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

DOCTORAL DISSERTATION
(Summary)

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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 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.

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Chapter 1   **Background of the Research**

1.1 Introduction
Tourism industry is a major sector of economic growth for the developing countries and worldwide (Scheyven, 2002). 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 countries (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. 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), and domestic tourism (Amartuvshin, 2009).

1.2 The importance of research topic
Understanding why people travel and what kinds of factors influence their intention to travel substantial interest to tourism organizations and tourism industry. 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.

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, 2021a). 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. 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.

1.3 Research objectives
This dissertation attempts to examine a depiction of domestic tourists' consumption process in a less known destination such as Mongolia. The dissertation suggests a conceptual model to examine the antecedents of travel motivations with an adaption of the theory of push and pull motivations. In addition, the research investigates the moderating effect of memorable travel experience on the relationship among travel 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

1.4 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?

Chapter 2   **Literature Review**

2.1 The method of literature review
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. Third, empirical and theoretical studies of travel motivations which are relevant to the discussion and debate included.

Figure 2.1   **Distribution of the articles by the year of publication**
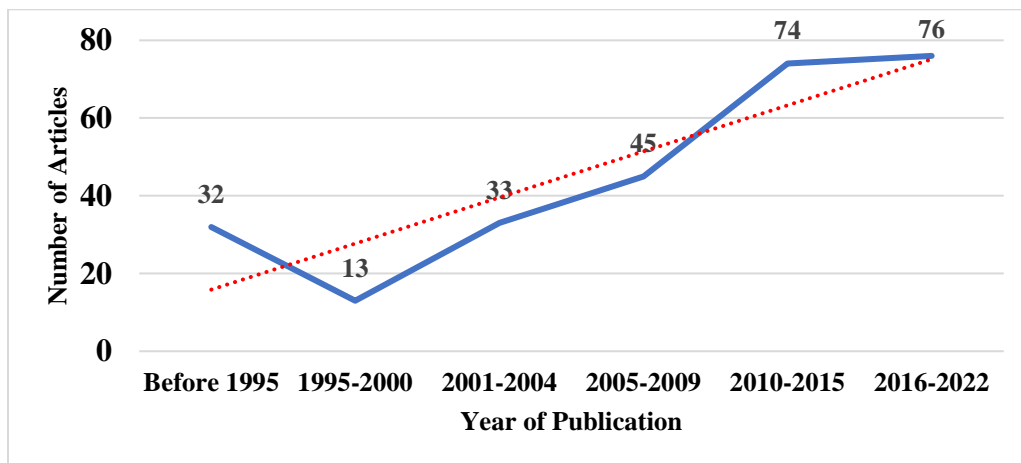
2.2 Theories of travel motivations
Motivation is in every aspect of human behavior. When a person makes a decision, his or her choice is influenced by a motivational state. A widely recognized definition for tourist motivation is "a meaningful state of mind which adequately arranges a group of people to travel, and which is subsequently understandable by others with a valid explanation for such a decision" (Dann, 1981). 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.

In summary, travel motivation can be explained by various theories proposed by tourism researchers over the years. 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. 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. 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).

2.3 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). Modern tourists expect unique and diverse experiences while they are on a holiday (Azevedo, 2010). 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). The literature review suggests that memorable travel experience has been still a less researched topic with few scholarly examinations. This research investigates memorable travel experience in different settings as a moderator in the relationship among travel motivation, satisfaction, and behavioral intention.

2.4 Tourist satisfaction

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).

2.5 Behavioral intention

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). 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). Moreover, positive customer experience brings more likelihood to repeat visit to the destination (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).

2.6 The context of domestic tourism

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 has recently increased by a large scale in the international context, which accounted for 73% of total global tourism spending in 2018 (UNWTO, 2020a). 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.

2.7 Conceptual framework and hypotheses

Figure 2.1   **Conceptual framework**
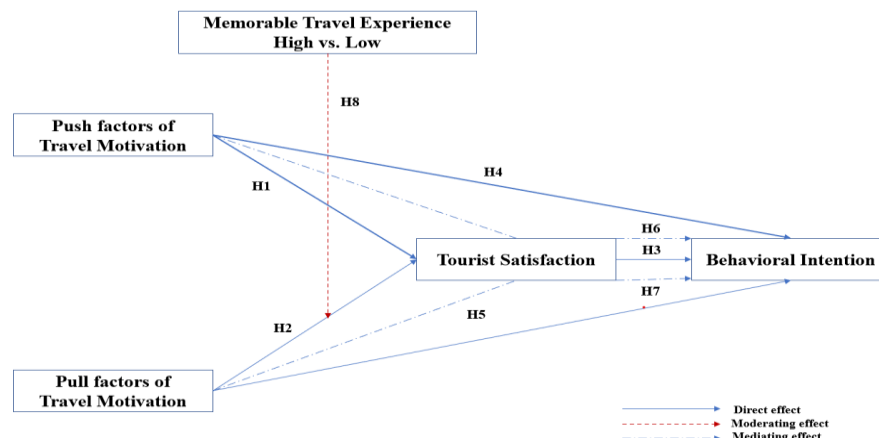
Source: Author's proposed model

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 on 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 on 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.

Chapter 3   Study setting - Mongolia

3.1 Mongolia in brief
Mongolia is a landlocked country in East Asia, sandwiched between Russia and China. It covers a vast territory of 1,564,116 sq.km. The geography of Mongolia is diverse with the semi-arid desert in the south and cold, mountainous regions to the north. 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 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. About 1.4 million people reside in the capital city, Ulaanbaatar.

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). 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).

3.2 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. 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. 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). According to reports from the General Authority for Border Protection of Mongolia, 577,300 international arrivals were recorded in 2019 including travelers for leisure, visiting families and friends, and business. 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).

3.3 Overview of domestic tourism
Domestic tourism in Mongolia is an increasingly popular activity that certainly affects economy, environment, and society. 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 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 the number of 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.

3.4 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. However, the 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.

Chapter 4   **Research Methodology**

4.1 Research design and strategy

To answer the research questions, a mixed research method including quantitative and qualitative research strategy was formulated to examine motivational factors of domestic tourists. 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. 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 the complex nature of tourist motivation, behavior, and experience (Pearce, 2011; Hsu & Huang, 2012; Kao, 2008). 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.

4.2 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 and pull factors of travel motivation, pull factors of travel motivation, travel experience, tourist satisfaction, and behavioral intention. Scale items and measurement for five constructs have been widely examined in the literature review. 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. 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

4.3 Target population

The target population for this research is individual Mongolian tourists 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. The sample target for this research was chosen from the residents of Ulaanbaatar, capital city of Mongolia, who had recently participated in domestic tourism activities. 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.

4.4 Survey administration

To have a high and complete response rate, the researcher applied paper-based and self-administered survey in this research. 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. Of the 980 questionnaires distributed to the participants, 931 completed surveys were returned with a response rate of 94.8%. In summary, 931 completed surveys were considered for further research of data validation and cleaning procedures. After data cleaning, 852 completed surveys were considered for data analysis.

4.5 Key informant interviews

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. 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. The sample included small, medium, and large-scale tour companies in Mongolia. 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. 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.

Chapter 5   **Findings and Results**

5.1 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.

Table 5.1   **Socio demographic characteristics**

Characteristics	Categories	Number	% of sample
Gender	Male	384	45.1%
	Female	463	54.9%
	Total	852	100%
Age	18-24 years old	240	28.2%
	25-34 years old	213	25%
	35-44 years old	191	22.4%
	45-54 years old	109	12.9%
	55-64 years old	58	6.9%
	65-74 years old	24	2.8%
	75+ years old	17	1.8%
Marital status	Never married	321	37.7%
	Married	428	50.2%
	Divorced/Separated	31	3.6%
	Widowed	22	2.6%
	De facto partner	33	3.9%
	Other	17	2.0%
	Total	852	100%
Monthly income ($)	Up to - ₮420,000	179	21.0%
	₮421,000-550,000	45	5.3%
	₮551,000-800,000	127	14.9%
	₮801,000-1,000,000	148	17.4%
	₮1,000,001-1,500,000	165	19.4%
	₮1,500,000-2,000,000	73	8.5%
	₮2,000,001-2,500,000	43	5.0%
	₮2,500.000 + more	72	8.5%
	Total	852	100%
Education	Primary	13	1.5%
	Secondary	156	18.3%
	Bachelor	78	9.2%
	Master	476	55.9%
	Doctoral	129	15.1%
	Total	852	100%

Source: Author's construct

5.2 Analysis of push and pull factor of travel motivations

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".

Table 5.2   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

Table 5.3 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.

Table 5.3   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

5.3 Travel experience, satisfaction, behavioral intention

Respondents were asked to report their memorable travel experiences which formed during their travel in Mongolia. Table 5.4 presents a summary of the respondent's memorable travel experiences.

Table 5.4   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

Overall satisfaction with the destination is measured by 21 items with a question (How would you rate your travel in Mongolia?). Table 5.5 presents a summary of descriptive statistics of these items.

Table 5.5   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 5.6 presents the result and data analysis of the behavioral intentions of domestic tourists who travelled in Mongolia.

Table 5.6   **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 things 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

5.4 Factor analysis of push and pull travel motivation

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.

Table 5.7   **EFA and reliability test results of push travel motivation**

Push travel motivation	Total N=852	
	Loading	Cronbach α
Factor 1: relaxation and rest		
relax physically	0.693	0.709
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	
talk about trip after return home to get respect from others	0.814	0.771
show my taste in life	0.699	
Factor 4: knowledge		
experience different places	0.745	
develop new skills	0.668	0.740
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	
KMO = 0.905; Bartlett's Test of Sphericity, p value = 0.000		

Moreover, EFA of the pull factor of travel motivation is presented in Table 5.8. 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).

Table 5.8   EFA and reliability test results of pull travel motivation

	Total N=852	
Pull travel motivation	**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	
good accommodation	0.715	0.755
convenient transportation/parking	0.750	
easy accessibility	0.603	
Factor 4: convenience and amenities		
good facility for children	0.779	
good facility for elderly	0.789	
cleanliness	0.701	0.838
safety and security	0.671	
reasonable price	0.613	
KMO = 0.905; Bartlett's Test of Sphericity, p value = 0.000		

5.5 Analysis of hypothesis testing

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 5.9 shows the results of the model estimation.

**Table 5.9   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		

<div align="right">Source: Author's construct</div>

Figure 5.1 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 on travel satisfaction, and travel satisfaction has a significant influence on behavioural intention.

Figure 5.1   Result of SEM analysis of the research
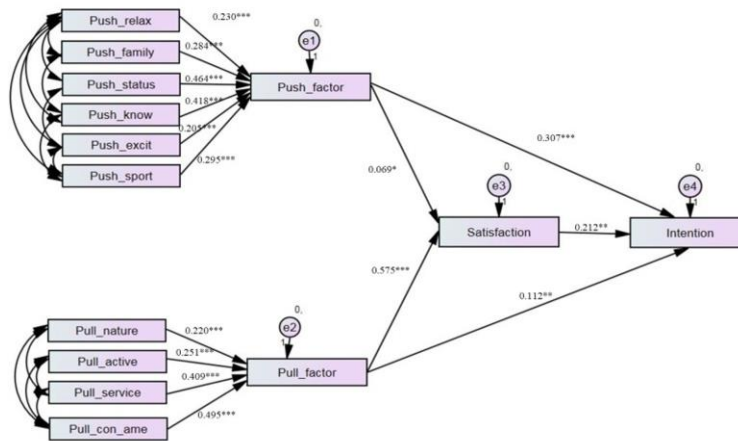
<div align="right">Source: Author's own construction</div>

Testing of direct hypotheses - 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 5.10 and Figure 5.2. The results show that push factors of travel motivations influence tourist satisfaction (β=0.386, p<0.007), (H1); pull travel motivation directly and positively influence on tourist satisfaction (β=0.567, p<0.000), (H2); tourist satisfaction directly affects behavioral intention (β=0.148, p<0.001), (H3); and push and pull motivations directly influence behavioral intention (β=0.501, p<0.000; thus (H4) and (β=0.423, p<0.000; (H5) were highly supported.

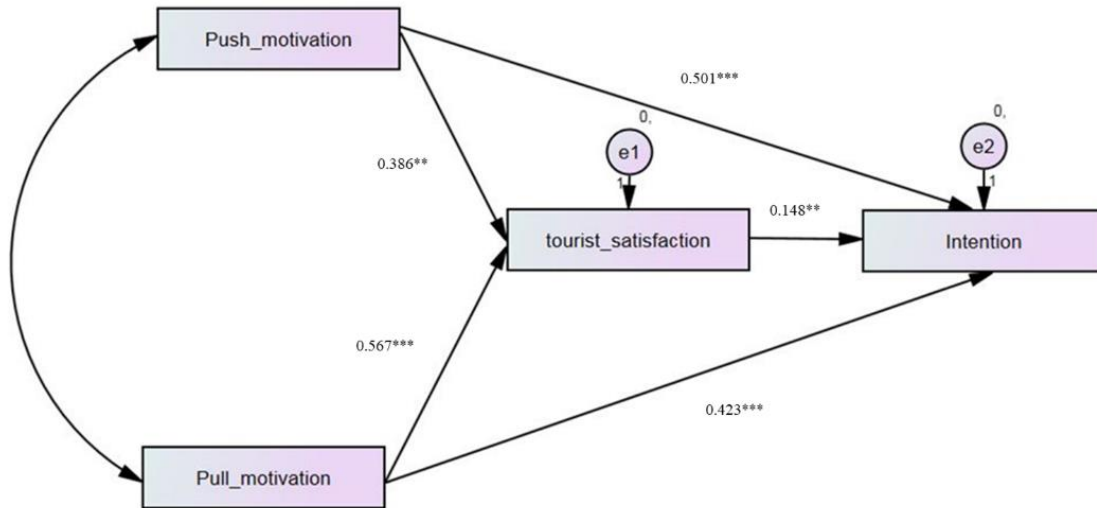**Table 5.10 The results of the direct relationships between variables**

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.					

<div align="right">Source: Author's own construction</div>

Figure 5.2   **Research model output**

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 5.11. 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 (β=0.254, $p<0.001$).

Table 5.11   Mediating effect of travel satisfaction (Push factor of travel motivation)

Dependent variable ⇒	Tourist satisfaction	Behavioral intention	
Input variable ⇓	**B**	**B**	
	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			

The H7 results are shown in Table 5.12. The result proposes that there is statistically significant relationship between the pull factors of travel motivation and behavioral intention mediated by travel satisfaction (β=0.241, $p<0.001$). Thus, H6 and H7 were supported.

Table 5.12   Mediating effect of travel satisfaction (Pull factor of travel motivation)

Dependent variable ⇒	Tourist satisfaction	Behavioral intention
	B	**B**

Input variable ⇓	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			

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, Multi group Comparisons of Structual Equation Model analysis and t-test were performed to verify the moderating effect of memorable travel experience (H8). Table 5.13 and Table 5.14 present results of the SEM analysis by MTE between travel motivation(push factors and pull factor) and tourist satisfaction.

Table 5.13   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				Coefficients						
	Unstand-ardized	Stand-ardized	*t*-value	P	Unstand-ardized	Stand-ardized	*t*-value	P			
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			
Dependent variable: Tourist satisfaction ***p<0.001, **p<0.05, *p<0.1											

As can be show in Table 5.13 and Table 5.14, multi group comparisons of Structual 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 5.14 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			
	Unstand-ardized	Stand-ardized			Unstand-ardized	Stand-ardized					
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			
Dependent variable: Tourist satisfaction ***p<0.001, **p<0.05, *p<0.1											

The detailed results are shown in Table 5.15. 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 on 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 tourist satisfaction moderated by memorable travel experiences (MTE). Therefore, H8a was rejected and H8b were significantly supported.
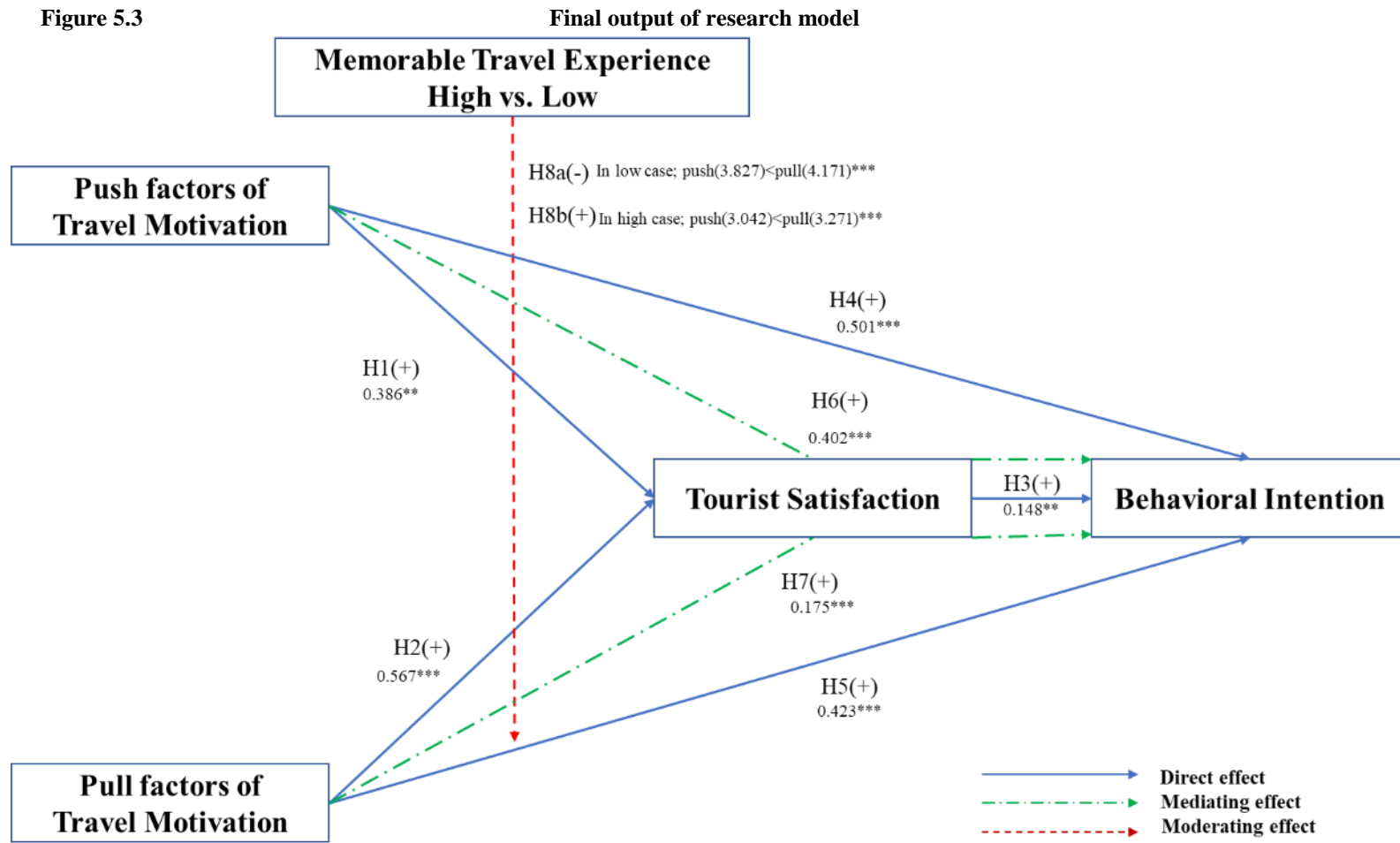
Table 5.15 Travel motivation and tourist satisfaction moderated by memorable travel experience (MTE high vs. low)

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 (H8b)	Push factors	479	3.827	0.057	17.854	0.000
	Pull factors		4.171	0.050		
***p<0.001, **p<0.05, *p<0.1						

Source: Author's own construction

The final output of research model is clearly presented in Figure 5.3. to show research results with values and relationship between constructs. The result of the summary of the research hypotheses testing is depicted in Table 5.16.

Figure 5.3   **Final output of research model**

**Memorable Travel Experience
High vs. Low**

**Push factors of
Travel Motivation**

H8a(-) In low case; push(3.827)<pull(4.171)***

H8b(+) In high case; push(3.042)<pull(3.271)***

H4(+)
0.501***

H1(+)
0.386**

H6(+)
0.402***

Tourist Satisfaction

H3(+)
0.148**

Behavioral Intention

H7(+)
0.175***

H2(+)
0.567***

H5(+)
0.423***

**Pull factors of
Travel Motivation**

Direct effect
Mediating effect
Moderating effect

Source: Author's own construction

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5.6 Analysis of qualitative data – Key informant interviews

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. 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.

Table 5.17 presents the summary of interviewees' responses about travel motivations of domestic tourists from the supply side perspectives.

Table 5.17 **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 on 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

Chapter 6 **Conclusion and Future Research**

6.1 Synopsis of research findings

The first research question was addressed to define socio-demographic characteristics and travel patterns of Mongolian tourists. 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 USD 350-550. Out of 852 respondents, 83% make 1 to 3 annual trips, whereas 40.8% travelled 6 and more times in Mongolia previously. 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. Domestic tourists who purchased package tour services from the tour operators are well-off, affluent, matured and have more consistent income with pleasant lifestyle.

To answer the second research question, push and pull factors are discussed separately in detail. 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. The discussion concludes 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. 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. 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. 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 this research 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. 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 on domestic tourists' satisfaction and later influence on behavioral intentions.

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, 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.

6.2 Theoretical implications

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. 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. Therefore, the study 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.

6.3 Managerial implications

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.

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. 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. 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.

6.4 Future research

Clearly, future research is needed to improve the understanding of the travel motivations, tourist satisfaction and behavioral intention. 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. 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 study 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.

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