic analysis of the domestic tourists' trip characteristics, travel patterns, travel motivations, experiences, satisfaction, and behavioral intentions from the tourism suppliers' perspectives, providing a critical understanding of tour operators' perceptions about domestic tourists in Mongolia. The chapter concludes with a discussion of research results from the data analysis.

5.2 Socio - demographic characteristics

The sample of 852 respondents, who travelled in Mongolia, represented a diversity of socio-demographic characteristics in terms of gender, age group, marital status, education, employment, income, travel companion and destinations that respondents travelled to. Research investigations of Mongolian domestic tourists' motivation, behavior, travel experience, satisfaction and behavioral intention are rare in existing tourism literature. Therefore, the first objective of this research is to investigate trip-related socio-demographic characteristics of domestic tourists who travelled in Mongolia. Thus, a more detailed investigation of the socio-demographic profile of the respondents is presented. Out of 852 respondents, the majority (54.9%) were female (n=463), and the minority (45.1%) were male (n=384). Figure 5.1 shows the age distribution by gender.



Source: Author's construct

The age of respondents ranged from 18 to 75 and more with a mean score of 34.59 (SD = 14.97). More than a quarter (28.2%) of the respondents were between the age of 18 and 24 years old, whereas a quarter of them (24.9%) between the ages of 25 and 34, and less than a quarter (22.4%) between the ages of 35 and 44, and a quarter (24.5%) between ages of 45 and 75 more years old. The age distribution among respondents is comparatively fair, since Mongolia has a young population with nearly 64% under 35 years of age which is classified as youth (National Statistics Office, 2020). The age distribution of males and females indicated the original ratio in each age group.

To investigate the respondents' family status, the question was asked to present the marital status. Table 5.1 presents the respondents' marital status by gender. Married respondents were 50.2% of the total sample. A closer investigation of the table presents that 23.2% of males and 27% of females in the sample were married. One-third of the respondents were single (37.7%), and 12.1% of the respondents responded that they were either in divorced or separated family status and are in a de facto relationship and other.

Table 5.1 Respondents' marital status and gender

Marital status	No. of males	% males	No. of females	% females	Total	% total
Never married	143	16.8%	178	20.9%	321	37.7%
Married	198	23.2%	230	27.0%	428	50.2%
Divorced/Separated	15	1.8%	16	1.9%	31	3.6%
Widowed	1	0.1%	21	2.5%	22	2.6%
De facto partner	18	2.1%	15	1.8%	33	3.9%
Other	9	1.1%	8	0.9%	17	2.0%
Total	384	45.1%	468	54.9%	852	100%

Source: Author's construct

To get better understanding of the domestic tourists' socio-demographic characteristics, the respondents' education was asked. The result of the analysis is presented in Table 5.2. While 18.2% of respondents have secondary education qualifications and 9.2% have tertiary education with bachelor's degree, most of the respondents have qualifications of postgraduate degree, specifically in master level education (55.9%) and primary education accounts for (1.5%). A closer analysis of the table displays that 80.2% of the total respondents have university level of education, which is comparatively high. According to the National Consensus, 26.6% of the population over 10 years of age has a university degree (National Statistics Office, 2020).

Table 5.2 Respondents' education and gender

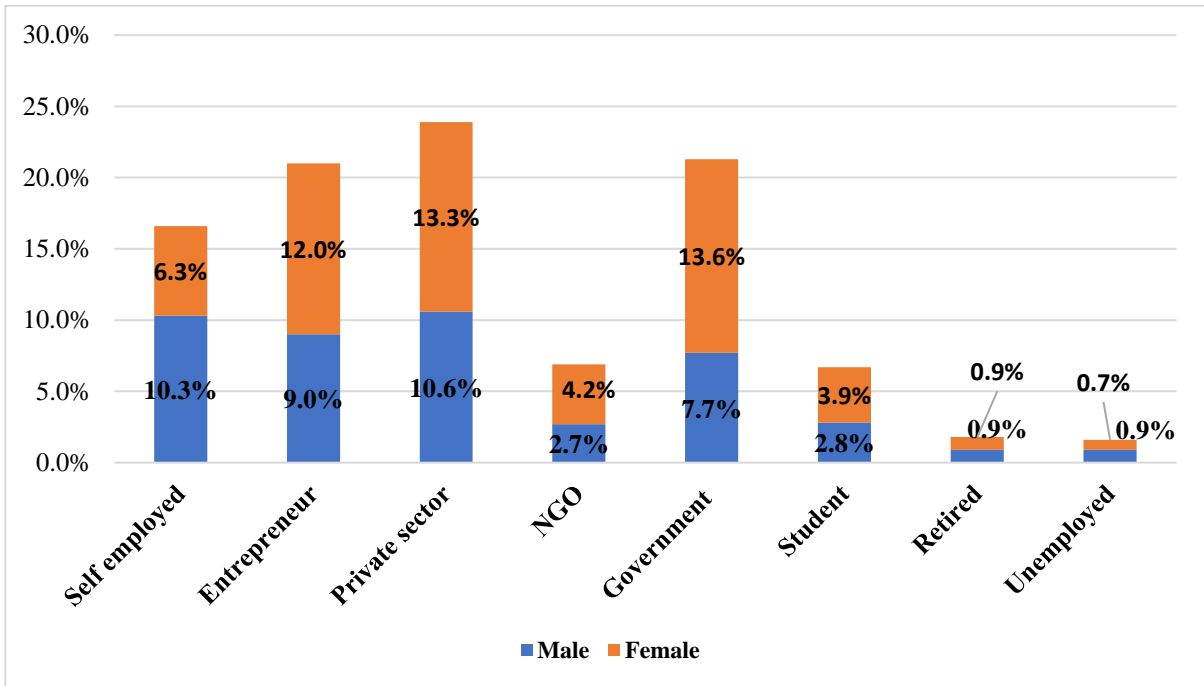
Education	No. of males	% males	No. of females	% females	Total	% total
Primary	10	1.2%	3	0.4%	13	1.5%
Secondary	69	8.1%	87	10.2%	156	18.3%
Bachelor	43	5.0%	35	4.1%	78	9.2%
Master	204	23.9%	272	31.9%	476	55.9%
Doctoral	58	6.8%	71	8.3%	129	15.1%
Total	384	45.1%	468	54.9%	852	100%

Source: Author's construct

Figure 5.2 presents the employment status of the respondents. Most of the respondents were employed (89.8%), with small percentage of the respondents who were students (6.7%), retired (1.9%) and

unemployed (1.6%). Out of all responses, 23.8% employed in the private sector, 21.4% in government organizations, 21% were entrepreneurs and 16.7% were self-employed respondents. It is noted here that entrepreneur is considered as person who organizes and operates a business with greater financial risks, whereas self-employed person works for oneself as a freelancer or the owner of a small and medium sized business rather than for an employer.

Figure 5.2 Respondents' employment and gender



Source: Author's construct

The next socio-demographic variable of the questionnaire is monthly income. Income is an important variable and measurement for socio-economic status or living standard for humans as well as travel decision making process. Regarding monthly income, 21% of the total respondents earn up to MNT420,000; 19.4% earns MNT1,000,000 to 1,500,000; and 8.5% earns MNT2,500,000 and more per month (Table 5.3). The average salary in Mongolia is MNT966,000 or roughly USD400 as of 2019 (National Statistics Office, 2020). MNT is the currency code for Mongolian official currency *tugrug*, using symbol ₮. As of September 2021, at the time of the survey, 1 USD is equal to MNT2,854. A closer investigation of the table presents that a half of the respondents (51.7%) earns MNT500,000 to 1,500,000 per month. Remaining groups fairly shared the rest of the percentage of the respondents.

Table 5.3 Respondents' income and gender

Income	No. of males	% males	No. of females	% females	Total	% total
Up to - ₮420,000	70	8.2%	109	12.8%	179	21.0%
₮421,000-550,000	22	2.6%	23	2.7%	45	5.3%
₮551,000-800,000	56	6.6%	71	8.3%	127	14.9%
₮801,000-1,000,000	66	7.7%	82	9.6%	148	17.4%
₮1,000,001-1,500,000	76	8.9%	89	10.4%	165	19.4%
₮1,500,000-2,000,000	33	3.9%	40	4.7%	73	8.5%
₮2,000,001-2,500,000	23	2.7%	20	2.3%	43	5.0%
₮2,500,000 + more	38	4.5%	34	4.0%	72	8.5%
Total	384	45.1%	468	54.9%	852	100%

Source: Author's construct

The respondents were asked to indicate destinations that they travelled to during their trips in Mongolia, in the summer season of 2021. The destination question had answers with multiple choices indicating seven destinations such as around Ulaanbaatar, Darkhan city, Erdenet city, eastern Mongolia (Sukhbaatar, Dornod, and Khentii provinces), southern Mongolia (Southgobi, Middlegobi, Gobisumber and Dornogobi provinces), central Mongolia (Tuv, Uvurkhangai, Arkhangai, Bulgan, Selenge, and Khuvsgul provinces) and western Mongolia (Bayankhongor, Uvs, Gobi Altai, Khovd, Bayan-Ulgii and Zavkhan provinces). Destinations that travelled most were selected. The most counts and distribution of frequencies of the answers are presented in Table 5.4. The count refers to the number of times that one answer was selected.

Table 5.4 Respondents' travel destination and gender

Destination	No. of males	% males	No. of females	% females	Total Count	% total
Central Mongolia – Tuv, Uvurkhangai, Arkhangai, Bulgan, Selenge, Khuvsgul	85	10.0%	111	13.0%	196	23%
Eastern Mongolia (Sukhbaatar, Dornod, Khentii)	39	4.6%	57	6.7%	96	11.3%
Western Mongolia – Bayankhongor, Uvs, Gobi-Altai, Khovd, Bayan-Ulgii, Zavkhan	38	4.5%	38	4.5%	76	8.9%
Around Ulaanbaatar	15	1.8%	48	5.6%	63	7.4%
Southern Mongolia - Southgobi (Middlegobi, Dornogobi, Gobi Sumber)	13	1.5%	13	1.5%	26	3.1%
Others counts (including Darkhan city, Erdenet city)	194	22.7	201	23.6	395	46%
Total	384	45.1%	468	54.9%	852	100%

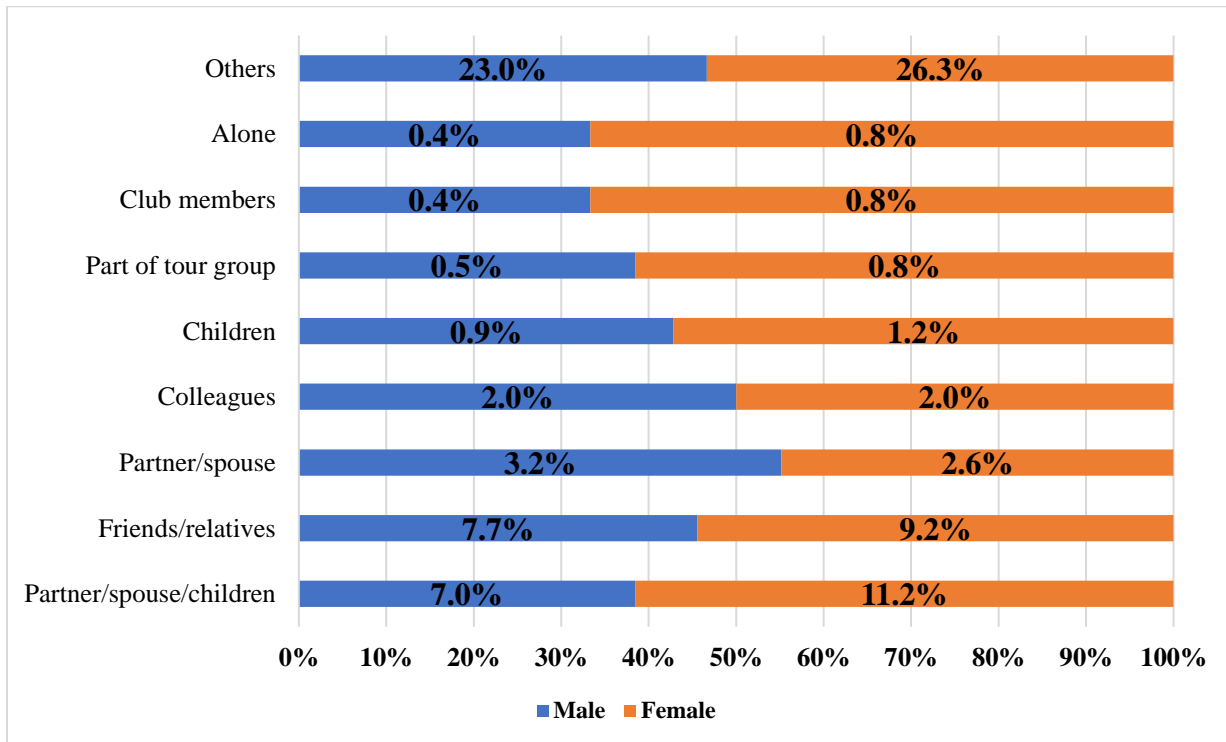
Source: Author's construct

The major destination for domestic tourists was central region of Mongolia that includes Tuv, Uvurkhangai, Arkhangai, Bulgan, Selenge and Khuvsgul provinces (Please refer to Figure 3.4 in Chapter 3). 23% out of total respondents indicated that they travelled in the central region, followed

by 11.3% in eastern region, 8.9% in western region, 7.4% around the capital city Ulaanbaatar and rest of the respondents indicated multiple counts for other regions including Darkhan and Erdenet city.

The final variable for socio-demographic characteristics of the respondents was travel companion. The multiple choices question who they travelled with was asked to indicate travel companion of the respondents. The most counts and distribution of frequencies of the answers are presented in Figure 5.3. Out of all respondents, 18.2% travelled with partner, spouse, and children, 16.9% travelled with friends and relatives, and 5.8% travelled with partner and spouse. Remaining groups such as colleagues, children, club members and alone fairly shared the rest of the percentage of the respondents.

Figure 5.3 Respondents’ travel companion and gender



Source: Author’s construct

5.3 Past travel experience

Literature review presents that travel motivations, tourist behaviors, and travel experiences of tourists are influenced by their past travel experiences (Anderson et al., 2016). The consideration of previous travel experience is crucial in studying domestic tourists’ behavior. Domestic tourism has become an important leisure activity for Mongolians (Oyunchimeg & Gantuya, 2021b). Results from the key informant interviews have shown that that the proportion of Mongolian domestic tourists and the

number of holidays taken increases in the last two years, respectively 2020 and 2021 due to the COVID-19 outbreak (Interviewee 2, 2021). It has been noted that the increase in the proportion of Mongolian domestic tourists came from those who are taking more than one domestic travel (Mongolian Tourism Organization, 2021). Prior to COVID-19 outbreak, Mongolians were more interested in traveling abroad than in their country (Interviewee 6, 2021). This study aims to identify and analyze respondents' past travel experience in Mongolia. The majority of the respondents (83%) indicated that they travel one to three times a year domestically (Table 5.5). Of these respondents, a significant proportion (8.1%) travel four to five times per annum. The rest of the respondents (3.1%) travel more than 6 times a year domestically.

Table 5.5 Respondents' annual travel number and gender

Number of travels per year	No. of males	% males	No. of females	% females	Total	% total
No travel	29	3.4%	21	2.5%	50	5.9%
1-3 trips	291	34.2%	416	48.8%	707	83.0%
4-5 trips	45	5.3%	24	2.8%	69	8.1%
6 and more trips	19	2.2%	7	0.7%	26	3.1%
Total	384	45.1%	468	54.9%	852	100%

Source: Author's construct

Then respondents were asked to indicate numbers of their past travel experiences in Mongolia (Table 5.6). In comparison to per annum trip, most of the respondents (40.8%) had travelled in Mongolia more than 6 times previously. A little more than a quarter of respondents had travelled 1 to 3 times (28.3%) and 4 to 5 times (28.8%) in Mongolia in the past. A detailed analysis by gender difference is presented in Table 5.9. It is interesting to see that 97.9% of the respondents had previous travel experience in Mongolia, whereas only 2.1% (n=18) had no travel experience in Mongolia. The result presents significant result on repeat visitors' behavior. In terms of tourists' behavioral studies, it is necessary here to note that most research consider the similarities and differences between repeaters and non-repeaters.

Table 5.6 Respondents' past travel in Mongolia and gender

Number of travels in Mongolia before	No. of males	% males	No. of females	% females	Total	% total
No travel	11	1.3%	7	0.8%	18	2.1%
1-3 trips	97	11.4%	144	16.9%	241	28.3%
4-5 trips	101	11.9%	144	16.9%	245	28.8%
6 and more trips	175	20.5%	173	20.3%	348	40.8%
Total	384	45.1%	468	54.9%	852	100%

Source: Author's construct

A closer investigation of the respondents' annual travel number and age distribution is presented in Table 5.7. Out of the total sample, 23.1% respondents aged between 18 to 24 travelled 1 to 3 times at most, followed by 20% in 25 to 34 years of age, 18.8% in 35 to 44 years of age, 11% in 45 to 55 years of age. In total 83% of the respondents travelled 1 to 3 times annually in Mongolia.

The remaining age groups are fairly shared the rest of the three categories in annual travel characteristics of the respondents.

Table 5.7 Respondents' annual travel number and age

Age group	18-24		25-34		35-44		45-54		55-64		65+		Total	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
No travel	17	2.0	7	0.8	11	1.3	7	0.8	2	0.2	6	0.8	50	5.9
1-3 trips	197	23.1	170	20.0	160	18.8	94	11.0	52	6.1	34	4.1	707	83.0
4-5 trips	21	2.5	25	2.9	17	2.0	2	0.2	3	0.4	1	0.1	69	8.1
6+ trips	5	0.6	10	1.2	3	0.4	7	0.8	1	0.1	0	0.0	26	3.1
Total	240	28.2	212	24.9	191	22.4	110	12.9	58	6.8	41	4.8	852	100%

Source: Author's construct

Table 5.8 presents the respondents' past travel experiences in Mongolia by age groups. In comparison to annual trip characteristics and age group analysis, 40.8% of the total respondents indicated that they travelled in Mongolia more than 6 times. The first three categories in the age group share equal percentage in this variable including 10.3% in 18 to 24 years of age, 10.7% in 25 to 34 years of age, and 10.6% in 35 to 44 years of age.

Table 5.8 Respondents' past travel in Mongolia and age

Age group	18-24		25-34		35-44		45-54		55-64		65+		Total	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
No travel	7	0.8	3	0.4	3	0.4	3	0.4	0	0.0	2	0.2	18	2.1
1-3 trips	89	10.4	53	6.2	41	4.8	32	3.8	18	2.1	8	0.9	241	28.3
4-5 trips	56	6.6	65	7.6	57	6.7	40	4.7	19	2.2	8	1.0	245	28.8
6+ trips	88	10.3	91	10.7	90	10.6	35	4.1	21	2.5	23	2.8	348	40.8
Total	240	28.2%	212	24.9%	191	22.4%	110	12.9%	58	6.8%	41	4.8%	852	100%

Source: Author's construct

5.4 Descriptive analysis of push and pull travel motivation

The respondents were asked to assess items on push and pull travel motivations that were central to them when travelling in Mongolia. Each item was evaluated from 1 to 5 Likert scale, where 1 indicated "strongly disagree" and 5 indicated "strongly agree". The rankings (M = mean scores) of the items for

each of three scales (32 push items) are summarized in a descending order, where the most crucial items are listed on the top of the lists (Table 5.9). The table presents the number of responses (n), standard deviations (SD), percentages frequency distributions and the rankings (a) of each individual item within the total of 32 items of push travel motivation. It is important to note that frequencies are transformed: 1 = 1-2 (disagree); 2 = 3 (neutral); 3 = 4-5 (agree).

Table 5.9 Summary of push travel motivations' items

(Push factor) I travel in Mongolia to	N	M	SD	1 %	2 %	3 %	(^a)
relax mentally	852	4.40	0.8	3.8	7.4	88.9	1
have fun	850	4.38	0.7	3.3	7.9	88.8	2
experience different places	849	4.29	1.0	7.8	7.9	84.3	3
build relationship with friends	851	4.23	0.9	5.6	12.6	81.8	4
have a good time with friends	851	4.22	1.0	7.2	11.6	81.2	5
have thrills and excitement	851	4.18	0.9	5.7	14.2	80.1	6
escape from everyday life	850	4.15	1.0	8.2	12.2	79.6	7
increase my knowledge about my country	851	4.12	0.9	6.2	15.1	78.7	8
relax physically	851	4.10	1.0	8.2	15.3	76.5	9
it is a place that I can tell others about	847	3.99	1.0	7.7	19.7	72.6	10
enjoy myself	851	3.98	1.0	10.1	17.8	72.1	11
go to places that friends haven't been	852	3.84	1.3	16.9	14.9	68.2	12
enjoy good weather	852	3.85	1.1	12.1	20.7	67.2	13
it is a new place for me	848	3.76	1.3	18.5	15.1	66.4	14
experience different culture	851	3.75	1.1	14.5	22.4	63.1	15
being physically active	851	3.69	1.1	13.1	24.8	62.1	16
make new friends with similar interest	852	3.49	1.2	21.6	22.7	55.7	17
keep healthy	850	3.58	1.1	16.1	29.3	54.6	18
challenge my abilities	852	3.53	1.1	14.9	30.6	54.5	19
develop new skills	850	3.48	1.2	18.4	30.2	54.4	20
experience new lifestyle	851	3.47	1.2	19.7	26.4	53.9	21
show my taste in life	851	3.42	1.2	20.9	26.2	52.9	22
be adventurous	852	3.41	1.2	22.4	25.4	52.2	23
talking about trip/to get respect from others	851	3.34	1.3	26.1	23.1	50.8	24
it is a familiar destination	851	3.10	1.4	34.3	19.6	46.1	25
do nothing	852	3.09	1.4	32.7	23.2	44.1	26
participate in festivals, sport events, activities	852	2.83	1.5	43.1	16.3	40.6	27
tasting food I have never eaten	849	2.81	1.5	42.7	20.3	37.1	28
increase my status prestige	849	2.94	1.2	34.1	30.8	35.1	29
participating in sport	850	2.33	1.4	57.7	18.2	24.1	30
hunting/fishing	852	1.90	1.4	73.5	6.6	19.9	31
experience holiday romance	851	1.83	1.2	74.8	10.8	14.4	32

Source: Author's construct

As shown in Table 5.9, at least 80% of respondents' agreements, the six most highly ranked items were "relax mentally", "have fun", "experience different places", "build relationship with friends", "have good time with friends" and "have thrills and excitement". 79.6% of the respondents agreed that travelling in Mongolia was to "escape from everyday life", which was ranked in seventh place. Respondents indicated high importance on the items of "increase my knowledge about my country"

(78.7) and “relax physically” (76.5%). However, very few respondents (19.9%) agreed that they travelled in Mongolia for “hunting and fishing”. It is interesting to see that domestic tourists in Mongolia were motivated by rest and relaxation, having a good time and excitement rather than learning curiosity. The least important five push motivational items were “tasting food I have never eaten” (37.1%), “increase my status prestige” (35.1), “participating sport activity” (24.1%), “hunting and fishing” (19.9%) and “experience holiday romance” (14.4%), which all had mean scores below 2.80. The lowest ranked item was “experience holiday romance” with a mean score of 1.83.

Table 5.10 presents summary of descriptive analysis of pull travel motivations. The respondents were asked to evaluate items on pull travel motivations that were important to them when travelling in Mongolia. The rankings (M = mean scores) of the items for each of three scales (24 pull items) are summarized in a descending order, where the most crucial items are listed on the top of the lists (Table 5.10). The table presents the response numbers (n), standard deviations (SD), frequency of distributions and the rankings (a) of each individual item within the total of 24 items of pull travel motivation. It is important to note that frequencies are transformed: 1 = 1-2 (disagree); 2 = 3 (neutral); 3 = 4-5 (agree)

Table 5.10 Summary of pull travel motivations’ items

(Pull factor) I am travelling in Mongolia because	N	M	SD	1 %	2 %	3 %	(^a)
it has beautiful natural resources	852	4.53	0.7	1.7	5.5	92.8	1
it has many lakes and rivers	852	4.38	0.8	3.1	10.1	86.8	2
it has scenic national parks/forests	851	4.30	0.9	5.6	11.1	83.3	3
it has many attractions	852	4.17	0.9	6.3	13.6	80.1	4
it has cultural and historical resources	852	4.06	0.9	8.2	15.0	76.8	5
it has wild animals and plants	852	4.05	1.0	9.6	13.8	76.6	6
it has calm/exotic atmosphere	850	3.95	1.0	8.8	21.1	70.1	7
it has pleasant climate	852	3.94	1.0	8.8	21.5	69.7	8
of its sightseeing	850	3.67	1.1	16.8	20.4	62.8	9
of its heritage	852	3.61	1.1	17.2	22.3	60.5	10
of its hospitality	852	3.54	1.1	17.5	26.4	56.1	11
of its local cuisine	848	3.44	1.2	22.8	23.5	53.7	12
of its local life	850	3.47	1.2	20.1	26.4	53.5	13
of its easy accessibility	851	3.42	1.2	21.7	26.7	51.6	14
of its reasonable prices	851	3.38	1.1	19.5	30.9	49.6	15
it has good facility for children	850	3.36	1.2	22.2	28.8	49.0	16
of its good accommodations	850	3.26	1.2	26.7	26.2	47.1	17
it has good facility for elderly	851	3.31	1.2	22.1	32.0	45.9	18
of its cleanliness	851	3.28	1.1	24.4	29.8	45.8	19
of its convenient transportation/parking	851	3.22	1.3	27.1	28.0	44.9	20
of its safety and security	852	3.21	1.2	26.9	31.3	41.8	21
of shopping	850	2.60	1.3	47.5	23.4	29.1	22
it has active night life	850	2.59	1.3	47.1	25.9	27.0	23
of entertainment	850	2.56	1.3	49.4	24.2	26.4	24

Source: Author’s construct

Respondents stated that most significant destination attributes for them were “it has a beautiful natural resource” (92.8%), “it has many lakes and rivers” (86.8%), “it has scenic national parks and forests” (83.3), “it has many attractions” (80.1%), and “it has cultural and historical resources” (76.8%). The mean scores of these items were above 4.06. The remainder of the items had mean scores between 2.56 and 3.05. The pull motivational items “it has wild animals and plants”, “it has calm and exotic atmosphere”, “it has pleasant climate”; “because of its sightseeing” and “because of its hospitality” were also perceived to be influential destination attributes for travelling in Mongolia. Less important destination attributes were perceived to be “cleanliness”, “convenient transportation and parking” and “safety and security”, and “shopping”. Generally, only one third of pull travel motivational items were agreed by at least half of the respondents. As it is anticipated, the lowest pull motivations for destination attributes were “it has active nightlife” (27.0%) and “entertainment” (26.4%) which all had lowest mean scores of 2.59 and 2.56.

5.5 Descriptive analysis of travel experience, satisfaction, behavioral intention

The concept of tourist experience is the important aspect for tourists’ further decision making (Baloglu & Uysal, 1996). Tourist experience in a destination is shaped by the memories of the visit. A single important source of information for individuals to make travel decisions to revisit or recommend to others is the individual’s own memories of their travel experience (Kim et al., 2012). Thus, to provide tourists with positive and memorable experience is crucial for tourism industry. Otto and Ritchie (1996) state that quality of tourist experience is better indicator of tourist satisfaction than quality of service. Therefore, it is crucial to facilitate experiences that stand out in the minds of visitors and encourage them to revisit the destination (Katsikari et al., 2020). Kim et al., (2012) explains that experience can be determined in two perspectives which are moment-by-moment lived experiences and evaluated experiences. It is problematic to measure moment-by-moment lived experiences, most of the tourism research has focused on the evaluated experience based mostly on service quality or measurement of tourist satisfaction. However, recent travel experience research goes beyond the evaluation of tourist satisfaction towards the link between memory and experience. Lehto (2004) states the tourist experience should be significant and meaningful to be stored in the long-term memory of the tourists. To complement the analysis of tourist motivation, this part of the study seeks to understand how memorable travel experiences reflect on tourists’ motivations and satisfaction and destination loyalty. Respondents were asked to report their memorable travel experiences which formed during their travel in Mongolia. Table 5.11 presents a summary of the respondent’s memorable travel experiences.

Table 5.11 Summary of memorable travel experience items

Memorable travel experience	N	M	SD	1 %	2 %	3 %	(^a)
My travel in Mongolia provides							
Excitement	852	4.19	0.8	3.8	12.4	83.8	1
Sense of freedom	852	4.23	0.8	3.4	12.9	83.7	2
Opportunity to visit places that I wanted to go	852	4.13	1.0	8.3	14.3	77.4	3
Thrill about having new experience	852	4.04	0.9	7.0	17.0	76.0	4
Activities which I wanted to do	852	3.98	1.0	8.9	17.8	73.3	5
New knowledge	852	3.96	0.9	7.4	19.7	72.9	6
New culture	852	3.84	1.1	11.7	20.4	67.9	7
Learning about my self	851	3.81	1.0	11.0	24.4	64.6	8
Enjoyment of tourist experience	851	3.76	1.0	11.2	24.3	64.5	9
Indulge in activity	850	3.39	1.2	21.6	27.8	50.6	10
My travel in Mongolia was							
Refreshing	850	4.32	0.7	3.1	9.4	87.5	1
Revitalizing	852	4.24	0.8	4.7	11.9	83.4	2
Something meaningful	852	4.11	0.9	6.6	15.5	77.9	3
Something important	852	4.03	1.0	7.7	17.8	74.5	4
Something new	851	3.93	1.0	10.1	18.7	71.2	5
Liberating	850	3.92	1.0	9.2	20.5	70.3	6
Different from previous experience	852	3.89	1.0	10.7	19.1	70.2	7
Unique	852	3.75	1.1	12.4	23.5	64.1	8
Exploratory	852	3.73	1.1	13.5	25.5	61.0	9
Once in a lifetime experience	852	3.63	1.1	16.1	23.5	60.4	10

Source: Author’s construct

Of the 852 respondents, 83.8% reported that their travel in Mongolia provided “excitement”, “sense of freedom” (83.7%), “opportunity to visit places that I want to go” (77.4%), and “thrill about having new experience” (76.0%). The least reported memorable tourist experiences indicated by respondents were “indulge in activity” (50.6%), “enjoyment of tourist experience” (64.5%), and “learning about myself” (64.6%). Furthermore, respondents were asked to indicate their feelings about their travel in Mongolia. The most influential items on this question were “refreshing” (87.5%), “revitalizing” (83.4%), “something meaningful” (77.9%), whereas the least influential items were, as anticipated “once in a lifetime experience” (60.4%), “exploratory” (61.0%), and “unique” (64.1%).

Overall satisfaction with the destination is measured by 21 items with a question (How would you rate your travel in Mongolia?). Table 5.12 presents a summary of descriptive statistics of these items. The mean scores of all items were relatively lower than other variables of the questions indicating from (M=3.74) to (M=2.49). It is noted that frequencies in tourist satisfaction are transformed as 1 equals to 1 and 2 (poor and fair); 2 equals to 3 (good); and 3 equals to 4 and 5 (very good and excellent). Respondents indicated that “beauty of the scenery” (58.6), “personal safety and security” (53.4%),

“ease of accessibility” (52.2%) were the top three influential items on tourists’ satisfaction. The least influential items of the tourist satisfaction were “advertisement” (26.8%), “offer of cultural event” (22.4%) and “political and economic status” (17.3%). The result shows that more than a half of the respondents indicated that their travel in Mongolia was good and excellent (61.5%).

Table 5.12 Summary of tourist satisfaction

Travel satisfaction of the respondents	N	M	SD	1 %	2 %	3 %	(^a)
Beauty of the scenery	850	3.63	1.1	18.1	23.3	58.6	1
Personal safety and security	852	3.54	1.0	15.1	31.5	53.4	2
Destination can be easily reached	852	3.52	1.0	16.5	31.3	52.2	3
Diversity of cultural/historical condition	849	3.45	1.0	18.3	31.9	49.8	4
Hospitality and friendliness of residents	851	3.43	1.0	19.0	32.7	48.3	5
Opportunity to rest	851	3.41	1.1	20.9	31.8	47.3	6
Climate condition	851	3.36	1.0	22.3	33.1	44.6	7
Distance from home	850	3.30	1.0	22.2	33.8	44.0	8
Ethnic culture	849	3.27	1.0	24.1	35.6	40.3	9
Information about tour	849	3.17	1.1	26.3	34.9	38.8	10
Availability of sport and recreational activity	851	2.95	1.1	36.2	29.7	34.1	11
Souvenirs	852	3.04	1.1	32.4	33.6	34.0	12
Quality of accommodation	848	3.08	1.0	28.7	38.9	32.4	13
The offer of local cuisine	852	3.07	1.0	30.6	36.2	33.2	14
Night life and entertainment	850	2.89	1.0	38.2	30.5	31.3	15
Possibility of local shopping	850	2.86	1.0	39.2	32.9	27.9	16
Cleanliness	848	2.77	1.1	44.5	27.9	27.6	17
Advertisement	848	2.81	1.1	40.2	33.0	26.8	18
Offer of cultural event	850	2.59	1.1	48.9	28.7	22.4	19
Political and economic status	850	2.49	1.1	53.9	28.8	17.3	20
How would you rate your trip in Mongolia overall?	852	3.74	0.8	8.3	30.2	61.5	21

Source: Author’s construct

The final part of the questionnaire asked about behavioral intentions and destination loyalty of the respondents. Table 5.13 presents the result and data analysis of the behavioral intentions of domestic tourists who travelled in Mongolia. Behavioral intentions and destination loyalty were measured by five items. The mean score (4.57) of the item on behavioral intention of respondents (I will visit other places in Mongolia in the future) was higher than mean scores of other items. The second mean score (4.30) belonged to the statement “I will say positive thing about this trip to other people”, followed by the mean score (4.14) of the statement “I will recommend this destination to other people”, and the least influential statement for behavioral intentions was “I will encourage friends and relatives to visit this destination” (3.98) and “I will revisit this destination in the future” (3.87).

Table 5.13 Summary of behavioral intention

Behavioral intention of the respondents	N	M	SD	1 %	2 %	3 %	(^a)
I will visit other places in Mongolia in the future	850	4.57	0.7	2.1	7.4	90.5	1
I will say positive thing about this trip to other people	851	4.30	0.7	2.0	11.9	86.1	2
I will recommend this destination to other people	851	4.14	0.8	3.8	16.0	80.2	3
I'll encourage friends, relatives to visit this destination	850	3.98	1.0	6.9	22.0	71.1	4
I will revisit this destination in the future	850	3.87	1.1	10.0	25.1	64.9	5

Source: Author's construct

5.6 Factor analysis of push and pull travel motivation

In general, exploratory factor analysis (EFA) aims to determine the structure of potential underlying latent variables and reduce numbers of variables to a smaller and practicable size. EFA is a multifaceted process that researchers need to reflect for the most suitable selection of options, principally practices for factor rotation and extraction (Watkins, 2018). Field (2013) states that factor extraction is a process of deciding how many factors to keep further for analysis. A principle component analysis, principal factors, maximum likelihood factoring, image factoring, alpha factoring, and unweighted and generalized weighted least squares factoring are all examples of factor extraction approaches (Tabachnick & Fidell, 2018). Accordingly, the eigenvalues associated with each component are provided as a result of the factor extraction procedure, indicating the substantive relevance of factors. Thus, it is logical that the criterion of retaining factors is their large eigenvalues. Kaiser (1960) suggests all factor with eigenvalues greater than 1 should be considered further. However, Jolliffe (1986) claims that Kaiser's criterion was overly strict and suggested another criterion with eigenvalue being 0.7 at least. It is regarded that number of factors extracted meets the essential numbers of factors proposed in the conceptual model. When factors have been extracted, the rotation of factors method is used to distinguish among factors. There are three methods of orthogonal rotation and two methods of oblique rotation in the SPSS program.

This dissertation employs varimax rotation method developed by Kaiser (1960) was selected for the EFA process as it is considered widely used method to determine major factors and easier to interpret (Hair et al., 2014, Field, 2013). After determination of how many factors should be extracted by the eigenvalues, it is essential to re-estimate the communalities of the factors that represent the proportion of common variance. Field (2013) states that "if the values are 1 then all common variance is accounted for, and if the values are 0 then no common variance is accounted for". Furthermore, it is advised to examine a Kaiser–Meyer – Olkin (KMO) measure of sampling adequacy and the Bartlett's test of sphericity. Consequently, a KMO value with a minimum of 0.5 presents that the size of the sample is

suitable for factor analysis (Kaiser, 1974). The p value of the Bartlett’s test of sphericity should be significant ($p < 0.001$), presenting no issues with the variables’ structure (Field, 2013).

The next criteria to examine the adequacy of extracted components are factor loadings and item-total correlation. Field (2013) suggests to retain items with factor loading values of 0.4 and above. Items should be eliminated to avoid cross loadings if they loaded on more than one factor (Hair et al., 2014). At last, it is crucial to conduct reliability analysis on each identified factor by computing a Cronbach’s α value. In this research, a value of 0.6 to 0.8 is considered an acceptable value for Cronbach’s α as suggested by Kline (2005). However, when dealing with behavioral variables, a Cronbach’s α value below 0.7 can be acceptable due to the diversity of measured constructs (Kline, 2005). This is the rationale to choose a value of 0.6 to 0.8 as an acceptable value for Cronbach’s α in this study. In the case if an item was deleted, the values of Cronbach’s α were examined to consider if the removal of an item could enhance the overall reliability value of its related construct (Field, 2013).

Exploratory factor analysis (EFA) was performed to evaluate the dimensionality of a total of 56 push and pull travel motivations. To minimize the number of items, a factor loading value that indicates the correlation between the items and the factors was identified to determine whether the variable group could be displayed by factor or not. The eigenvalue one was defined and items with factor loading greater than 0.5 were considered for each factor group. In the questionnaire, various items were determined to measure respondents’ travel motivations to travel in Mongolia.

A principal component analysis along with the varimax rotation of the lower extremities was used to identify the basic factors of the items. As a result, the principal component analysis identified four factors classified as “relaxation and rest”, “status and prestige”, “family, friends, togetherness, and relationship”, “knowledge”, “excitement and fun”, and “sport and physical activity”, which later explained 70% of the total variance (Table 5.14). 18 items of push travel motivation factors were not relevant and excluded from the further data analysis. Bartlett’s sphericity test was evaluated as significant ($p < 0.001$) and the KMO measurement was calculated as 0.905, exceeding the allowable minimum of 0.6. The internal consistency of the factors measured by Cronbach’s α presents good reliability with scores between 0.601 and 0.807.

Table 5.14 EFA and reliability test results of push travel motivation

Push travel motivation	Total N=852	
	Loading	Cronbach α
<i>Factor 1: relaxation and rest</i>		0.709
relax physically	0.693	

relax mentally	0.628	
Factor 2: family, friends, togetherness, relationship		
make new friends with similar interest	0.794	0.602
have a good time with friends	0.689	
Factor 3: status and prestige		
increase my status prestige	0.750	0.771
talk about trip after return home to get respect from others	0.814	
show my taste in life	0.699	
Factor 4: knowledge		
experience different places	0.745	0.740
develop new skills	0.668	
experience different culture	0.633	
Factor 5: excitement and fun		
have fun	0.632	0.601
thrill and excitement	0.663	
Factor 6: sport and physical activity		
keep healthy	0.776	0.807
being physically active	0.718	
<i>KMO = 0.905; Bartlett's Test of Sphericity, p value = 0.000</i>		

Source: Author's construct

Moreover, EFA of the pull factor of travel motivation is presented in Table 5.15. The results of the pull motivation factor were significant as “nature and weather” (0.757), “activities and shopping” (0.665), “tourism service and hospitality” (0.755) and “tourism service and hospitality” (0.838). All dimensions had acceptable Cronbach's α values (>0.6) and were consistent with the suggestions of Nunnally and Bernstein (1994). 12 items of pull motivation factors were not relevant and excluded from the data analysis. In addition, all values presented good levels of composite reliability (0.60) suggested by Bagozzi and Yi (1988) and average variance extracted (AVE) was above 0.50 (Fornell & Larcker, 1981).

Table 5.15 EFA and reliability test results of pull travel motivation

Pull travel motivation	Total N=852	
	Loading	Cronbach α
Factor 1: nature and weather		
it has beautiful natural resources	0.609	0.757
it has many lakes and rivers	0.625	
it has scenic national parks/forests	0.643	
Factor 2: activities and shopping		
entertainment	0.634	0.665
shopping	0.684	
Factor 3: tourism service and hospitality		
local cuisine	0.620	0.755
good accommodation	0.715	
convenient transportation/parking	0.750	
easy accessibility	0.603	
Factor 4: convenience and amenities		
good facility for children	0.779	0.838

good facility for elderly	0.789	
cleanliness	0.701	
safety and security	0.671	
reasonable prices	0.613	
<i>KMO = 0.905; Bartlett's Test of Sphericity, p value = 0.000</i>		

Source: Author's construct

5.7 Analysis of hypothesis testing and direct and indirect effects

SEM-structural equation model is used to analyse the relationships among push and pull motivation factors, travel satisfaction and behavioural intention. The model estimation is performed using Amos 22.0 software. Table 5.16 shows the results of the model estimation. The goodness-of-fit measures are higher than the model adaptability standard (RMSEA < 0.07), ($\chi^2 / df < 3$, CFI > 0.9, TLI > 0.9, IFI > 0.9), which indicates that the structure of the model can effectively characterize the detected data. The results of the analysed indices exist above the acceptable levels (Hair et al., 2014). Both the Comparative Fit Index (CFI) and Tucker-Lewis Index (TLI) indices were well above the baseline of 0.9, which indicated a good incremental fit value proposed by (Hair et al., 2014). CFI value presents an excellent conformity (Hu & Bentler, 1999). In addition, appropriate fit values from 0.06 to – 0.08 were calculated based on Byrne's (2000) recommendation. Hoelter's (1983) critical N for 0.5 and 0.1 was well above the desirable value, as suggested in this research. Furthermore, all path coefficients are significant at the 95% level. The results approve the reliability and validity of the constructs. Table 5.16 summarizes average variance extracted (AVE) and the composite reliability indicators (CR), which are higher than the critical values of 0.8 and 0.5, respectively, for all samples.

Table 5.16 Model estimation results

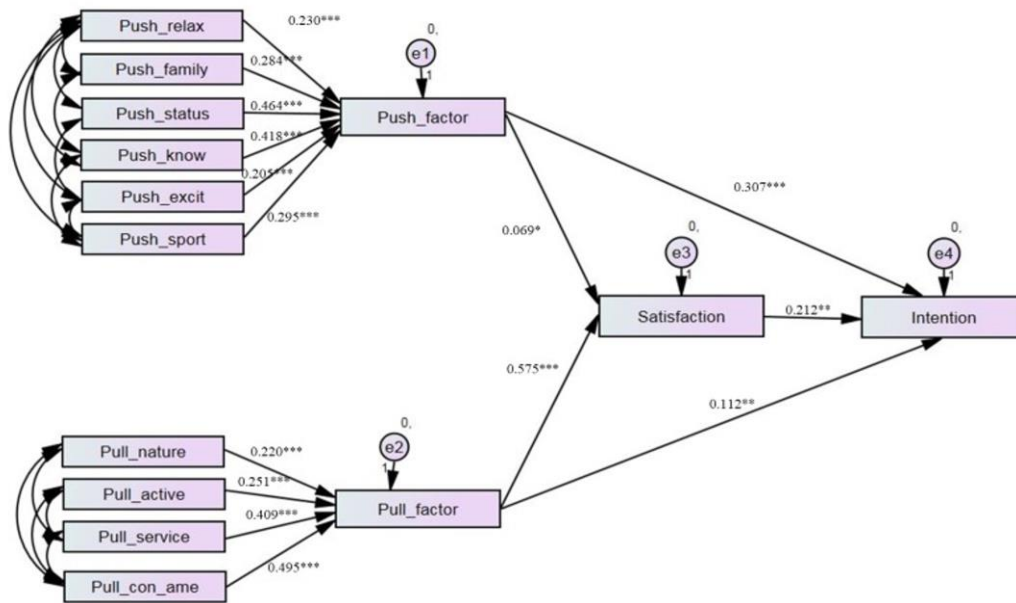
Path	Baseline
push motivation ←relaxation/rest	0.230***
push motivation ←family/friends/togetherness/relationship	0.284***
push motivation ←status/prestige	0.464***
push motivation ←knowledge	0.418***
push motivation ←excitement/fun	0.205***
push motivation ←sport/physical activity	0.295***
pull motivation← nature/weather	0.220***
pull motivation← activities/shopping	0.251***
pull motivation← tourism service/hospitality	0.409***
pull motivation← convenience/amenities	0.495***
tourist satisfaction ← push motivation	0.069*
tourist satisfaction ← pull motivation	0.575***
behavioral intention ← travel satisfaction	0.212**
behavioral intention ← push motivation	0.307**
behavioral intention ← pull motivation	0.112**
goodness-of-fit measures	$\chi^2/df = 2.72$
	TLI = 0.901
	IFI=0.936

	NFI=0.933
	CFI=0.936
	RMSEA = 0.05
	AVE=0.011; CR=5.23
*** $p < 0.001$, ** $p < 0.05$, * $p < 0.1$	

Source: Author's construct

Figure 5.4 presents the summary of the estimation results of the relationship among push and pull travel motivation factors, travel satisfaction and behavioural intention. The result confirms that push and pull factors have a significant influence travel satisfaction, and travel satisfaction has a significant influence behavioural intention.

Figure 5.4 Result of SEM analysis of the research



Source: Author's own construction

5.8 Testing of direct hypotheses

The results of direct relationships between variables-The aim of the research model is to assess the relationship among the push and pull factors of travel motivation, tourist satisfaction, and behavioral intentions. The summary of the overall research assessment is displayed in Table 5.17 and Figure 5.5. The results show that push factors of travel motivations influence tourist satisfaction ($\beta=0.386$, $p < 0.007$), (H1); pull travel motivation directly and positively influence tourist satisfaction ($\beta=0.567$, $p < 0.000$), (H2); tourist satisfaction directly affects behavioral intention ($\beta=0.148$, $p < 0.001$), (H3); and

push and pull motivations directly influence behavioral intention ($\beta=0.501$, $p<0.000$; thus (H4) and ($\beta=0.423$, $p<0.000$; (H5) were highly supported.

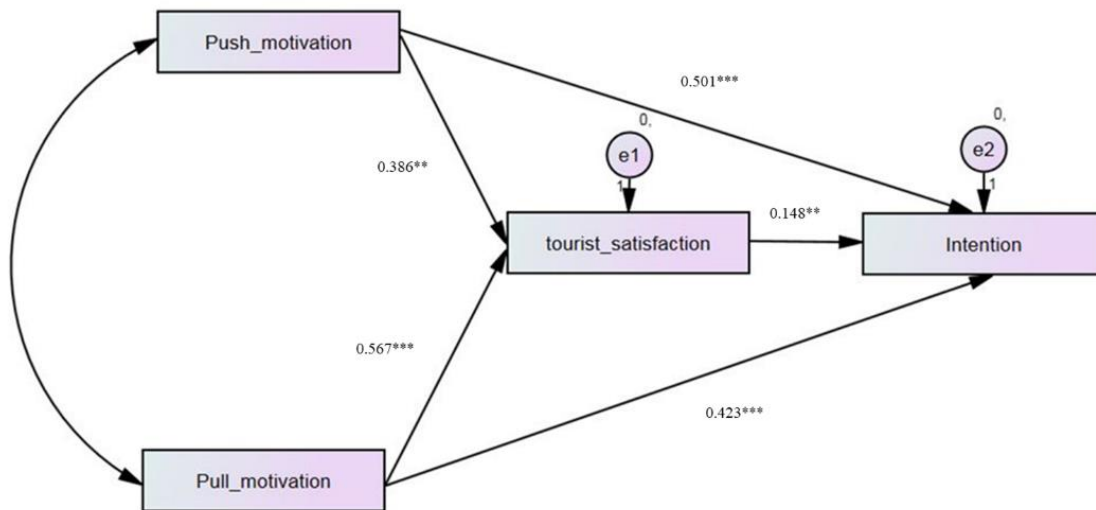
Table 5.17 The results of the direct relationships between variables

H	The path	Beta estimate	S.E.	P	Remark
H1	Travel satisfaction ← Push motivation	0.386	0.682	0.007	Supported
H2	Travel satisfaction ← Pull motivation	0.567	0.166	0.000	Supported
H3	Behavioral intention ← Travel satisfaction	0.148	0.017	0.001	Supported
H4	Behavioral intention ← Push motivation	0.501	0.031	0.000	Supported
H5	Behavioral intention ← Pull motivation	0.423	0.030	0.000	Supported

Note: *** $p<0.001$, ** $p<0.05$, * $p<0.1$; S.E; Standard error.

Source: Author's own construction

Figure 5.5 Research model output



Source: Author's own construction

5.9 Testing of indirect hypotheses

Mediating effect of tourist satisfaction (PUSH and PULL factors of Travel Motivation) - Mediating regression analysis was performed to verify H6 and H7. The result of testing H6 shows the mediating effect of tourist satisfaction on behavioral intention which is shown in Table 5.18 and Figure 5.6. The result indicates that the value of the explanatory power was (R^2) =0.306; and the F value was 186.626, therefore, it is statistically significant. Furthermore, the result suggests that there is statistically

significant relationship between the push factors of travel motivation and behavioral intentions mediated by travel satisfaction ($\beta=0.254$, $p<0.001$).

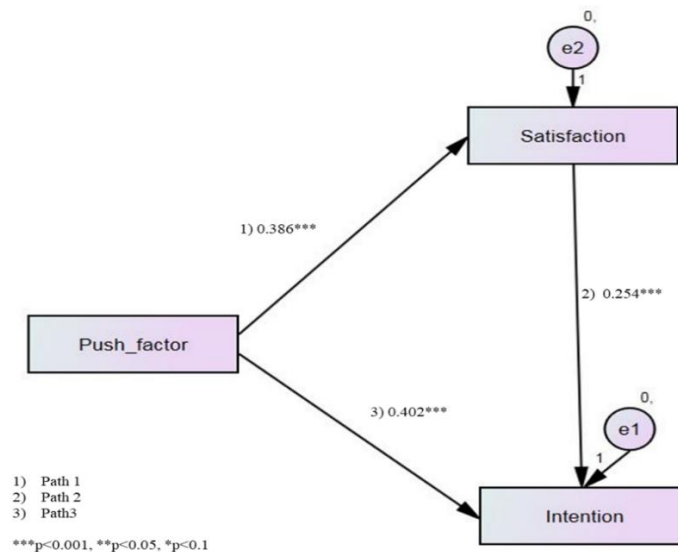
Table 5.18 Mediating effect of travel satisfaction (Push factor of travel motivation)

Dependent variable ⇒	Tourist satisfaction	Behavioral intention	
	β	β	
Input variable ↓	Step 1	Step 2 (Model 2)	Step 3 (Model 2)
Push factor of travel motivation	0.386***	0.501***	0.402***
Tourist satisfaction			0.254***
Adj.R2			0.055*** (F=66.628)
R2	0.149	.251	.306
F	148.905***	248.610	186.626

***p<0.001, **p<0.05, *p<0.1

Source: Author’s own construction

Figure 5.6 Mediating effect of travel satisfaction (Push factor of travel motivation)



Source: Author’s own construction

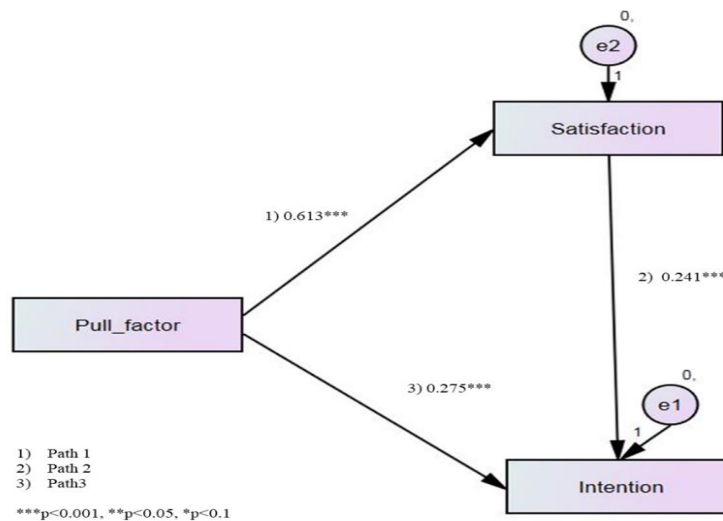
The H7 results are shown in Table 5.19. In Figure 5.7, the value of explanatory power was (R^2) =0.215 and the F value was 116.445, which represents statistical significance. The result proposes that there is statistically significant relationship between the pull factors of travel motivation and behavioral intention mediated by travel satisfaction ($\beta=0.241$, $p<0.001$). Thus, H6 and H7 were supported.

Table 5.19 Mediating effect of travel satisfaction (Pull factor of travel motivation)

Dependent variable ⇒	Tourist satisfaction	Behavioral intention	
Input variable ↓	β	β	
	Step 1	Step 2 (Model 2)	Step 3 (Model 2)
Pull factor of travel motivation	0.613***	0.423***	0.275***
Tourist satisfaction			0.241***
Adj.R2			0.036*** (F=39.078)
R2	0.376	.251	.215
F	511.574***	248.610	116.445
***p<0.001, **p<0.05, *p<0.1			

Source: Author’s own construction

Figure 5.7 Mediating effect of travel satisfaction (Pull factor of travel motivation)



Source: Author’s own construction

H8 was performed to check the main hypothesis as memorable travel experience (MTE) will moderate push and pull factors of travel motivation on tourist satisfaction. Therefore, Multigroup Comparisons of Structural Equation Model analysis and t-test were performed to verify the moderating effect of

memorable travel experience (H8). Table 5.20 and Table 5.21 present results of the SEM analysis by MTE between travel motivation(push factors and pull factor) and tourist satisfaction.

Table 5.20 Result of Multigroup Comparisons of SEM analysis by MTE between travel motivation(push factors) and tourist satisfaction

Variable	Model 1				Model 2				ΔR^2	F-value	P
	Coefficients		t-value	P	Coefficients		t-value	P			
	Unstandardized	Standardized			Unstandardized	Standardized					
Construct	0.918	-	6.138	0.000	1.585	-	2.683	0.000	0.001	1.363	0.024
Push motivation (A)	0.235	0.203	5.209	0.000	0.042	0.036	0.246	0.805			
Tourist satisfaction (B)	0.423	0.355	7.582	0.000	0.148	0.135	0.948	0.343			
(A)*(B)	-	-	-		0.050	0.296	1.1167	0.024			
<i>Dependent variable: Tourist satisfaction</i> ***p<0.001, **p<0.05, *p<0.1											

Source: Author's own construction

As can be show in Table 5.20, Table 5.21 and Table 5.22, multigroup comparisons of Structural Equation Model analysis and two-way ANOVA analysis indicated that memorable travel experience (MTE) was significant by two-way interactions moderated between travel motivation and tourist satisfaction ($F= 1.363 p < .001$) and ($F= 0.117 p < .001$). Thus, the moderating effect of memorable travel experience (MTE) was significant.

Table 5.21 Result of Multigroup Comparisons of SEM analysis by MTE between travel motivation(pull factors) and tourist satisfaction

Variable	Model 1				Model 2				ΔR^2	F-value	P
	Coefficients		t-value	P	Coefficients		t-value	P			
	Unstandardized	Standardized			Unstandardized	Standardized					
Construct	0.401	-	3.146	0.002	0.570	-	1.119	0.264	0.000	0.117	0.051
Pull motivation (A)	0.579	0.535	17.444	0.000	0.526	0.036	3.300	0.001			
Tourist satisfaction (B)	0.172	0.158	5.139	0.000	0.130	0.135	1.006	0.315			
(A)*(B)	-	-	-		0.013	0.296	0.341	0.051			
<i>Dependent variable: Tourist satisfaction</i> ***p<0.001, **p<0.05, *p<0.1											

Source: Author's own construction

The detailed results are shown in Table 5.22. The result of testing H8a and H8b shown in two tables as H8a presents in the case of low memorable travel experience (MTE), the travel motivation will influence tourist satisfaction ($M_{push\ factor}=3.827$, $M_{pull\ factor}=4.171$, $t=17.854$, $p < .001$). In the case of high memorable travel experience (MTE), the travel motivation will influence tourist satisfaction ($M_{push\ factor}=3.042$, $M_{pull\ factor}=3.271$, $t=13.826$, $p < .001$). The result presents that pull travel motivation is higher than push travel motivations. Therefore, there were statistically significant differences in the pull travel motivation that influences on tourist satisfaction moderated by memorable travel experiences (MTE). Therefore, H8a was rejected and H8b were significantly supported.

Table 5.22 Travel motivation and tourist satisfaction moderated by memorable travel experience (MTE high vs. low)

Constrained model Standardized Coefficients	Travel motivation	N	Mean	S.D	t-value	p
Low group (H8a)	Push factors	373	3.042	0.051	13.826	0.000
	Pull factors		3.271	0.048		
High group	Push factors	479	3.827	0.057	17.854	0.000

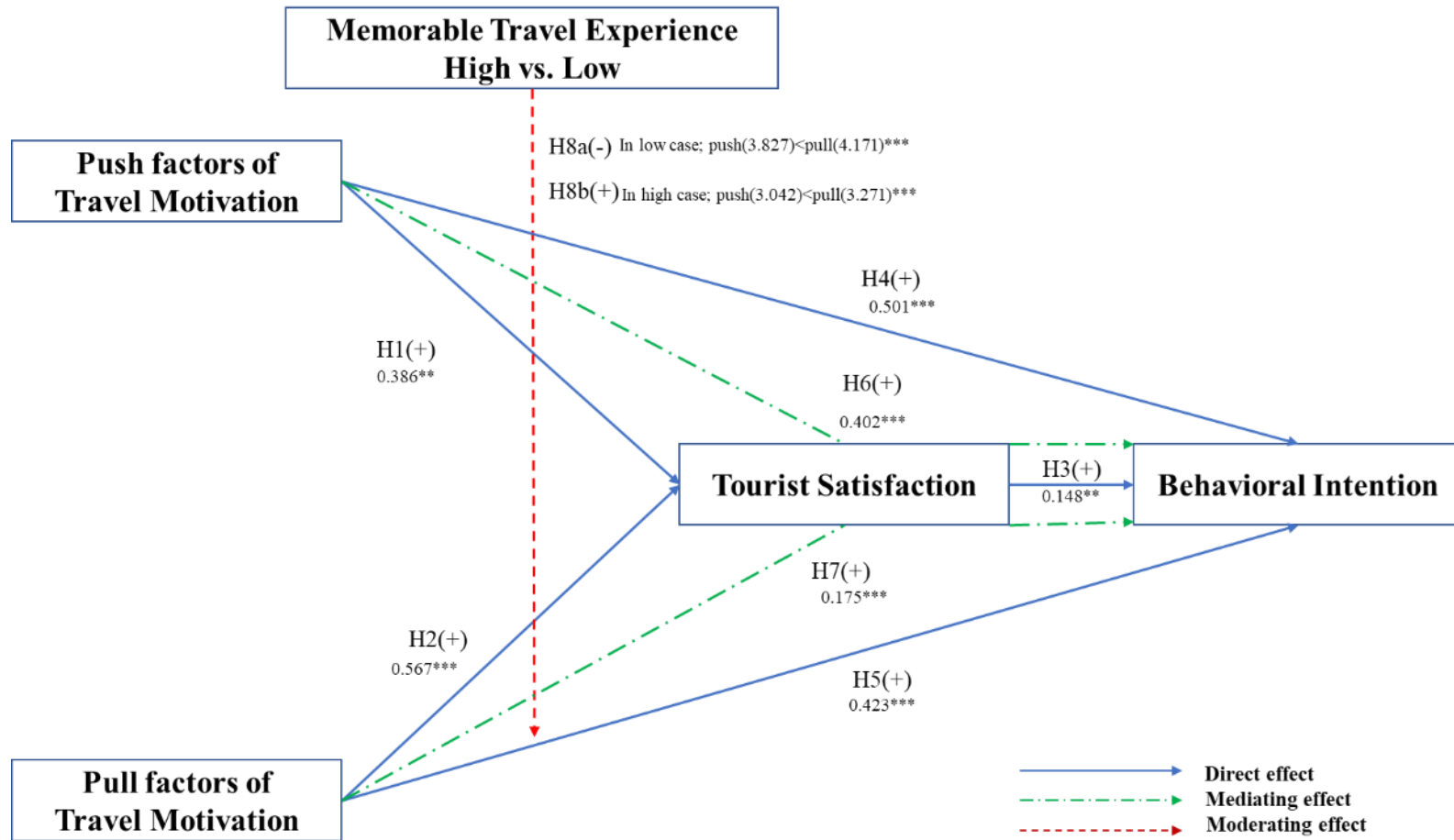
(H8b)	Pull factors		4.171	0.050		
***p<0.001, **p<0.05, *p<0.1						

Source: Author's own construction

The summary of the quantitative data analysis is presented in Figure 5.8 and Table 5.23. The final output of research model is clearly presented in Figure 5.5. to show research results with values and relationship between constructs. The result of the summary of the research hypotheses testing is depicted in Table 5.23.

Figure 5.8

Final output of research model



Source: Author's own construction

Table 5.23

Result and summary of the data analysis

Hypotheses	Path	Data analysis method	Direct/indirect	Remark
H1	Push factors of travel motivation directly and positively influence domestic tourists' satisfaction.	Regression analysis	Direct	Supported
H2	Pull factors of travel motivation directly and positively influence domestic tourists' satisfaction.	Regression analysis	Direct	Supported
H3	Tourist satisfaction directly and positively influence behavioral intention	Regression analysis	Direct	Supported
H4	Push factors of travel motivation directly and positively influence behavioral intention	Regression analysis	Direct	Supported
H5	Pull factors of travel motivation directly and positively influence behavioral intention	Regression analysis	Direct	Supported
H6	Relationship between push factors of travel motivation and behavioral intentions is mediated by tourist satisfaction	Regression analysis(3 step)	Mediating effect	Supported
H7	Relationship between pull factors of travel motivation and behavioral intentions is mediated by tourist satisfaction	Regression analysis(3 step)	Mediating effect	Supported
H8	Travel motivation will influence tourist satisfaction moderated by memorable travel experience (MTE)	Multigroup Comparisons of Structural Equation Model analysis and two way-ANOVA	Moderating effect	Supported
H8a	In the case of low memorable travel experience (MTE), the push motivation will influence tourist satisfaction higher than pull factors.	Independent sample t-test	High vs. low	Rejected
H8b	In the case of high memorable travel experience (MTE), the pull motivation will influence tourist satisfaction higher than push factors.	Independent sample t-test	High vs. low	Supported

Source: Author's own construction

H1. *Push factors of travel motivation directly and positively influence domestic tourists' satisfaction in Mongolia.*

The results show that push factors of travel motivations influence tourist satisfaction ($\beta=0.386$, $p<0.007$) and hypothesis 1 is supported.

H2. *Pull factors of travel motivation directly and positively influence domestic tourists' satisfaction*

Pull travel motivation directly and positively influence tourists' satisfaction hypothesis results shown as ($\beta=0.567$, $p<0.000$) and it was significant and hypothesis 2 is supported.

H3. *Tourist satisfaction directly and positively influence behavioral intention*

Hypothesis 3 as Tourist satisfaction directly affects behavioral intention and the result was significant ($\beta=0.148$, $p<0.001$) and hypothesis 3 is supported.

H4. *Push factors of travel motivation directly and positively influence behavioral intention*

H5. *Pull factors of travel motivation directly and positively influence behavioral intention*

Push and pull motivations directly influence behavioral intention ($\beta=0.501$, $p<0.000$; thus (H4), ($\beta=0.423$, $p<0.000$; (H5) were highly significant and hypotheses 4 and 5 are supported.

H6. *Relationship between push factors of travel motivation and behavioral intentions is mediated by tourist satisfaction*

The result suggests that there is a statistically significant relationship between the push factors of travel motivation and behavioral intentions mediated by travel satisfaction ($\beta=0.254$, $p<0.001$) and hypothesis 6 is supported.

H7. *Relationship between pull factors of travel motivation and behavioral intentions is mediated by tourist satisfaction*

The value of explanatory power was (R^2) =0.215 and the F value was 116.445, which represents statistical significance. The result proposes that there is a statistically significant relationship between the pull factors of travel motivation and behavioral intention mediated by travel satisfaction ($\beta=0.241$, $p<0.001$). Thus, H7 was supported.

H8. *Travel motivation will influence tourist satisfaction moderated by memorable travel experience (MTE)*

Two-way interactions moderated between travel motivation and tourist satisfaction ($F= 1.363$ $p < .001$) and ($F= 0.117$ $p < .001$). Thus, the moderating effect of memorable travel experience (MTE) was significant.

H8a: *In the case of low memorable travel experience (MTE), the push motivation will influence tourist satisfaction higher than pull factors.*

H8a presents in the case of **low** memorable travel experience (MTE), the travel motivation will influence tourist satisfaction ($M_{\text{push factor}}=3.827$, $M_{\text{pull factor}}=4.171$, $t=17.854$, $p < .001$). Thus, hypothesis **8a was rejected**. When domestic tourists have low memorable travel experience (MTE), the pull motivation influences tourist satisfaction higher than push factors.

H8b: *In the case of high memorable travel experience (MTE), the pull motivation will influence tourist satisfaction higher than push factors.*

In the case of high memorable travel experience (MTE), the travel motivation will influence tourist satisfaction ($M_{\text{push factor}} =3.042$, $M_{\text{pull factor}}=3.271$, $t=13.826$, $p < .001$). Therefore, hypothesis 8b is supported. When domestic tourists have high memorable travel experience (MTE), the pull motivation is influence by tourist satisfaction higher than push factors.

5.10 Analysis of qualitative data – Key informant interviews

5.10.1 Background details of interviewees

The second set of data collection of this dissertation was interviews. To get better understanding about travel motivations, travel experiences, satisfaction, and behavioral intentions of domestic tourists in Mongolia, a qualitative research – key informant interviews were conducted with representatives of tourism industry in Mongolia. The nature of qualitative data is non-numeric information including transcripts, notes, audio recording, field notes, images, and text documents (Bryman, 2012).

Thematic analysis is a method of analyzing qualitative data (Caulfield, 2019), usually applied to a set of texts like interview transcripts. The sampling of the respondents is an important stage in qualitative

research; therefore, it needs to be addressed thoroughly as it is essential for the validity of a research. As Bryman (2012) states, that qualitative inquiry solely focuses on in-depth but relatively small samples or even single cases.

In this research, 12 in-depth and semi-structured interviews were conducted with representatives of tourism industry in Mongolia. Interviews enhance the opportunity due to their semi-structured format and allow adequate source to the derived research questions. A pilot testing of the interview questions was conducted prior to the official interview process started. It was ensured that all the interviewees who were interviewed understood the overall objectives of the research and concept of each question. Although 12 interviews were relatively small-scale, it is significant, since all interviewees are experienced professionals, top managers, directors, and executives who shared realistic information about perspectives of domestic tourism, domestic tourists' motivations, experiences, travel patterns and behavioral intentions. Therefore, the comments and information provided by the interviewees assist to build actual depiction of the domestic tourists' motivation, tour activities, travel patterns and overall domestic tourism industry in Mongolia. Sufficient time was given to the interviewees to express their opinions. Approximately, 30 minutes of discussion requires 3 to 4 hours of transcription time. Therefore, the qualitative part of this research requires more intensive time and is complicated. Table 5. 24 presents the full details of the interviewees' personal details, type of business, interview duration, establishment years, type of tour, industry experiences, main tours, and year started to conduct domestic tours. All respondents voluntarily participated in the interviews.

Table 5.24

Summary of interview participants' details

Interview code	Gender	Position	Type of business	Duration	Founded year	Active years	Type of tours	Main tours	Year started domestic tour	Domestic tours pre COVID-19	Annual customers (domestic) Pre COVID-19	Annual customers (domestic) Pre COVID-19
1	M	Manager	Tour operation	29 min	2009	13 years	inbound	nature based tours, cultural tours	2020	No	NA	NA
2	M	Director	Tourist camp	31 min	2000	22 years	ger camp, inbound	educational tours to students	2001	Yes	2019-7500	2020-5000 2021-4500
3	M	Director	Tour operation	20 min	1999	23 years	outbound domestic	various tours	2007	Yes	10,000	NA
4	F	Manager	Online operator	41 min	2019	3 years	domestic outbound	nature based tours, special interest tours, outbound tours	2019	NA	2019-50	20,000
5	M	Director	Tour operation	38 min	2000	22 years	inbound, outbound in 2019	4WD tours, special interest tours, motorcycling	2018	Yes	10% of total customers, (50 customers)	150
6	M	Director	Tourist camp	47 min	2011	11 years	tourist ger camp	educational tours to children, weekend tour	2021	No	NA	30-40 in weekly basis
7	M	Co-founder	Tour operation	14 min	2014	8 years	inbound	scientific tours, birdwatching, archeological	2020	No	NA	NA
8	F	Founder	Tour operation	34 min	2016	6 years	inbound	botanic tours, tailor made tours upon request	2020	No	NA	NA
9	M	Founder	Tour operation	1 hour	2015	7 years	inbound	short break tours,	2020	No	NA	NA
10	M	Founder	Tour operation	32 min	2004	18 years	inbound	mountaineering, bicycling, adventure tours	2020	No	NA	NA
11	M	Manager	Tour operation	32 min	2011	11 years	inbound	sightseeing, classic tour, birding, biology tour	2020	No	NA	NA
12	M	Founder	Local operator	27 min	2017	5 years	local	nature based tour, biological tour	2020	No	50-60 per season	NA

As presented in Table 5.24, out of the 12 interviewees, 2 participants were female, and 10 participants were male. Almost a half of the interviewees were founders of the travel organizations that they represented, 4 interviewees were executive directors and 3 interviewees had managerial level positions. As the researcher would like to cover a wide range of tour operators which conducted tours to domestic tourists, therefore, the years of experiences in tourism industry were quite varied. The oldest tour operator was established in 1999 with 23 continuous years of industry experiences, whereas the youngest tour operator was established in 2019 just before the COVID-19 pandemic started. In general, the qualitative data consists of interviews from 8 tour operators, 2 tourist ger camps and a local ground operator and online travel operator.

The overall process of the interview lasted from 14 minutes to 1 hour. As stated in the interviews, 6 tour operators have solely handled inbound tours since their establishment, whereas 2 tour operators have conducted both outbound and domestic tours. A local tour operator based in Khovd province has provided ground service for international tourists who visited to the western region of Mongolia via package tours offered by tour operators in Ulaanbaatar. One of the interviewees was online (digital) tour operator, which receives tour request from the domestic customers and makes booking reservations for accommodation, domestic flights, tours, and tour activities directly to travel suppliers. The remaining 2 interviewees were tourist ger camps' representatives. Traditionally, tourist ger camps provide service to international tourists who visit Mongolia via inbound tour operators based in Ulaanbaatar, the capital city. After the COVID-19 pandemic, the tourist ger camps have lost all customers and revenue, therefore, their business strategies have shifted to receive domestic tourists. Examples of such quotes include:

...Our business model was designed to serve international tourists who visit to Mongolia. We have not served any domestic guests for 10 years since establishment. Because of the COVID-19 pandemic, we have been closed for 2 years. It was hard for us to survive in the business. This is the reason why we decided to receive domestic tourists since autumn of 2021. In general, we have started to serve for domestic tourists after 10 years since establishment. However, we had very few domestic tourists during the low season, for example children tours or small free independent travelers... (Interviewee 6, male)

For survival, the majority of the interviewees, for example 8 tour operators and ger camps out of 12 interviewees have started or at least tried to provide tour services to domestic tourists since the tourist season of 2020. The majority of the respondents were not willing to say their annual international and domestic tourist numbers except Interviewee 2. Examples of such quotes include:

...In 2019, we received 7,500 domestic tourists only in the summer peak season. In 2020, this number was declined to 5,000 domestic tourists. Last summer, which was in 2021 we only received 4,500 domestic tourists so far... (Interviewee 2, male).

The first research objective of this dissertation is to investigate trip related socio-demographic characteristics of domestic tourists who travelled in Mongolia. To achieve this objective, next Question 8 was asked to describe the respondents' domestic customer, structure of tour group, age, gender, education, employment and monthly income. The most frequent answers from the respondents were summarized as follows.

In terms of socio-demographic characteristics of the domestic tourists, the interviewees stated that their customers were mainly female or 70% of the tour group consisted of female travelers. The most dominant age group that was frequently stated by the interviewees had travelers from 35 to 55 years of age. Age of the clients depends on the tour product they offered, for example people aged over 40 years old are more interested in scientific, adventure, biological tours whereas young people aged between 25 to 35 years old were interested in entertainment tour packages offered by tour operators. Tourist ger camps offered special day tours for children. Most of the interviewees stated that customers who received tour services from the tour operators are well-off, affluent, matured and have more consistent income with pleasant lifestyle. In comparison to average monthly salary of Mongolians, purchasing package tour from the tour operator is expensive. Examples of such quotes include:

...Our tour package includes tour guide, driver, cook and scientists such as archeologists on top of the standard service. Therefore, our tour price starts from MNT1,000,000 which is high for average domestic tourists. A day wage for scientist starts from MNT100,000. In this case it is hard to reduce cost... (Interviewee 7, male)

...Per day cost of our tour is approximately MNT100,000. However, average expenditure depends on a type of tour. For example, if domestic flight is included in the tour itinerary, the tour price will be higher than overland jeep tour. Special interest tour costs MNT200,000-300,000 per day. It is expensive for domestic tourists. In my opinion, they are [domestic tourists] happy to pay MNT100,000 per day all inclusive... (Interviewee 9, male)

In most cases, people who travelled via tour operators were well educated with university degree, young professionals, doctors, managers, and entrepreneurs who had consistent income. In the context of tour companion, domestic tourists prefer to travel as a group, for example travelling with friends, family members, or joining in a tour group is common among Mongolians. Tour companion depends on the age of the tourists, for example, young people who are aged between 25 to 35 years old prefer

to travel with their friends. Therefore, one of the interviewees noted that travelling alone has become no problem for younger generation and they are eager to join a tour even they [domestic clients] are alone (Interviewee 4, female).

Main marketing communication tools for the respondents were social media pages including Facebook, Twitter, and Instagram. A significant number of respondents refer that social media marketing is a cost-saving, fast and appropriate way of communication with their potential clients. Examples of such quotes include:

...Facebook. We promote our tours organically at first then boost it. In my opinion, almost every Mongolian has Facebook account. Emails and other form of communication are not common for Mongolians. First, they look through our Facebook page then make a call to ask about prices and detailed itineraries. We produce our tour related contents and deliver through our social media pages including Facebook, Instagram, and Twitter. In my opinion, people in the Twitter have more purchasing potentials than other social media pages [especially for a day tour]...(Interviewee 10, male)

The next widely used marketing communication is traditional word-of-mouth marketing. This is common practice among Mongolians, once they are happy with the service of the tour operator, they easily recommend it to their friends, acquaintances, and families. One interviewee stated that their clients recommend them to their friends or relatives, therefore, the most of their sales go through word-of-mouth marketing (Interviewee 8, female). Some of the interviewees tried to use traditional marketing channels such as TV commercials and newspaper advertisement, which were not as effective as social media marketing.

5.10.2 Domestic tourists' travel motivations

The second part of the questions in the interview question sheet was designed to ask questions regarding to the next research objectives of this research, which is to investigate domestic tourists' travel motivations. The four questions were originally designed to investigate travel motivations of domestic tourists, however, due to the duplication of context, Question 19, Question 20, and Question 21 were blended during the actual interview process. Table 5.25 presents the summary of interviewees' responses on the questions "Why do you think domestic tourists travel within their country?" and "What do you think motivates them?", which aim to investigate travel motivations of domestic tourists from the supply side perspectives. As shown in Table 5.28, the most frequent responses from the interviews related to destination attributes such as beautiful scenery, beautiful mountains, lakes, rivers,

and forests. Tourist infrastructure, especially, a road accessibility and car ownership have an impact on the pull travel motivations of domestic tourists. As anticipated, COVID-19 restriction, lockdowns, border closure and financial constraints have limited the outbound travel demands of Mongolians. Examples of such quotes include:

...Due to the COVID-19 restrictions, border closure and lockdowns, there is no place to travel except Mongolia. The next factor that impacts on domestic travel demand is car ownership. A majority of the Mongolian households have a private car. In addition, all provinces' centers are connected by asphalt road with better road accessibility. This allows travelling in Mongolia easy. Another factor is information accessibility. Social media plays huge roles for delivering information about destinations...(Interviewee 7, male)

The push travel motivations, for example escape from urban life, urban air and noise pollution were mentioned by 2 interviewees. Mongolians are eager to see places that they have not been before, to be with their friends and families, and to have fun or socialize with travel companions while they were travelling in their country.

Table 5.25 Summary of responses about travel motivations

Interview	Push travel motivations	Pull travel motivations
1	-escape from urban, noise and air pollution, spend summer holiday	-prefer to travel domestically because they cannot afford to travel abroad -social media has influence their [domestic tourists'] decision where to travel in Mongolia
2	-escape from urban pollution, urban congestion, traffic jam -feel fresh air	- to see our wild horse Przewalski horse - to spend a day in a nature
3		-improved road condition, asphalt road allows ease of travel -to see the motherland, beautiful scenery, nature
4	-be proud of their country	-to see nature, scenery, mountains, rivers, lakes, forest
5	-to see places that have not been to before -to understand its culture and identity	-to see expansive huge land -border closure due to the COVID-19
6	-have fun in the open nature -socializing and partying	
7		-COVID-19 restriction, no place to go except domestic travel - car ownership, road improvement - information availability about destination - being near water, lake, river or spring
8	-nostalgia	-visiting one's birthplace, province of origin, parents' birthplace -ancestor's land
9	-FOMO (fear of missing out)	-paved road construction -social media influences, photos of trendy destinations

		-COVID-19 restriction,
10	-to spend good time with family & friends	-to see enormous land mass, beautiful nature, places
11		-to see natural scenery of the places -2 years lockdown, money constraints do not allow them to travel abroad
12	-to see new places -fear of missing out from main travel trend	- to see beautiful nature and new animals, -to seek comfortable tourist facilities

Source: Author's own construction

5.10.3 Travel patterns of domestic tourists

Due to COVID-19 pandemic, international borders closed, and this limited international tourism to and out of Mongolia. Therefore, domestic tourism has become more popular in the last two years. Several factors influence Mongolians' decision to travel within their country. The main one is the COVID-19 border restriction and periodical lockdowns in last two years. People want to travel and get out of urban congestion and pollutions. There are other factors that have boosted domestic travel, such as improved road networks between Mongolia's major cities and those of provincial centers, and a shift in preference among consumers, especially the youngest segment, towards more distant destinations such as western Mongolia.

To determine major travel patterns of domestic tourists, the questions were asked from interviewees regarding preferences of domestic tourists' transportation, accommodation, tour duration, meals, tour activity, shopping behavior, and factors affecting their decision-making. This information gives a good picture of the travel patterns of domestic tourists within Mongolia. Table 5.29 presents summary of respondents' answer to the questions regarding the travel patterns of domestic tourists. As it presented in Table 5.25, a tour duration for domestic tourists in Mongolia is 6 to 7 days. However, it depends on the destination they are willing to visit. It needs more days, for example 10 days to travel to western Mongolia, where Altai Tavan Bogd National Park is located and Kazakh ethnic people live, which were the most popular destination among Mongolians in last two years. In terms of transportation, tour operators and tourist ger camps refer that they offer Russian minivan called "Purgon", which is the most suitable vehicle in terms of road condition as well as affordable transportation costs. Accommodation depends on the type of the tour as well as destinations, in the case of special interest tour, adventure tours and mountaineering trips, camping in tents is common practice. However, local hotels, tourists ger camps and simple gers that are leased by local herders are offered as a lodging for the domestic travelers by tour operators.

Mongolians prefer to have traditional dishes such as fried and steamed dumplings, Mongolian stone barbeque “khorkhog”, fried rice and noodles are common dishes during the tour. However, a variety of meals depends on the tour cost and expenditure. Two interviewees stated that they offered western style breakfast, lunch, and dinner to their Mongolian customers as a part of professional service. Responses from the clients regarding western style dishes were higher than their expectations (Interviewee 10, male). Most common tour activities during the trip were short distance hiking, horse riding and boating. Tour activities depend on the type of the tour and destination they visited.

Table 5.26

Summary of respondents' answers on travel patterns of domestic tourists

Interview	Tour duration	Destination	Transport	Accommodation	Meals	Tour activity	Shopping	Factors affecting decision making	Tour evaluation from clients
1	2-3 days, 8 days, 10 days,	Terelj NP, Altai 5 Bogd NP, Khentii, Khuvsgul	Russian van "Purgon"	hotels, tourist ger camps, guest houses	stone BBQ "khorkhog", fried noodles, fried rice, meat pie	short distance hiking, horse riding	food items such as local dairy products, butter, bread, berry jam, Kazakh handicrafts	beautiful photos on social media, financial situation, price sensitive	No
2	3 days, 4 days	Hustai NP	Own car, Russian van	Tourist ger camps	Less fine dining meals, simple & affordable meals	watching wild horses, hiking, riding horses	wild horse depicted fridge magnets, soft toy handicrafts,	tour cost and price	Not for domestic tourists, yes for inbound
3		Popular destinations	Coach, bus	Ger camps,	All kinds of meals	guided sightseeing	local souvenirs	less travel experience, prompt decision makers	Yes
4	3-4 days	Western Mongolia, Taiga in Khuvsgul	Russian van "Purgon"	tourist ger camps, simple ger camp, guest houses	Mongolian stone BBQ "khorkhog"	boating, horse riding, cooking local food	Kazakh handicraft, white fish, jam from Khuvsgul, bread & butter	Effective marketing communication	Yes, via telephone call after trip
5	2-3 days, 7-12 days	Bayan-Ulgii, Gobi, Eastern	SUV jeep	Local hotels, tourist ger camps, tents	traditional dish, milk tea with rice rather than European breakfast	campfire parties, no time for extra activities	local watermelon, tomatoes, warm socks, Kazakh hats, souvenirs not common	financial situation, friends' recommendation	No, paper evaluation, ask verbally after tour
6	1-2 days	Tuv province	Own car, school excursion by bus	tourist ger camp	traditional dish, milk tea, fried and steamed dumpling	nomadic show, hiking, visiting art gallery	dairy products, dried milk, butter, milk	spend a time with the family, being in fresh air, see new places	No, paper feedback, only verbal

Interview	Tour duration	Destination	Transport	Accommodation	Meals	Tour activity	Shopping	Factors affecting decision making	Tour evaluation from clients
7	5-10 days	Western Mongolia	4WD, Russian van	Camping in tent	traditional Mongolian meals with lot of meat	scientific excursion	local blueberry jam, dairy products, eco labelled products	follows social trends, follows other people's travel photos	No
8	6-7 days	Western Mongolia	4WD,	Local hotels, tourist ger camps	Mongolian stone BBQ “khorkhog”	hiking, visiting local museum, local market	dairy products, dried curd, butter	service professionalism	No, not for domestic tourists
9	6-7 days	Western Mongolia, Taiga in Khuvsgul	Russian van “Purgon”	hotels, tourist ger camps, tents	traditional Mongolian meals with lot of meat, big size	horse riding, boating	groceries, snacks, not many souvenirs, Kazakh handicrafts	road accessibility, viral travel social media posts,	Yes, verbal only
10	7 days	Khangai, Altai region	Russian van “Purgon”	tents	professional, western style dishes	bicycling, mountaineering, sightseeing	groceries, vodka, no souvenirs, Kazakh handicrafts, hats,	social media posts, needs for socializing, having good time with friends	No
11	7-10 days	Remote lands	4WD, flights	tents, local hotels, tourist ger camps	western style dishes	hiking, horse riding	medical herbs, canned fish, dried meat, not many souvenirs	reasonable price, social trend, follows influencers	Yes, paper-based evaluation but low responses
12	6-7 days	Western Mongolia	4WD, Russian van	Tourist ger camps, tent	stone BBQ, fatty hearty meals for men, light meals for women	hiking, horse riding	local products: watermelon, “kaz” dried meat, Kazakh handicrafts	social trends	Not in paper, only verbal

Source: Author's own construction

Shopping is a common practice among Mongolian tourists, for example they tend to purchase locally made food items such as dairy products, dried curds, butter, cheese, bread, blueberry jam, canned fish and dried meat called “kaz” from Bayan Ulgee provinces. A lot of respondents stated that buying souvenirs is not common for Mongolian travelers except for Bayan Ulgee province. Kazakh handicrafts are famous for its embroidery and colorful patterns; therefore, domestic tourists tend to buy Kazakh handicrafts such as hats, bags, and wall hangers. Souvenirs in other places are in poor quality and cannot attract travelers’ attention (Interviewee 11, male). The interviewees assumed that major factors that affect travel decision making of Mongolians are viral travel posts and photos on social media pages, especially Facebook and Instagram. Examples of such quotes include:

...The most important factor for travel decision making for Mongolians is social trend. There were three waves of the social media posts in last two years for domestic tourism. The first one was Gobi Caravan camp in Tsagaan Suurga. The people follow social influencer’s posts of this destination in 2019. The next wave was to visit to the Ulaagchiin Khar Lake in Zavkhan province in 2020. The last one was Mongolian famous artist D. Bold making a live stream from the place called “Il targavatai” in Bulgan province. Prior to his live stream, youths and people did not know this beautiful place existed in Mongolia. I would say social media has huge effect on Mongolians travel decision... (Interviewee 11, male)

Most of the interviewees did not take a tour evaluation from the domestic tourists except two tour operators, of which one has been specialized in domestic and outbound tourism since 1999 (Table 5.26). Four tour operators’ representatives stated that they had verbal feedback from their Mongolian clients at the end of the tours. No interviewees stated that they conducted market research to study domestic tourists’ behavior. However, the interviewees all acknowledged the importance of market research for innovation and product development. All interviewees stated that their domestic clients were satisfied and happy with their service and recommend their tour and services to their friends, relatives, and families or would travel again with them. Regarding to the negative comments from the clients, some domestic clients complained about the length of the tour, since Mongolians are comparatively less experienced in terms of long overland jeep tours or adventurous tours. The majority of the respondents stated that domestic tourism market has potential in the future, however it requires good planning, development strategy and regulations from the tourism authorities. Examples of such quotes include:

...I think that it has potential. However, this market has comparatively smaller profitability than inbound market. Domestic market share is 15% of total revenue of the tourism industry. Now, any person conducts domestic tours called as “Bayara’s tour” or “Oyuna’s tour” for example. Besides, there are many considerations for service quality, responsibilities, and travel safety. ... (Interviewee 11, male).

In terms of comparison of domestic tourists' behavior to international tourists, the interviewees stated several stereotypes of Mongolians tourists' behavior. Mongolian tourists belong to Asian tourists' stereotypes. They like to see many places in a short period of time with the cheapest cost and have less travel experiences. Interviewee 9 stated that Mongolians are not interested in listening to long commentary about history and culture. Example of such quotes include:

...Mongolians are not interested in the topic of history. In my opinions, Mongolians pretend that they know their history well. Although they do not know Mongolian history well, they would not let other people know it. That's why they are maybe less interested in this topic. When I talk about historical facts and events, they just listen to me. There is no conversation and no questions. Foreign tourists are more interested in every aspect of culture and history. The second difference is meal. Meals are very important for Mongolians. Their mood depends on the quality of the meals we served. If they have a good meal, they become easily happy. Mongolians are less punctual and are always late for 10 to 30 minutes... (Interviewee 9, male)

The result of the qualitative study suggests that Mongolian domestic tourists are less active, not willing to follow strict itinerary, or to be dictated by tour leader or tour guides, express themselves openly and directly, easily managed, less likely to plan their itinerary, late bookers, prompt, and impulsive decision-makers, willing to have a good time with friends, partying hard, drinking alcohol especially when they stay in a ger camp. They visit places quickly and take a photo and are not interested much in historical and cultural information about places. Examples of such quotes include:

... The most difficult characteristic of Mongolian tourists is they are irresponsible when planning the tour. For example, they plan to travel with us and even made advanced payment. However, just a day before tour starts, they called me and told excuses like "I need an urgent matter, or I am coughing I may have the COVID-19". This irritates me a lot. This is very difficult for tour operation. Because of a person's sudden cancellation, that tour could be cancelled entirely due to the cost changes. Imagine, 3 pax is supposed to travel but one person cancels. I need to recalculate transportation cost again and charge more from the other two clients. This is very common among Mongolians. In general, I would say Mongolian travelers are very irresponsible. When they travel abroad, they cannot call a tour agency to cancel the tour a day before departure... (Interviewee 5, male)

5.11 Summary

This chapter presents detailed description of research results and findings from both quantitative and qualitative data analysis. The chapter begins with respondents' socio-demographic and trip characteristics. The result shows the male and female respondents' ratio, age distribution, marital status, educational level, employment record, monthly income, travel destinations, and travel companion. The result shows that both male (45.1%) and female (54.9%) Mongolians travelled within their country, their overall average age was 34 ranging from 18 to 75 and more. They were employed

in various types of sectors including private sector (23.8%) and government (21.4%); more likely to be married (50.2%), education level ranges from primary to doctoral level, the highest numbers of education level are masters' degree (55.9%). Average monthly income was MNT1,000,000-1,500,000. They mostly travelled to central Mongolia (23%) with their family and children (18.2%). Out of 852 respondents, 83% make 1 to 3 annual trips, whereas 40.8% travelled 6 and more times in Mongolia previously.

The internal consistency of the constructs was examined using the Cronbach α ; Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity was used to measure the sampling appropriateness. The examination for convergent validity was conducted using the composite reliability, factor loading, and average variance extracted (AVE) indices. The conceptual model's predictive power was examined with the coefficient of determination (R^2) – the variance in push and pull factors of travel motivations, tourist satisfaction, memorable travel experiences, and behavioral intentions of domestic tourists which confirmed the model's good predictive power. Therefore, the model fit analysis confirmed the model's good fit with the samples. The regression analyses were conducted to test direct effects between push and pull travel motivations on tourist satisfaction, and between tourist satisfaction and behavioral intentions, and between push and pull travel motivations and behavioral intentions.

The result shows that all constructs have positive and direct effects. Three-step regression analyses were performed to test mediating effect of tourist satisfaction on the relationships between push and pull factors of travel motivations and behavioral intentions, which were supported. The multigroup comparison of structural equation analysis by using two-way ANOVA were demonstrated to test moderating effect of memorable travel experience between travel motivations and tourist satisfaction. The final examination in quantitative data was independent t-test which was designed to test difference of high and low memorable travel experiences' moderating effect on the push and pull factors of travel motivations and tourist satisfaction. The result shows that when tourists have low memorable tourist experience push factor has insignificant influence tourist satisfaction.

The result from the qualitative data collection was presented in the second part of the chapter. To get better understanding about research topic, qualitative research was done. In this research, 12 in-depth and semi-structured interviews were conducted with representatives of tourism industry in Mongolia. The interviewees were mainly male, founders and directors of the companies they represented. Tourism industry experiences are varied by years of active involvement in the tourism industry ranging from 3 to 23. The interviewees' opinions about main travel motivations of domestic tourists in

Mongolia mostly related to the destination attributes which belong to pull factors of travel motivations such as to see or to visit to beautiful scenery, beautiful mountains, lakes, rivers, and forest. Tourist infrastructure, for example, road accessibility and private car ownership have an impact on the travel decision makings of the domestic tourists. All interviewees stated that COVID-19 restriction, border closure and financial constraints have limited the outbound travel demands whereas increased domestic tours in Mongolia. Overall characteristics of tourist behavior seem to represent small-scale family and friends type of tourism. In conclusion, results from the data analyses are presented to all research questions and hypotheses proposed in this research. The next chapter demonstrates a more detailed interpretation and discussions of the research results and findings in a detailed way.

CHAPTER SIX DISCUSSION, IMPLICATION AND FUTURE RESEARCH

6.1 Introduction

This chapter provides a discussion, theoretical and managerial implications, the research limitations, and suggestions for future research. First, the research results and findings are discussed with a line of research objectives and questions were presented in the Chapter one of this dissertation. The chapter starts with a discussion of the socio-demographic and trip related characteristics of domestic tourists, within this discussion, research question one is answered. A discussion of push and pull travel motivations of domestic tourists in Mongolia is presented. The results are linked with previous tourist motivational research found in the literature review to highlight why push and pull travel motivations are important to study domestic tourists' behavior and its implication to decision-making, product development and innovation. The reliability of the push and pull motivational dimensions of the research constructs is discussed.

Furthermore, the justification for direct relationship associated with tourist satisfaction and behavioral intention is discussed in terms of the results related to research question two. The moderating effect of memorable travel experience on the causal links between travel motivations and tourist satisfaction is discussed to answer research question three. The next discussion will focus on the tourist satisfaction, which is related to research question four, and this is followed by a comparison of push and pull travel motivation and behavioral intentions and serves to answer research question 5. The achievement of research objectives and research questions is then summarized and concluded. The implications of the research highlights both theoretical and managerial implications. At the end, research limitations and suggestions for further research are discussed and the dissertation ends with conclusion.

6.2 Characteristics of domestic tourists in Mongolia

This dissertation is concerned with how domestic tourists' motivations and travel experience influence tourist satisfaction and behavioral intentions in a developing country, in this case Mongolia. Employing a convenient sample of domestic tourists within Mongolia, the research examines the socio-demographic characteristics, tourist behavior and experiences. The study provides well researched information on domestic tourist behavior, their travel motivations and memorable travel experience,

satisfaction, and behavioral intention. Identifying the tourists' tour activity patterns, and the influence of motivation were investigated. Analyzing the tourist' memorable travel experience of the destination, the study investigated the influence of memorable travel experience on tourists' satisfaction. Linking the findings of memorable travel experiences to travel motivations, the research identifies significant factors leading to tourist satisfaction and destination loyalty. The following part provides a summary of the major findings and the extent to which they address the research questions.

Mongolian domestic tourists' overall profile travelling in Mongolia has consisted of both male (45.1%) and female (54.9%) respondents, with overall average age of 34 years, ranging from 18 to 75 and more. They were employed in various types of sectors including private sector (23.8%) and government (21.4%); more likely to be married (50.2%), education level ranges from primary to doctoral level, the highest numbers of education level are masters' degree (55.9%). Average monthly income was MNT1,000,000-1,500,000. They mostly travelled to central Mongolia (23%) with their family and children (18.2%). Out of 852 respondents, 83% make 1 to 3 annual trips, whereas 40.8% travelled 6 and more times in Mongolia previously. Small number of domestic tourists had no annual travel experience (5.9%), whereas 2.1% had no previous travel experience in Mongolia at all. The socio-demographic characteristics based on gender, age, marital status, education, employment, monthly income, travel destination and travel companion showed that they were from a wide range of socio-demographic backgrounds.

To have an in-depth understanding about the socio-demographic profile of the domestic tourists as well as to investigate tourism industry's awareness, understanding and perceptions about domestic tourists' behavior, interviews were conducted with the tourism industry representatives of Mongolia. From the interviewees' perspectives, the domestic tourists are mainly female, therefore approximately 70% of the tour groups consisted of female travelers. The most frequently stated age group was from 35 to 55 years of age. However, age of the domestic tourists depends on the type of tour and service offered, for example people aged over 40 years old are more interested in scientific, adventure, biological tours whereas young people aged between 25 to 35 years old are interested in entertainment tour packages offered by tour operators. Tourist ger camps offered special day tours for children. Domestic tourists who purchased package tour services from the tour operators are well-off, affluent, matured and have more consistent income with pleasant lifestyle. In comparison to average monthly salary of

Mongolians, purchasing a package tour from the tour operator is expensive. More affordable and average per day expenditure for the majority of the domestic tourists is MNT100,000 per day.

Travel patterns based on tour durations, destination, transportation, accommodation, meal preference, tour activity, shopping behavior, and factors affecting decision making showed that travel patterns and characteristics varied significantly among tourists. Average tour duration for domestic tourists in Mongolia is 6 to 7 days. However, it depends on the destination they are willing to visit. It needs more days, for example 10 days to travel to western Mongolia, where Altai Tavan Bogd National Park is located and Kazakh ethnic people live, which were the most popular destinations among Mongolians in the last two years. In terms of transportation, Russian minivan called “Purgon” is the main vehicle for the domestic tourists. Accommodation depends on the type of the tour, in the case of special interest tour and mountaineering trips, camping in tents is common practice. However, local hotels, tourists “ger” camps and simple “gers” that are leased by local herders are common accommodation for Mongolians. As anticipated, meal preference of domestic tourists is traditional dishes such as fried pie “khuushuur”, fried noodles, and Mongolian stone barbeque called “khorkhog”. Most common tour activities during the trip were short distance hiking, horse riding and boating. Almost two thirds of domestic tours were conducted during Naadam Festival which is annually celebrated in mid-July. Mongolians have a week-long public holiday during this period. Travel decision is influenced by viral and social media posts and photos and word-of-mouth recommendations of friends, relatives, and families. Shopping is common practice among Mongolian tourists; however, souvenirs do not count as favorable purchase items due to its poor quality or lack of varieties. Except Kazakh handicrafts in Bayan-Ulgii province in the western region, domestic tourists only purchase locally made dairy and food products.

These findings addressed Research Question:1 regarding the socio-demographic and travel patterns of Mongolian tourists in Mongolia. Whilst the majority of the findings are supported by existing research in the literature (Oyunchimeg & Gantuya, 2021a), some of the findings are contrasted with findings from other researchers (Mongolian Tourism Organization, 2021).

In addition, domestic tourists’ stereotypes and trip behavior are identified by the responses from the qualitative data collection. The several features of stereotypes were identified by the interview respondents. The result shows that Mongolian tourists like to see many places in a short period of time

with the cheapest cost. They are less active during the tour, not willing to follow strict itinerary, or to be dictated by tour leader or tour guides, express themselves openly and directly, are easily managed, less likely to plan their itinerary, late bookers, prompt, and impulsive decision makers, willing to have a good time with friends, partying hard, drinking alcohol especially when they stay in a ger camp. They visit places quickly and take a photo and are not interested much in historical and cultural information about places. These research findings are essential for the implication of this study which will be discussed later in this chapter.

6.3 Push and pull travel motivations of domestic tourists to travel in Mongolia

As mentioned in the earlier chapters of this dissertation, domestic tourism relatively increased due to the COVID-19 pandemic and international travel restriction. Due to the impact of pandemic on travel freedom and tourists' confidence, many destinations and governments have paid more focus on domestic tourism. Domestic tourism helps destinations recover from the economic impacts of the pandemic, while securing jobs, protecting the livelihood of those who rely on tourism income (UNWTO, 2020). However, domestic tourist behavior and relevant strategies need to be carefully researched since it is different than those of international tourists. These differences are crucial for tourism stakeholders and destination marketing organizations to revive the tourism industry during the pandemic. Many countries that have a dependence from the tourism industry have shifted their focus toward domestic tourism to restart the industry. The countries have focused on domestic tourism by various methods by offering discounts to encourage people to discover their own country and suggest initiatives to restore travel confidence including financial and marketing promotion, product development, market intelligence, capacity building and training.

Understanding domestic tourists' behavior is crucial in marketing and stimulating travel demand. However, a more academic and holistic approach for assessing the potential of domestic tourism is necessary, particularly information about travel motivations, patterns, experiences, satisfaction, and behavioral intention, along with the extent to which domestic tourism can revive the industry.

Domestic tourism is often under researched and neglected by mainstream tourism stakeholders and the government authorities and destination management organizations. As mentioned in the previous section, domestic tourists do not cross the international borders, therefore, it is problematic to gather actual data and statistics. To optimize the full potential of domestic tourism more academic research, data and measurement approach are needed on domestic tourists' behavior, patterns, and preferences.

Since the establishment of tourism sector in Mongolia, there is very limited academic research that has been conducted in the context of tourism in Mongolia, particularly in domestic tourism. Most of the tourism literature have focused on well-established destinations, and very few research exists regarding tourism in Mongolia. Few studies (Yu & Goulden, 2006; Amartuvshin, 2009; O’Gorman & Thompson, 2007) focus on tourist satisfaction, domestic tourism, cultural tourism aspects and its spatial distribution of tourism activities, composition of the tourist flows as far as origin, age, travel patterns and behaviors are concerned. Despite the expansion of domestic tourism, little attention has been paid to the research of the travel motivations for Mongolian domestic tourists. It is crucial to understand factors affecting domestic tourists’ travel motivation, relationship among travel experience, satisfaction, and behavioral intentions of domestic tourists.

The examination of push and pull motivations, their relation to constructs is critical for understanding domestic tourism demand, market segments, launching new product and services, and designing marketing strategy, and policy on destination development (Baloglu & Uysal 1996). This research provides a comprehensive understanding of the domestic market with two tested perspectives on travel motivation (push factors and pull factors) included to address the second objective of the study, which was to determine motivations of domestic tourists who indicated a propensity for a future domestic tourism trend. To answer the second research question “Which push factors and pull factors motivate domestic tourists to travel within Mongolia”, therefore push factors (the demand dimensions of tourists) and pull factors (the supply dimensions of a tourist destination) are discussed separately in detail.

6.4 Push travel motivations

In the previous chapter, the data analysis of measurement presents that Mongolian domestic tourist are motivated to travel to Mongolia by six internal factors which are push travel motivations; 1) relax and rest, 2) family, friends, and togetherness, 3) status and prestige, 4) knowledge, 5) excitement and fun, 6) sport and physical activity. Each factor is now discussed in detail based on the results of this research. The discussion will be enhanced by the findings from the qualitative research, for example interviews from the tourism industry representatives.

It is evident that Mongolian domestic tourists’ defining characteristics to travel within their country were concerned with being active, physical activities and sport. To keep healthy and being physically

active were important since Mongolians' mobility and travel were limited by the COVID-19 lockdowns for two years. The COVID-19 pandemic restrictions and lockdowns have an impact on the answers of the respondents. However, this result challenges the responses from the interviewees, a qualitative data. To have a better understanding about domestic tourists' travel motivations, key-informant interviews were conducted with tourism industry representatives. From the tourism industry point of view, several respondents assume that Mongolians are less adventurous and inactive. Examples of such quotes include:

...In my opinion, they [domestic tourists] are less adventurous, they [domestic tourists] just stay at their accommodation for doing nothing except eating, lying on the bed. Majority of the domestic tourists act like this. For example, we replace two humped camel carts in front of our gers, but there is almost no booking from the clients who stay at our camp... (Interviewee 6, male)

The next important factor for push travel motivations among domestic tourists is status and prestige which links to an individual's wish to increase social status and prestige through travel or talking about the places that were travelled after return home and to show taste in life. The result presents that travelling domestically is not only seen by Mongolians as an opportunity for resting or relaxing, but it is also a way to express their social status. Travelling in their country is a pathway to reconfirm to families, friends and relatives their social positioning as stated in Kim et al. (2012) studies. This result is enriched by the interview responses including Mongolians travel within their country to be proud of their country; to see places that anyone has not been before, and fear of missing out (FOMO) from main travel trends.

The next important push factor is gaining knowledge through domestic travel among Mongolians. This factor includes experiencing a new place or culture and developing new skills, as traveling increases knowledge and broadens people's perspective about new culture, customs, and a way of living. New experiences gained through travel would increase tourists' resourcefulness by lifestyle that people would never encounter in their daily life. This result is enriched by the interview responses including Mongolians travel within their country to understand its culture and identity, or to see new places.

The next crucial factor is rest and relaxation, rejuvenate physically and mentally, which are all related to individuals' health and well-being in a more goal-directed way to self-satisfaction and self fulfilment. The reasons of physical and mental rest and relax were related to the being of tiredness among Mongolians. As Mongolia has extremely continental climate it has long and cold winter.

Oyunchimeg and Gantuya (2021a) note that celebration of overcoming harsh winter and relaxing in the fresh air is another major motivation for Mongolians to travel in the summer months. It is interesting to see that the interviewees did not mention the rest and relax dimensions of the push factors.

The next significant push factor for domestic tourists is being with family, friends and being together. It clearly shows that togetherness is important when Mongolians travel in their country, which was described by respondents as the desire to make friends with similar interest and have a good time with family and friends. Amartuvshin (2009) states that Mongolians have strong family tie and being with family, and social interaction between friends and families motivate them to travel in their country. This result is in line with earlier studies of Kim et al., (2012) who state that motivation for interpersonal relationships and togetherness increases friendship and belongingness. Thus, the dissertation reveals that push travel motivation is related to the needs of tourists to be with someone, friends, and families to increase their relationship with them, or to make new friends. The last important factor for domestic tourists in Mongolia is excitement and fun. These respondents showed a strong desire to have fun or being excited or thrilled while they were travelling within the country. Being excited or to have fun were found to Mongolians to travel to those destinations to increase their self-happiness and fulfillment. This result is in a line with previous studies of Kim et al. (2012), which concludes that people travel to seeking fun and excitement.

To summarize, the above discussion has displayed six push factors and emphasized their importance in motivating Mongolians to travel within their country. The discussion has concluded that from the intrinsic perspective domestic tourists are primarily motivated by physical activity, social status and prestige, gaining knowledge, rest and relax, being with friends and families and excitement and fun. The research result shares several similarities with previous findings. However, from the tourism industry perspectives, the push factor of domestic tourists' travel motivation is less recognized by the tourism industry people than the pull factors of motivations. It is evident that the representatives of tour operators and tour companies perceive domestic tourists travel within their countries mostly because of the destination offers and attributes.

6.5 Pull travel motivations

The extrinsic motivation or pull travel motivations related to destination attractiveness of Mongolia among domestic tourists is now discussed. In addition to the six push factors discussed above, four

pull factors were determined based on the respondents' perceptions of the attractiveness of a tourist destination when they travelled within their country. The four factors rated by the respondents in this research were 1) nature and weather; 2) activities and shopping; 3) tourism service and hospitality, and 4) convenience and amenities. These pull travel motivational factors are unique in this study since it has a contribution to the knowledge of travel motivation from an emerging destination perspective.

The first pull factor identified by respondents is convenience and amenities of tourist destination. This factor was found to be an important aspect among Mongolians in terms of destinations' good facilities for children and elderly, cleanliness of places, safety and security and reasonable price for the tourism services. For Mongolians a destination facility's convenience and amenities were not only key motivator to travel there, but it is also a determinant for them to make travel decisions. Oyunchimeg and Gantuya's (2021b) study elaborate those domestic tourists in Mongolia are likely to travel with their extended families including three generations such as grandparents, parents, and children, it is important for them to have a good facility for children and elderly. This result corresponds with the result from the previous studies (Mongolian Tourism Organization, 2021). In the Kim et al., (2012) study, the main feature of the pull travel motivations was convenience and safety and security of tourism facilities. In the context of the interview responses, this factor was not mentioned by the interviewees. The respondents did not consider convenience and amenities of destination are important, except reasonable prices. Examples of such quote include:

... They belong to stereotypes of Asian tourists. Like I said before, they like to see many places in a short period of time with cheapest price... (Interviewee 10, male)

...Our tour price starts from MNT1 million which is comparatively high for average Mongolian tourists...(Interviewee 7, male)

One interview mentioned that Mongolians travel in Mongolia because they cannot afford expensive outbound package tours that were offered by tour operators.

The second important destination attribute of domestic tourists that is attractive to tourists was natural settings and weather. Three attractive dimensions were reported by respondents in this factor including beautiful natural resources, many lakes and rivers, and scenic national parks and forests. These attributes were proposed by the researchers as core destination attributes in Mongolia or main natural products. As previous study of Oyunchimeg and Gantuya (2021a) states that Mongolia is landlocked

country with no sea and with dry and harsh climate, domestic tourists tend to travel to the northern part of Mongolia where many rivers and lakes are located. The result of this research is similar to above statement. This factor was the most stated attribute by the respondents of the interviews. Most of the respondents agreed that Mongolians travel to see beautiful nature, to feel the fresh air, to be near the mountains, rivers, lakes, forests, and to see huge expansive landscape. The cultural dimension such as visiting ancestral land or visiting one's birthplace was mentioned by few respondents. This research finding is similar to Amartuvshin's (2009) study which states importance of visiting birthplace among Mongolians.

The third important destination attribute is tourism service and hospitality of the destination including dimensions of convenient transport, good accommodation, parking, local cuisine, and ease of accessibility. This result corresponds with the response from the interview. Examples of quotes include:

...In my opinion, improved road condition and asphalt road, information availability, car ownership allow many Mongolians travel within their country... (Interviewee 7, male)

The exploration of this external factor of domestic tourists' motivation somewhat consistent with marketing research conducted by the Mongolian Tourism Organization (2021), which studied travel patterns of domestic tourists in Mongolia. In this study, nomadic culture and escape from daily life were key features of travel motivations for Mongolians. However, in this research, these two items were not grouped as a factor with other relevant items, therefore it was eliminated from the analysis.

The last pull destination attribute is activities and shopping including dimensions of entertainment and shopping. The average age of the respondents were 34 years old, therefore a half of the respondents were aged under 35 years old. It is also evident from the interview responses that domestic tourists were willing to join more in the entertainment tour instead of joining traditional sightseeing tours (Interviewee 4, female). Shopping is also one of the attractions that respondents considered as an important destination feature. However, the interview respondents state that shopping, especially buying souvenirs is the least important activity for Mongolians due to their poor quality and lack of selections.

This discussion indicates that there are four dimensions of pull factor that motivate domestic tourists to travel within their country. The four factors highly rated by the respondents in this research were convenience and amenities; nature and weather; tourism service and hospitality; and activities and shopping that demonstrate the attractiveness of domestic tourism destination for Mongolians. It is concluded that Mongolians are likely to choose destinations with convenient and clean facilities to their family members, safe and secure place with reasonable price for tourism service.

In conclusion, this dissertation discovered ten factors that motivate domestic tourists to travel within Mongolia. Six factors, uncovered from the tourist perspective (push factors), are physical activity and sport; social status and prestige; knowledge; relax and rest; family, friends and togetherness; and fun and excitement.

The other four factors such as convenience and amenities, nature and weather; tourism service and hospitality; and activities and shopping are identified from the perspectives of domestic tourism destination (pull factor). Although the quantitative research findings share similarities with previous studies in domestic tourists' motivation, several dimensions and results from qualitative analysis were found to be interesting and unique. The interview respondents presented more importance for the destination attributes or the pull factors of travel motivation than intrinsic motivations of tourists. The respondents more emphasized the natural scenery, weather, natural resources such as lakes, rivers, springs, forests and national parks were important pull travel motivations among Mongolians. The differences between the responses of the quantitative and qualitative data will be discussed more in the implication section of this dissertation.

6.6 Overall research model performance

This research proposed push and pull theory of travel motivation to examine factors which have influences on domestic tourists' behavioral intention in emerging destination as such Mongolia. Accordingly, five constructs (push travel motivations, push travel motivations, tourist satisfaction, memorable tourism experience and behavioral intention) were hypothesized to analyze direct and moderating effects of constructs on the domestic tourists' satisfaction in the research model. In this research, the construct of memorable tourist experience was added as a new predictor of tourist satisfaction and behavioral intentions of domestic tourists in Mongolia. The construct memorable tourism experience (MTE) was assumed to have influence domestic tourists' satisfaction and later

influence behavioral intentions. All the relationships associated with tourists' motivation and satisfaction were somewhat likely to be moderated by the memorable tourist experience (MTE). As a result, the research model of this research included five main constructs with 8 hypotheses to investigate the relationship among constructs in the model.

The examination of measurement models and the regression analysis, structural equation model and two-way ANOVA and independent sample t-test provided the empirical findings to support the proposed research model. Consequently, the push factors of travel motivation were found to have direct and positive influence on the domestic tourists' satisfaction (H1). Therefore, the relationship between push factors of travel motivation and behavioral intentions was shown to be mediated by tourist satisfaction (H6). Thus, the pull factors of travel motivations were shown to have direct and positive influence on the domestic tourists' satisfaction (H2) and the relationship between pull factors of travel motivation and behavioral intentions was found to be mediated by tourist satisfaction (H7). Moreover, the tourists' satisfaction was found to have direct and positive influence on behavioral intentions of the domestic tourists (H3). Subsequently, both push and pull factors of travel motivations were found to have direct and positive influence on behavioral intentions of domestic tourists (H4; H5). Thus, the results of these analysis supported the conceptual framework of push and pull factors of travel motivations suggested by tourism literature (Kim et al.,2015; Crompton, 1979; Uysal & Jurowski, 1994) in the different settings of environments.

The research result reconfirms that domestic tourists' behavior is driven by intrinsic and extrinsic factors. To sum up, the individuals go on holiday because they are pushed by their intrinsic desire and pulled by extrinsic factors such as destination features. This research result suggests that Mongolian domestic tourists' motivations differ from those of tourists from other countries where the push factors of travel motivations were more important when they go on holidays (Katsikari et al., 2020; Bayih & Singh, 2020; Kim et al.,2015; Crompton, 1979; Uysal & Jurowski, 1994). Hanqin and Lam (1999) state that the most important travel motivation for Chinese tourists were knowledge and escape from daily life, whereas western European tourists were found to be motivated by the push factors of motivations (novelty seeking, escape, status) more than pull factors (cost, wilderness and history) (Uysal & Jurowski, 1994; Baloglu & Uysal, 1996; Kim & Lee, 2000). Kim et al., (2003) state that the important motivations for Korean tourists' visit in the National Park where the pull factors of travel motivations, namely appreciation of natural resources, tourism infrastructure and accessibility. This

finding was consistent with the result of this research. In this research pull factors of travel motivations were found to be more important than push factors for travel motivations among Mongolians, more specifically convenience and amenities of the tourism facilities and natural attributes and weather were more important extrinsic motivations for domestic tourists. However, both push and pull travel motivations have been found to influence the tourist satisfaction directly and positively, whereas tourist satisfaction has been found to influence destination loyalty and future travel intentions of domestic tourists directly and positively.

The moderating effect of the memorable travel experience on tourist satisfaction is the unique construct to examine causal relationship among variables. Tourism is an experience-based industry in which consumers pay for the experience they enjoy. Destinations need to have an emphasis on delivering unique and memorable tourism experiences to potential and actual tourists while maintaining a sustainable practice over competing destinations (Ritchie et al., 2011; Jackson et al., 2009). Modern tourists expect unique and diverse experiences while they are on a holiday (Azevedo, 2010). However, traditional destination marketing is still driven by the services quality of the tourism amenities and facilities at the destination, ignoring the increasing demand for unique experiences (Kim et al., 2015). However, Kim et al., (2012) define that satisfaction and quality cannot represent description of travel experience of modern tourists. Therefore, these two aspects can no longer stimulate future behavioral intentions of tourists. These changes in tourist behavior have led destination management organizations to find new experience-based marketing approach (Kim et al., 2012). Therefore, memorable tourist experience is selected as a moderator between tourist motivation and satisfaction in this research.

According to the result of the data analysis, travel motivations of domestic tourists have been found to influence tourist satisfaction moderated by memorable tourists' experience (H8). However, the result of the independent sample t-test analysis has shown that in the case of low memorable travel experience (MTE), the push factors of travel experience did not influence tourist satisfaction higher than pull factor of travel motivation (H8a, H8b), which presents that the push factors of travel motivations have less significant influence tourist satisfaction moderated by memorable travel experience, whereas pull factors of travel motivations have significant influence on tourist satisfaction moderated by memorable travel experience.

The result supports previous findings of the research that Mongolians are more motivated by extrinsic motives or destination attributes (pull factors) than intrinsic motives or push factors of travel motivations moderated by memorable travel experience. It is important here to note that to provide memorable travel experience for tourists is essential for tourism service providers since it is key to gain sustainable competitive advantage for tourist destinations (Kim et al., 2012). Azevedo (2010) state that contemporary tourists expect unique and diverse experiences while they are on a holiday. However, traditional destination marketing organizations are still driven by the services quality at the destination, ignoring the increasing demand for unique experiences (Kim et al., 2015). Both memorable travel experience and qualities of destination attributes are important and significant for satisfaction of the domestic tourists.

The results have shown that the proposed research model was empirically validated in the context of domestic tourists' motivations and behavioral intentions. Consequently, the relationship among travel motivations, memorable travel experience, tourist satisfaction and behavioral intention found in this study adds to the body of knowledge in domestic tourists' behavioral study in different environments and settings. In conclusion, direct effects among four constructs, push and pull travel motivations, tourist satisfaction, and behavioral intentions were confirmed to be significant direct predictors of behavioral intention of domestic tourists in Mongolia. These findings contribute to an understanding of domestic tourists' behavior and factors affecting their tourists' satisfaction and behavioral intentions. In addition, memorable travel experience is found to be important predictor of tourist satisfaction and behavioral intentions of domestic tourists in Mongolia.

6.7 Revisiting research objectives and questions

The overall purpose of this dissertation was to examine the socio-demographic characteristics, motivational factors of domestic tourists who travelled within Mongolia, later to determine tourist satisfaction and behavioral intention and destination loyalty of domestic tourists in the developing countries. The five objectives with four research questions were then proposed to fulfill research goal of this dissertation.

The first objective was to examine the socio-demographic characteristics of domestic tourists. To answer the first question both quantitative and qualitative research was conducted. A limited tourism research was dedicated to examine domestic tourists' behavior in general, but almost non-existence of research on Mongolian domestic tourists' behavioral study except few studies (Amartuvshin, 2009;

Oyunchimeg & Gantuya, 2021a; 2021b). The result shows that Mongolian domestic tourists' overall profile travelling in Mongolia has consisted of both male (45.1%) and female (54.9%), with overall average age of 34 years, ranging from 18 to 75 and more. They were employed in various types of sectors including private sector (23.8%) and government (21.4%); more likely to be married (50.2%), education level ranges from primary to doctoral level, the highest numbers of education level are masters' degree (55.9%). Average monthly income was MNT1,000,000-1,500,000. They mostly travelled to central Mongolia (23%) with their family and children (18.2%). Out of 852 respondents, 83% make 1 to 3 annual trips, whereas 40.8% had travelled 6 and more times in Mongolia previously. Small number of domestic tourists had no annual travel experience (5.9%), whereas 2.1% had no previous travel experience in Mongolia at all. The socio-demographic characteristics based on gender, age, marital status, education, employment, monthly income, travel destination and travel companion showed that they were from a wide range of socio-demographic backgrounds.

The second objective was to investigate dimensionality of travel motivations of domestic tourists traveling in Mongolia from the perspectives of push and pull factors of travel motivations. To answer this question an extensive literature review on theories of travel motivations provided to understand recent dimensions of travel motivations in tourism literature. Then a pilot study was conducted to clean and modify the measurement items. An EFA and measurement model evaluation, the dimensionality of domestic tourists' travel motivation to travel in Mongolia was confirmed to be reliable and valid, indicating the achievement of the second objective of the research. In general, push factors included six factors (rest and relaxation; family, friends and togetherness; social status and prestige; knowledge; excitement and fun; sport and physical activities) while core destination attributes of Mongolia for domestic tourists were convenience and amenities; nature and weather; tourism service and hospitality; activities and shopping which were four factors of pull travel motivations for Mongolians.

The third, fourth and fifth objectives of this research were to construct and validate a research framework to investigate factors affecting tourist satisfactions and behavioral intentions of domestic tourists. The literature review was conducted to review the topics related to domestic tourist behavior, travel experiences, tourist satisfaction and behavioral intentions. The literature review is presented among current theories of tourist motivations, and tourist behavior, the push and pull factor theory was found to be appropriate to achieve objectives of the proposed research of this dissertation. On top of the constructs of push and pull factor of travel motivation, three constructs were included: tourist

satisfaction, memorable travel experience and behavioral intention. Eight hypotheses of causal relationships among these constructs were proposed to examine the effects of PUSH, PULL, MTE, TS and BE. The results of structural equation modeling analysis confirmed the validity and reliability of measurement models and a medium level of overall fit of the proposed model. Five hypotheses of direct effects among constructs were found to be significant variables to predict tourist satisfactions and behavioral intentions. Two hypotheses to examine causal relationship between push and pull travel motivations and behavioral intentions mediated by tourist satisfaction have been found to be significant to predict behavioral intention and destination loyalty of Mongolian domestic travelers. Therefore, the research questions related to the objectives 4 and 5 are answered. Almost all respondents (90.5%) indicated that they would visit other places in Mongolia in the future. 86.1% of the respondents indicated that they would say positive things about their trip to other people. One hypothesis was proposed to examine direct effect of travel motivations on tourist satisfaction moderated by memorable travel experiences.

The result of multigroup comparison of SEM analysis and two-way ANOVA test revealed that memorable travel experience fully moderated the effects of travel motivation on tourist satisfaction. Therefore, research question 3 related to the third objectives of the research is answered. Moreover, the research proposed two sub-hypotheses to examine how high or low memorable travel experience affects the push and pull travel motivations and tourist satisfaction. The independent sample t-test was adopted to analyze these differences. The results indicated that with low memorable travel experience (MTE), the push factors of travel experience did not influence tourist satisfaction higher than pull factor of travel motivation, which presents that the push factors of travel motivations have less significant influence on tourist satisfaction moderated by memorable travel experience, whereas pull factors have significant influence on tourist satisfaction moderated by memorable travel experience.

The result presents that Mongolians are more motivated by extrinsic motives or destination attributes (pull factors) than intrinsic motives or push factors of travel motivations moderated by memorable travel experience. The overall findings of this research provide a comprehensive understanding of push factors, pull factors, tourist satisfaction, travel experience and behavioral intention of domestic tourists in emerging destinations, for example Mongolia. Certainly, the research specified the multi-dimensionality of domestic travel motivation and validated the push and pull travel motivation theory in the context of domestic tourism yielding both theoretical and managerial implications.

6.8 Implication of the research

There are a limited number of studies examining domestic tourist behavior, their destination selection from the perspectives of psychological motivation in terms of domestic tourists, especially in the settings of destinations like Mongolia. Therefore, this research aims to provide an understanding of domestic tourists' motivation and behavioral intention toward traveling within their country. Based on the research findings and results which were discussed in the previous chapters, the research has several theoretical and managerial implications.

6.8.1 Theoretical implications

The academic research on domestic tourist behavior, travel patterns and domestic tourism in general are comparatively limited to the comparison of behavioral research on international tourists. However, the topic of domestic tourism and domestic tourist market has attracted attentions of tourism researchers in recent years but is still comparatively limited in the context of developing countries. This dissertation contributes to a body of domestic tourism research by providing the results, confirming the importance of variables and constructs adapted from the literature review and enhance comprehensive understanding of domestic tourists' motivation and behavioral intention in the following aspects.

The adaption of push and pull motivational theory of tourist behavior, the multi-dimensionality of domestic tourist motivation was confirmed by six push factors (rest and relaxation; family, friends, and togetherness; social status and prestige; knowledge; excitement and fun; sport and physical activities) and four pull factors (convenience and amenities; nature and weather; tourism service and hospitality; activities and shopping). While some features of push travel motivation have previously been researched, the pull factors of travel motivations were more important for Mongolian domestic tourists by providing new insight into domestic travel motivation from the perspectives of developing country settings. These results from the analysis of the motivational factors offer a good background for future empirical studies into travel motivation toward travelling in developing destinations.

Applying a mixed research approach including both quantitative and qualitative methods to examine research problem was an advantage of this research. In previous studies, tourist motivational studies extensively used a quantitative research approach to examine proposed research model. Previous

research on tourist motivation was mainly based on the positivist or interpretivist traditions. This research has stood between two paradigms and provided better insights. It is clearly shown that mixed method approach is useful in understanding the complexity of tourist behavioral studies. The findings from both qualitative and quantitative research supported each other in demonstrating the relevance of tourist motivation, memorable travel experience, and tourist satisfaction.

The conceptual model of the research was derived from the extensive literature review with two motivational constructs and three affecting constructs. The research model was validated with empirical data collected from the sample of domestic tourists who traveled in their country. The results of the structural model indicated the direct and indirect relationships associated with domestic tourists' motivation and behavioral intention. In addition, the research advances the relationships among constructs more specifically push and pull travel motivations, memorable travel experiences, tourist satisfaction and behavioral intention, which makes a unique contribution in the study of domestic tourism in developing country.

Findings from qualitative data provide more in-depth understanding of domestic tourists' motivation, travel patterns, travel experiences, tourist satisfaction and behavioral intentions from the tourism industry perspectives. A further contribution is made by examination of the difference in travel motivations and behavioral motivations across socio-demographic variables. The findings indicated that domestic tourists' motivations significantly varied across socio-demographic variables (age, gender, marital status, education, employment, monthly income, travelled destination and travel companion). In addition, the comparison of travel motivation and intention was also made for domestic tourists who have not had a domestic travel experience in Mongolia previously. Experienced and less experienced domestic tourists were found to have different travel motivational factors. It is not surprising that the group of experienced domestic tourists was more likely to travel to remote destinations with high frequency of travels around the country. This finding has not been validated in previous research.

In general, the findings of the research make significant contribution to the understanding of domestic tourists' socio-demographic profile, motivational factors, and tourist satisfaction, memorable travel experiences and behavioral intention, therefore managerial implications for destination management organizations (DMO), tour operators and tourism industry are suggested in the next section.

6.8.2 Managerial implications

From a managerial perspective this research presents several implications. The first implication is related to the understanding of the travel motivations of domestic tourists in Mongolia. There has been almost no existing research in the literature regarding the behavioral studies of domestic tourists of Mongolia except a few (Oyunchimeg & Gantuya, 2021a; 2021b). The representatives of the tourism industry all indicated the absence of both academic and marketing research on domestic tourism, therefore acknowledged the necessity of its implication on providing tourism product and service to domestic market. Therefore, the result of this research provides a background information about why Mongolians travel within their country, which tourist motivational factor is important for the domestic tourists when they make travel decisions, or what factor influences the tourists' satisfaction, and behavioral intention.

Mongolian domestic tourists can be characterized by travel motivations of being physically active and healthy (push) in the convenient tourist facilities (pull) and have an excitement and refreshing feeling. However, social status and prestige; gaining knowledge; rest and relaxation; family, friends, togetherness and excitement and fun were also important for travelling in Mongolia. These findings demonstrate that exploring, relaxing, excitement, fun and togetherness should be considered when developing tourism products and services to the domestic tourists. Marketers should consider using themes associated with the above push motivations of domestic tourists travelling in Mongolia.

In comparison, the pull travel motivation is more important for Mongolians when making travel decisions. Main destination attributes of Mongolia for domestic tourists (pull factors) were convenience and amenities; nature and weather; tourism service and hospitality; activities and shopping. Furthermore, the interview respondents emphasized more the importance of the destination attributes or the pull factors of travel motivation than intrinsic motivations of tourists. The respondents frequently indicated that the natural scenery, weather, natural resources such as lakes, rivers, springs, forests and national parks were the most important motivations for Mongolians when travelling in Mongolia.

It is clear from the above analysis and discussion that pull factors were more dominant motivational factors for travelling in Mongolia than the intrinsic push factors. The research indicated that

Mongolians are more attached to the natural environment since they have strong roots for nomadic culture. Mongolia's unique destination attributes, especially natural resources and scenery and convenience of tourism facilities were influential in the motivations and behaviors of Mongolian tourists.

Thus, tourism marketers should consider the content about activities and keeping active and healthy as integral part of the tourism organizations' marketing contents. In addition, when tourism marketers intend to promote untouched natural resources, scenery or national parks, forests, lakes and rivers to Mongolian tourists, knowledge and novelty seeking, and rest and relaxation, and excitement and fun were important push factors for consideration. Perceptions of being healthy, wellness, and physically active during a travel are important intrinsic motivations among Mongolians, which should be considered to a marketing strategy of the destination management organizations. It was also evident that a considerable number of interview respondents were not aware of any intrinsic motivations of tourists, for example they did not mention any intrinsic motivational items when asked why they thought Mongolians travel within the country. However, it is biased if they ignore intrinsic motivations of domestic tourists as such being physically active and healthy, social status and prestige; gaining knowledge; rest and relaxation; family, friends, togetherness and excitement and fun. These motivational factors need to be understood by tourism industry, as they are crucial for product and service innovation, and improvements of the variety of services. There may be a need for Mongolian tour operators, tourist ger camps and destination management organizations to improve or develop better tourism facilities for children and elderly with reasonable prices, to pay more emphasis on safety and security of the facilities, cleanliness of the environment and tourism facilities and to develop better marketing communication strategy for potential domestic tourists.

The main marketing tool for tourist ger camps and tour operators were indicated as a social media marketing, especially Facebook. However, it is not sufficient to depend on a single marketing channel to promote their product and services. The research discovered that whilst being physically active and healthy; social status and prestige; gaining knowledge; rest and relaxation; family, friends, togetherness, and excitement were common push factors for all respondents, there were significant variations on push and pull factors among subgroups of socio-demographic and trip characteristics.

This finding suggests that the socio-demographic difference of the market should be considered for particular marketing strategy. For example, tour package prices from the tour operators were comparatively high for average domestic tourists since average monthly salary of the respondents was MNT1,000,000-1,500,000. The tour operator representative who had no previous experience with domestic market stated that their package tour price is high for Mongolians, although they wanted to provide a professional service that is offered to their international tourists, however they do not understand how to increase marketability and salability of the tour.

This result corresponds to the results from the qualitative data, reasonable price was one of the important destination attributes (pull travel motivation) for Mongolians. The majority of the respondents stated that a more affordable price for an average tour is MNT100,000-200,000 per pax for 6 to 7 days tours. It is evident that the reasonable price is an important travel motivation, which emerged from this research. It is relevant to note mention that relatively little attention has been paid to the influence of price in the tourist motivation research (Kim et al., 2015).

This dissertation, thus, makes a potential contribution to the field and has important implications for destination marketing and planning of tourism experiences and products. It is noted that price appears as a strong competitive element for domestic tourists. This finding suggests that for tour operators a penetration pricing strategy can be used strategically for domestic tourists.

It is clear that this research has enhanced the understanding of domestic tourist motivations particularly in Mongolia, behaviors, travel experiences, satisfaction and behavioral intention or destination loyalty of tourists with respect to socio-demographic and trip characteristics. Destination managers should consider the critical findings as follows.

The research explores that that the influence of past travel experience, age groups, gender, travel experience, marital status, monthly salary, and education were significant. The results of this research confirm that destination and trip related factors were more influential than tourist related factors for Mongolians. Furthermore, pull travel motivation and memorable travel experiences were more influential than push travel motivations on tourists' overall satisfaction and destination loyalty (behavioral intention).

It is important to note that the relationship between satisfaction and behavioral intention was linear. Satisfaction was a critical antecedent of behavioral intentions of domestic tourists. The influence and relevance of tourists' memorable travel experiences was also important for tourists' satisfaction and destination loyalty.

The empirical result of this research provides evidence that Mongolian domestic tourist motivation is closely linked to both push and pull factors of travel motivation, however, the pull factors are slightly more important for Mongolians. As domestic tourism has become important for both tourism demand and supply perspectives in Mongolia due to the external factors such as the COVID-19 pandemic and on-going war between Russia and Ukraine, the result of this research have significant policy and managerial implications for domestic tourism development in Mongolia.

A combination of both push and pull motivations is crucial for a destination marketing strategy, and furthermore in-depth investigation of the intrinsic motivation can be used in various marketing ways, for example market segmentation, designing marketing promotion, and decision-making about destination planning and development. It is one of the marketing essentials that identification of clearly studied travel motivations of tourists enable more directed and focused marketing promotion yielding more success. Thus, the result of this research can assist tourism organizations, destination management organizations to develop a policy, regulations, strategies, and programs based on specific travel motivations of domestic tourist market besides satisfying their intrinsic needs and wants.

6.9 Future research

To have a better understanding of travel motivations of domestic tourists, future research is needed to improve the understanding of the significance of both push and pull factors of travel motivations, tourist satisfaction and behavioral intention. As discussed in the previous section, the dissertation highlighted the importance of travel motivations on tourist satisfaction and decision-making. Due to the time, money constraints and macroeconomic conditions such as the COVID-19 pandemic restriction during the research period, the quantitative survey was conducted solely in Ulaanbaatar, capital city of Mongolia. The respondents had to recall their memories of their summer trips in 2021, to complete the survey. It is recommended to conduct quantitative survey on-site when domestic tourists will be at the destinations and the national parks. Although it is time and money consuming, this type of data collection is needed for future research to have fresh and recent responses from the

respondents. More research could be done to establish whether the findings on domestic tourists in Mongolia are like other tourist segments such as international tourists.

It would be interesting to examine international travel motivations, the relationship among travel experience, tourist satisfaction and behavioral intentions in the context of emerging destinations like Mongolia. Another proposed future research can be to examine the moderating effect of people's attitude, personality, attachment, information, destination image, perceived cost and benefits between the push and pull travel motivation, which could further explain domestic tourists' behavior.

6.10 Conclusion

Destination and countries tend to focus on international tourism due to the high revenue and exports, however, domestic tourism is the major form of tourism, and an important tool for regional economic development (WTTC, 2020). Governments refer to domestic tourism as a tool to generate employment and economic growth and improve infrastructure. The tourism sector has been hit hard by the COVID-19 pandemic. According to the World Tourism Organization (UNWTO, 2020), the volume of the international tourism declined by 80-90 % compared with numbers in 2019.

To overcome this situation, many countries are trying to define new strategies to restart the tourism business, and many governments have considered that domestic tourism was expected to recover faster than international tourism. With this respect, domestic tourism has attracted significant attentions by both tourism and demand perspectives. However, the literature on domestic tourism and domestic tourists is comparatively less than on international tourism and tourists. There are limited academic studies dedicated to domestic tourists' motivations and the causal relationship among various constructs. Previous research examined (Lee & Hsu, 2013) the push and pull factors of travel motivations' relationship between destination loyalty and behavioral intentions. Several researchers (Balogu & Uysal, 1996; Cha et al., 1995) studied human intrinsic desire (push factors) on travel needs and later put more emphasis on extrinsic factors of travel (pull factor) motivations. The push travel motivations explain desire to travel to a certain destination and pull motivations explain the choice of destinations.

Therefore, this dissertation attempts to integrate both push and pull travel motivations as important elements and aims to analyze the significant relationship among travel experience, tourist satisfaction, and behavioral intentions. The dissertation explored motivational dimensions and constructed a

framework of motivational factors and behavioral intention from the extensive review of literature. The multi-dimensionality of travel motivation and proposed model were then empirically validated with data collected from questionnaire survey and the results were enhanced by the results from the interviews. The output of research model supports direct effect of push and pull factors of travel motivations on tourist satisfaction, and behavioral intentions and moderating effects of memorable experience.

Finally, regarding push and pull factors of travel motivations and tourist satisfaction, and behavioral intentions have sequential relationship, therefore a structured analysis of interrelationship among variables supported the proposed research model.

The research findings indicate that it is essential to develop immediate domestic tourism product and service and marketing strategies in Mongolia. The results of the research employ significant contributions to the research of domestic tourism by presenting how various motivational factors influence tourist satisfaction, travel experience and behavioral intention. Practical implications of the research were suggested for destination management organizations and tourism intermediaries to assist them to develop strategies to plan, market and manage their tourism destinations for domestic tourists. The dissertation has identified several limitations which proposes future research opportunity to improve the understanding of the domestic tourists' behavior.

In conclusion, this demand and supply approach research has attempted to fill the gap in the literature related to domestic tourists in emerging countries like Mongolia. The research on domestic tourism is not only important to tourism literature, as tourism industry also should concern about the knowledge that can help to understand domestic tourist market or assist to develop appropriate marketing strategy.

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**Understanding of Domestic Tourists:
Motivation, Experience, Satisfaction and Behavioral Intentions**

To the participants: Please note that this survey is designed to provide information for a research project. The information will be used by a researcher at the University of Pecs, Hungary. The results of the survey will be aggregated and any information that you provide will be strictly confidential. In this survey, you will be asked a few questions about your travel motivation, trip satisfaction, and future behavioral intentions. The whole process should not take more than 20 minutes to complete. I greatly appreciate your cooperation. Thank you!

Tick for each statement on a 5-point scale. If any of the following statement is not relevant to you, please leave it blank. Please see below:

Q1. Reasons for travelling in Mongolia

(Push factor) I travel in Mongolia to	Strongly Disagree	Neutral	Strongly Agree
increase my knowledge about my country	① - - - ② - - - ③ - - - ④ - - - ⑤		
make new friends with similar interest	① - - - ② - - - ③ - - - ④ - - - ⑤		
build relationship with friends	① - - - ② - - - ③ - - - ④ - - - ⑤		
have a good time with friends	① - - - ② - - - ③ - - - ④ - - - ⑤		
relax physically	① - - - ② - - - ③ - - - ④ - - - ⑤		
relax mentally	① - - - ② - - - ③ - - - ④ - - - ⑤		
experience different places	① - - - ② - - - ③ - - - ④ - - - ⑤		
challenge my abilities	① - - - ② - - - ③ - - - ④ - - - ⑤		
develop new skills	① - - - ② - - - ③ - - - ④ - - - ⑤		
experience different culture	① - - - ② - - - ③ - - - ④ - - - ⑤		
have fun	① - - - ② - - - ③ - - - ④ - - - ⑤		
do nothing	① - - - ② - - - ③ - - - ④ - - - ⑤		
experience holiday romance	① - - - ② - - - ③ - - - ④ - - - ⑤		
enjoy good weather	① - - - ② - - - ③ - - - ④ - - - ⑤		
have thrills and excitement	① - - - ② - - - ③ - - - ④ - - - ⑤		
be adventurous	① - - - ② - - - ③ - - - ④ - - - ⑤		
enjoy myself	① - - - ② - - - ③ - - - ④ - - - ⑤		
experience new lifestyle	① - - - ② - - - ③ - - - ④ - - - ⑤		
escape from everyday life	① - - - ② - - - ③ - - - ④ - - - ⑤		
increase my status prestige	① - - - ② - - - ③ - - - ④ - - - ⑤		
talking about trip after return home to get respect from others	① - - - ② - - - ③ - - - ④ - - - ⑤		
show my taste in life	① - - - ② - - - ③ - - - ④ - - - ⑤		
go to places that friends haven't been	① - - - ② - - - ③ - - - ④ - - - ⑤		
participate in festivals, sport events and other activities	① - - - ② - - - ③ - - - ④ - - - ⑤		
keep healthy	① - - - ② - - - ③ - - - ④ - - - ⑤		
being physically active	① - - - ② - - - ③ - - - ④ - - - ⑤		

participating in sport	① - - - ② - - - ③ - - - ④ - - - ⑤
tasting food I have never eaten	① - - - ② - - - ③ - - - ④ - - - ⑤
hunting/fishing	① - - - ② - - - ③ - - - ④ - - - ⑤
it is a familiar destination	① - - - ② - - - ③ - - - ④ - - - ⑤
it is a new place for me	① - - - ② - - - ③ - - - ④ - - - ⑤
it is a place that I can tell others about	① - - - ② - - - ③ - - - ④ - - - ⑤
none of my friends have been before	① - - - ② - - - ③ - - - ④ - - - ⑤

Q2. Visitor attraction in Mongolia

(Pull factor) I am travelling in Mongolia because	Strongly Disagree	Neutral	Strongly Agree
it has beautiful natural resources	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has wild animals and plants	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has many lakes and rivers	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has scenic national parks/forests	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has many attractions	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has pleasant climate	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has cultural and historical resources	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has calm/exotic atmosphere	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has active night life	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its local life	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its local cuisine	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its good accommodation	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its convenient transportation/parking	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its easy accessibility	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its hospitality	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its sightseeing	① - - - ② - - - ③ - - - ④ - - - ⑤		
of entertainment	① - - - ② - - - ③ - - - ④ - - - ⑤		
of shopping	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its heritage	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has good facility for children	① - - - ② - - - ③ - - - ④ - - - ⑤		
it has good facility for elderly	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its cleanliness	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its safety and security	① - - - ② - - - ③ - - - ④ - - - ⑤		
of its reasonable price	① - - - ② - - - ③ - - - ④ - - - ⑤		

Q3. Travel frequency

Questions	Number of travels			
	No travel	1-3 trips	4-5 trips	6+ trips
How many times do you travel per year for leisure/vacation?				

How many times have you travelled in Mongolia before?				
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Q4. Travel experience

My travel in Mongolia provides	Strongly Disagree	Neutral	Strongly Agree
Thrill about having new experience	① - - - ② - - - ③ - - - ④ - - - ⑤		
Indulge in activity	① - - - ② - - - ③ - - - ④ - - - ⑤		
Enjoyment of tourist experience	① - - - ② - - - ③ - - - ④ - - - ⑤		
Excitement	① - - - ② - - - ③ - - - ④ - - - ⑤		
Sense of freedom	① - - - ② - - - ③ - - - ④ - - - ⑤		
Learning about my self	① - - - ② - - - ③ - - - ④ - - - ⑤		
New knowledge	① - - - ② - - - ③ - - - ④ - - - ⑤		
New culture	① - - - ② - - - ③ - - - ④ - - - ⑤		
Opportunity to visit places where I wanted to go	① - - - ② - - - ③ - - - ④ - - - ⑤		
Activities which I wanted to do	① - - - ② - - - ③ - - - ④ - - - ⑤		
My travel in Mongolia was			
Once in a life time experience	① - - - ② - - - ③ - - - ④ - - - ⑤		
Unique	① - - - ② - - - ③ - - - ④ - - - ⑤		
Different from previous experience	① - - - ② - - - ③ - - - ④ - - - ⑤		
Something new	① - - - ② - - - ③ - - - ④ - - - ⑤		
Liberating	① - - - ② - - - ③ - - - ④ - - - ⑤		
Refreshing	① - - - ② - - - ③ - - - ④ - - - ⑤		
Revitalizing	① - - - ② - - - ③ - - - ④ - - - ⑤		
Something meaningful	① - - - ② - - - ③ - - - ④ - - - ⑤		
Something important	① - - - ② - - - ③ - - - ④ - - - ⑤		
Exploratory	① - - - ② - - - ③ - - - ④ - - - ⑤		

Q5. Tourists' satisfaction

How would you rate your travel in Mongolia?	Poor	Fair	Good	Very good	Excellent
Personal safety and security	① - - - ② - - - ③ - - - ④ - - - ⑤				
Destination can be easily reached	① - - - ② - - - ③ - - - ④ - - - ⑤				
Climate condition	① - - - ② - - - ③ - - - ④ - - - ⑤				
Diversity of cultural/historical condition	① - - - ② - - - ③ - - - ④ - - - ⑤				
Quality of accommodation	① - - - ② - - - ③ - - - ④ - - - ⑤				
Hospitality and friendliness of local residents	① - - - ② - - - ③ - - - ④ - - - ⑤				
The offer of local cuisine	① - - - ② - - - ③ - - - ④ - - - ⑤				
Possibility of local shopping	① - - - ② - - - ③ - - - ④ - - - ⑤				
Night life and entertainment	① - - - ② - - - ③ - - - ④ - - - ⑤				
Opportunity to rest	① - - - ② - - - ③ - - - ④ - - - ⑤				
Availability of sport and recreational activity	① - - - ② - - - ③ - - - ④ - - - ⑤				

Offer of cultural event	① - - - ② - - - ③ - - - ④ - - - ⑤
Political and economic status	① - - - ② - - - ③ - - - ④ - - - ⑤
Beauty of the scenery	① - - - ② - - - ③ - - - ④ - - - ⑤
Cleanliness	① - - - ② - - - ③ - - - ④ - - - ⑤
Ethnic culture	① - - - ② - - - ③ - - - ④ - - - ⑤
Souvenirs	① - - - ② - - - ③ - - - ④ - - - ⑤
Distance from home	① - - - ② - - - ③ - - - ④ - - - ⑤
Information about tour	① - - - ② - - - ③ - - - ④ - - - ⑤
Advertisement	① - - - ② - - - ③ - - - ④ - - - ⑤
How would you rate your trip in Mongolia overall?	① - - - ② - - - ③ - - - ④ - - - ⑤

Q6. Behavioral intention

Please indicate your intention about your trip	Strongly Disagree	Neutral	Strongly Agree
I will recommend this destination to other people	① - - - ② - - - ③ - - - ④ - - - ⑤		
I will say positive thing about this trip to other people	① - - - ② - - - ③ - - - ④ - - - ⑤		
I will encourage friends and relatives to visit this destination	① - - - ② - - - ③ - - - ④ - - - ⑤		
I will revisit this destination in the future	① - - - ② - - - ③ - - - ④ - - - ⑤		
I will visit other places in Mongolia in the future	① - - - ② - - - ③ - - - ④ - - - ⑤		

Q7. Socio-demographic information

1. Gender:

- Male
 Female

2. Age:

- 18-24 55-64
 25-34 65-74
 35-44 75+ and more
 45-54

3. Marital status:

- Never married Widowed
 Married De facto partners
 Divorced/Separated Other

4. Education:

- Primary
 Secondary
 Tertiary (Bachelor)
 Postgraduate (Master)
 Doctoral

5. Employment:

- Self-employed Government sector
 Entrepreneurs Student
 Private sector Retired
 Non-government sector Unemployed

6. Monthly income:

- | | |
|---|--|
| <input type="checkbox"/> up to ₮420,000 | <input type="checkbox"/> ₮1,000,001- 1,500,000 |
| <input type="checkbox"/> ₮421,000 – 550,000 | <input type="checkbox"/> ₮1,500,001- 2,000,000 |
| <input type="checkbox"/> ₮551,000 – 800,000 | <input type="checkbox"/> ₮2,000,001-2,500,000 |
| <input type="checkbox"/> ₮801,000 – 1,000,000 | <input type="checkbox"/> ₮2,500,000 and more |

7. Where did you travel in last summer of 2021?

- around Ulaanbaatar
- Darkhan uul
- Erdenet (Orkhon)
- Eastern Mongolia (Sukhbaatar, Dornod, Khentii)
- Southern Mongolia (Umnugobi, Dundgobi, Dornogobi, Gobi Sumer)
- Central Mongolia (Tuv, Uvurkhangai, Arkhangai, Bulgan, Selenge, Khuvsgul)
- Western Mongolia (Bayankhongor, Gobi Altai, Uvs, Khovd, Bayan-Ulgii, Zavkhan)

8. Travel companion:

- | | |
|--|---|
| <input type="checkbox"/> alone | <input type="checkbox"/> colleagues |
| <input type="checkbox"/> partner/spouse | <input type="checkbox"/> friends/relatives |
| <input type="checkbox"/> partner/spouse/children | <input type="checkbox"/> part of tour group |
| <input type="checkbox"/> children | <input type="checkbox"/> club members |

Thank you very much for taking time to complete this questionnaire!!! 😊😊😊



**Understanding of Domestic Tourists:
Motivation, Experience, Satisfaction and Behavioral Intentions**

To the participants: Please note that this **interview** is designed to provide information for a research project. The information will be used by a researcher at the University of Pécs, Hungary. The results of the interview will be aggregated and any information that you provide will be strictly confidential. In this interview, you will be asked a few questions about your clients' travel motivation, trip satisfaction, and future behavioral intentions. The whole process should not take more than 45 minutes to complete. I greatly appreciate your cooperation. Thank you!

Date _____ Position _____
 Name of the Interviewee _____ Interview code _____
 Start time _____ Finish time _____

Part One. Introduction and Background Information

- Q1. When was your company established?
- Q2. How many years have you conducted tours in Mongolia?
- Q3. What kind of tours do you handle since establishment? Do you usually organize inbound tours to international tourists or organize outbound tours to Mongolian tourists or domestic tours mainly?
- Q4. When have you started selling domestic tours to Mongolians?
- Q5. What kinds of tours does the company handle for domestic market? (ecotours, culture-based tours, hunting tours, community-based tours, hiking tours, horse riding tours and mountain tours etc)
- Q6. Have you handled domestic tours before the Covid-19 pandemic? Or Have you started to sell domestic tours after Covid-19?
- Q7. Can you tell me how many customers you receive per year? Domestic and international? Please specify the annual customer number before and after Covid-19.
- Q8. How would you describe your domestic customers? Do they travel with tour groups or are they individual tourists? (Age, gender, education, employment, income, travel companion, travel patterns)
- Q9. How do you sell your products in domestic market? What types of marketing communication do you use?

Part Two. Tourist motivations

Q10. Which destinations in Mongolia are popular/on the demand in domestic market right now? Why? What is the main itinerary for domestic tourists?

Q11. What do you think about why they choose to travel these destinations?

Q12. What kind of transportation do domestic tourists prefer to have during the tour?

Q13. What kind of accommodation do domestic tourists prefer to have during the tour?

Q14. What kind of meals do domestic tourists prefer to have during the tour?

Q15. What is the average expenditure of the average tours, e.g. 7 nights/8days tour?

Q16. What kind of tour activity do they do during the trip?

Q17. What do they buy from the places or destinations they visit?

Q18. How would you segment your domestic clients?

Q19. Why do you think domestic tourists travel within their country? What do you think what motivates them?

Q20. What do you think is most important factor for domestic tourists to decide to travel in Mongolia?

Q21. What do you think which criteria is most important to your domestic clients when they make decisions to travel to particular destination in Mongolia?

Q22. What led domestic tourists to choose to travel by tour company? What made them choose your tour package?

Q23. What kind of tour do they buy from your company? Do they buy an all-inclusive package tour or transportation, accommodation, and guide service separately?

Q24. What do you think why Mongolian domestic tourists choose your company and what factors they consider when they make decision?

Q25. What additional tour activities does your domestic client request from you during the tour?

Q26. Do your clients evaluate your tour after each trip? If yes, how does your company evaluate your clients' perception about your tour? Do you do it spontaneously?

Q27. How do you find Mongolian domestic tourists compared to international tourists? What is the special character or behavior of domestic tourists?

Q28. Have they enjoyed traveling in Mongolia by tour operators? Have they satisfied with your service?

Q29. Has your company conducted market research to study domestic tourists' behavior? Do you think it is necessary to study tourist's behavior, motivation and satisfaction?

Q30. How do you think domestic tourists perceive Mongolia as a destination? Would you please share with me some positive and negative comments of your customers regarding to the tour?

Q31. What do you think about domestic tourism and domestic market potentials in the future?

Q32. Do you think that your domestic clients will travel again by your company to the same destination or other places in Mongolia in the future? If not, why?

Q33. Do you think that your domestic clients will recommend your company to other people? If not, why?

Q34. How do clients feel about their travel in Mongolia? Tell me about overall evaluation of your customers on your tour!

Thank you very much in your time for participating in this survey!!! 😊😊😊