PUSH AND PULL MOTIVATIONS IN A COASTAL AND MARINE DESTINATION: GALÁPAGOS ISLANDS, ECUADOR

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Abstract

Purpose – Coastal and marine destinations have motivations related to the variety of activities related to culture, nature, sun and beach. The objective of this study is to analyze the push and pull motivations to establish their impact on the satisfaction and loyalty of the destination.

Design – The design is quantitative.

Methodology – The study was conducted in the Galapagos Islands, Ecuador, an important international tourist destination characterized for its endemic flora and fauna. The authors used 407 questionnaires. As a data reduction technique, the researchers used factor analysis as well as the multiple regression technique to select the motivational variables that predict a future behavior variable.

Approach – The study focused on determining the motivational dimensions push and pull in a destination that is a marine reserve and natural heritage of Humanity. In addition, it aimed to establish the importance of motivations for satisfaction and loyalty.

Findings – There are four dimensions in coastal and marine tourism: "Static Marine", "Active Marine", "Escape and novelty", and "Social interaction". The importance of the "Static marine" dimension is the most predictive factor in a coastal and marine destination with endemic nature, followed by the factor "Social interaction" to influence satisfaction and return. Moreover, the "Escape and novelty factor" is a predictor of recommending the destination and saying positive things.

Originality of the research – The research topic focuses on a destination of coastal and marine importance for humanity that few scholars have addressed.

Keywords Motivation, push, pull, satisfaction, loyalty, Galápagos

INTRODUCTION

Studies in coastal and marine destinations today lead to presenting alternatives to preserve the environment and create a variety of more diverse sustainable tourism activities in relation to the classic sun and beach tourism. In this context, coastal tourism currently includes activities such as sports (beach volleyball, coasteering, surfing, kayaking), wellness stays (spa and wellness centers, beach walks, beach combing), nature based on life observation wildlife (rock accumulation, sea birds, turtles) and voluntary and educational activities (beach cleaning, invasive weed eradication, species counting, language schools, museums) (Orams and Lueck, 2016a). Thus, the coastal area is the starting and returning point for most marine tourism activities, such as sailing, diving, cruising, deep sea fishing and whale watching

(Orams and Lueck, 2016b). Therefore, coastal and marine destinations offer a variety of alternatives for their visitors (Carvache-Franco et al., 2020).

Moreover, demand studies in these destinations are related to the motivations of tourists to improve their stay. Motivations are a set of needs that make a person get involved in tourism activities (Swanson and Horridge, 2006). These can be divided into two main categories: content models and process models (Hsu et al., 2010; Suni and Komppula, 2012). Content models, in the context of various needs conceptualizations are proposed in the form of different models, such as Maslow's hierarchy of needs theory (1943). On the contrary, the process models are those that address behavioral predictions after one has been motivated as Dann's theory (1977) of pull and push factors and Crompton's theory of motivation (1979) that was developed by Iso-Ahola (1982). On this issue, the process models are more central than the content models and have a better ability to predict behavior (Hsu et al., 2010). In this regard, following Dann (1977), the "Push factors" represent the internal desires of tourists to escape stress, or to change daily routines and the environment. On the other hand, the "Pull factors" are the external desires of tourists or the different characteristics that destinations have (such as cultures and natural attractions) that awaken the interests of tourists (Klenosky, 2002).

Within this framework, the Galapagos Islands of Ecuador located in the Pacific Ocean, are made up of two protected areas: The Galapagos National Park and the Galapagos Marine Reserve, which is one of the largest in the world in terms of biodiversity. The islands have a strategic location at the confluence of several sea currents, where a mixture of cold and warm waters is generated. These conditions have allowed the arrival and establishment of species from different areas of the Pacific Ocean. This destination is visited by international and domestic tourists who arrive are eager to see its terrestrial and marine flora and fauna. Tourists seek to carry out coastal and marine activities such as snorkeling, diving, surfing, sailing and bathing in their scenic beaches that are preserved naturally. The tour packages are offered in a navigable way on cruises and mixed tours with daily navigable visits and excursions to land sites.

The importance of this destination declared by UNESCO Natural Heritage of Humanity in 1978, is denoted by its first place in the category "greener destinations" and the prize "The best of the Americas" in the Green Destinations event at the ITB Berlin Fair 2019. Also, at the Twenty-sixth Awards Gala of the World Travel Awards Latin America chapter, which was held in La Paz (Bolivia), the Galapagos Islands won two awards "Beach Destination of South America 2019" and "Leading Cruise Boutique of South America 2019".

In this context, the Galapagos Islands are a destination with coastal and marine characteristics ideal for demand studies because of their endemic flora and fauna and have unique marine resources in the world. Taking into account that the studies of motivations that serve as predictors in this type of tourism are crucial to create management plans to conserve these sites in a sustainable way, it is necessary to deepen on the issue. However, to the best of our knowledge, no studies have addressed the push and pull motivations as predictors of tourism activity in marine protected areas such as the Galapagos Islands. Therefore, this research proposes an analysis of the

motivations of pushing and pulling and their influence as predictors of the satisfaction and loyalty of the coastal and marine destination.

1. LITERATURE REVIEW

Motivation studies that use process models help to predict behavior, and they are mainly used in tourism. From the theories that explain travel motivations and destination selection, the push and pull of motivation theory is considered the most commonly used (Crompton, 1979; Prayag and Hosany, 2014; Zhang and Peng, 2014). Thus, it can be established that the thrust factors that refer to the intangible and intrinsic desires of the traveling individual (Uysal and Hagan, 1993). These Push factors drive a person to go outside their usual residence to visit a destination. These motivations explain the desire to travelor the socio-psychological predisposition in the tourist for making a trip. Likewise, impulse factors (push) for marine tourists may include escaping from everyday life, taking a break, introspection, experiencing novelty and learning something new, similar to previous studies of tourist motivations (Crompton and McKay, 1997; Hanqin and Lam, 1999; Kim et al., 2003; Kozak, 2002; Oh et al., 1995). In contrast, pull motivations are a region-specific decoy that attracts a tourist to a destination (Bansal & Eiselt, 2004). The physical aspects of the motivations of the marine tourist (pull factors) normally include participating in marine sports, taking a cruise, swimming in the ocean, relaxing on a beautiful beach and experiencing the sea foam water. Therefore, hey reflect the specific characteristics of marine destinations. Similar studies were found in Duman & Mattila, 2005; Min, 2001; Morgan, 1999.

Furthermore, a previous study on the push and pull motivations is the one by Kassean and Gassita (2013) on the island of Mauritius (South Africa). The authors analyzed the motivational thrust and the attraction factors influenced the decision of tourists in choosing a vacation destination. The scholars noted that rest and relaxation are the strongest Push motivating forces, followed by nostalgia, escape, novelty and social interaction. The pull motifs were the climate and the special climate of Mauritius, the exquisite landscape, unique flora and fauna, exotic beaches, the exotic atmosphere, the welcoming nature of Mauritian hospitality and the authentic Mauritian culture. In Asia, Yiamjanya and Wongleedee. (2014) studied the motivations of pushing and pulling international tourists visiting Thailand, determined that the push elements were: "gain experience in foreign lands", "relax in foreign lands", "learn a new culture", "want to learn things new", "enjoy activities", "are interested in Thai culture", and "adventure". Instead, the pull factors were: "Thai food", "traditional markets" and "good weather".

Morevoer, relevant was the study conducted by Jeong (2014) in Seoul (South Korea) where he identified two push, escape and novelty dimensions. As pull motivations, he found active marinas and static marinas. The author established that destinations with active marine activities should attract tourists who have novelty push motivations and destinations with static marine activities should captivate tourists who have push escape motivations. The study focuses on a relationship of both forces and their influence on tourism loyalty. Similarly, Sastre and Phakdee-Auksorn (2017) studied the travel patterns of British tourists visiting Phuket (Thailand). The push motivations

found were: "have fun", "rest and relax" and "escape from the daily routine and environment"; while the main pull motivations were: "landscapes and natural landscapes", "beaches" and "hospitality and friendliness of the people". From another perspective, in a study on the motivations of pushing and pulling in New Zealand (Oceania), Fieger et al. (2019) established nine types of international visitors. For example, visitors of type one were mainly attracted to the nature-based activities offered in New Zealand, while type two were attracted to adventure activities. In a more current study, Wen and Huang (2019) examined the motivations of Chinese cigar tourists visiting Cuba. They found six push factors and five pull factors. The scholars found that the search for unique experiences (push factor) and the specific attractions of the destination and socialist nostalgia (pull factors) predicted the intention of a new visit.

In addition, the motivations of thrust and attraction, satisfaction and loyalty to destiny are interrelated (Yoon and Uysal, 2005). Along these lines, Assaker, Vinzi and O'Connor (2011) established that the search for novelty has a positive effect on satisfaction. From this perspective, many studies have shown a positive relationship between travelers' intention to return and discover the novelty (Jang and Feng; 2007; Kim et al., 2016; Lee et al., 2015). Also, satisfaction is one of the critical forecasts for fidelity to the destination (Assaker et al., 2011; Yoon and Uysal, 2005).

Among the previous findings, we can mention the study of Huyen and Nghi (2019) in Kien Giang Island, Vietnam, where the motivation to find novelty has a positive impact on satisfaction and positively affects the loyalty of visitors in tourism of marine and coastal adventure. In another study, Pestana et al. (2019) carried out in Lisbon (Portugal) found ,among older travelers, that satisfaction mediates the relationship between motivations,emotions, and behavioral intentions. These factors simultaneously strengthened the positive association between thrust and attraction motivations. On this issue, in the United States, Rice and Khanin (2019) identified that the satisfaction of the attributes, the reasons for pushing and the reasons for attraction were positively related to return visits to tourist destinations. They also hypothesized that the push factors were stronger in relation to the return visits of the tourist destinations than the attraction factors. Both factors were directly and indirectly mediating the relationship between attribute satisfaction and return visits.

Consequently, the revised studies point out that motivations and satisfaction influence the loyalty of tourists. Likewise, the push and pull motivations are related and predict the behavior in coastal marine destinations. However, academic literature is still scarce on this subject.

2. STUDY AREA

The Galapagos Islands or Galapagos Archipelago is a province of Ecuador located in the Pacific Ocean 972 km from the continental coasts. This archipelago is made up of seven main islands (Isabela, Santa Cruz, Fernandina, Santiago, San Cristóbal, Floreana and Marchena), 14 smaller islands, 64 islets and 136 rocks. This site is visited throughout the year by international tourists arriving from many parts of the world and

by tourists on their own boats. In 2019, the Galapagos Islands received 271,238 tourists (Galapagos National Park, 2020).

Among its tourist attractions are the Galapagos National Park (with giant turtles, marine and land iguanas and sea lions) and the Galapagos Marine Reserve (one of the largest in the world and the first Marine Reserve of Ecuador, created in 1998). This important marine life sanctuary has the presence of underwater mountains and nutrient outcrops caused by the Cromwell underwater current. In this place, seabirds, sea lions and species difficult to observe in other parts of the world such as sharks, whales and sea turtles are found. On San Cristobal Island, tourists can visit the Sleeping Lion, with waters preferred by professionals of underwater swimming and oxygen diving. In addition, other attractions are Lagoon Junco -with fresh water and a variety of birds-, Lobería Beach - suitable for recreational activities with a rocky path and another part of sand-, Mann Beach -, where tourists see white sand formed by fragmentation of shells with clear waters that allows the practice of surface diving.

Another important island is Santa Cruz, where tourists can visit the Charles Darwin Research Station- which has giant turtles in captivity-, Turtle Bay - a beautiful white sand beach and as a nesting site for the black turtle-, Garrapatero beach - with crystal clear water, subtle waves and white sand. As described, the Galapagos Islands have a variety of marine attractions ideal for water sports and sighting of flora and fauna.

3. METHODOLOGY

The present research was carried out in situ to achieve its purpose. Hence, a questionnaire designed based on previous studies on the subject of push and pull in coastal destinations (Jeong, 2014; Michael, 2017; Palau-Saumell et al., 2018; Ramseook-Munhurrun et al., 2018; Sastre and Phakdee-Auksorn, 2017) was used. The data collection instrument contained 17 questions divided into three sections: the first part dealt with sociodemographic aspects, the second section analyzed the motivations of visitors and the third part contained questions about satisfaction, return and recommendations for the visit. For the quantitative analysis, the authors used closed questions in the sociodemographic aspects section and in relation to motivations, satisfaction and loyalty. A five-point Likert scale was used to obtain reliable results.

The target population of the study were national and foreign tourists over 18 years old who were enjoying coastal and marine tourism in Playa Mann of the Galapagos Islands. The sample was collected by tourism and marketing professionals of that province. The surveys were conducted when tourists were resting or doing some recreation to assure their collaboration for approximately 10 to 15 minutes. The period of application of the questionnaire was the months of January and February of 2019.

The sample obtained was 407 valid questionnaires. For the calculation of the sample, the infinite population equation was used. For this study, a margin of error of +/- 5%, a confidence level of 95% and a variation of 50% were proposed. The data collected was organized, tabulated and analyzed through the SPSS version 22 program. The Crombach Alpha index reached the value of 0.8, making it a meritorious index for the

scale. For statistical analysis, the authors used factor analysis as a data reduction technique and the multiple regression technique to select the motivational variables that predict a future behavior variable.

4. RESULTS

In the next section you can find the results that first identify the push and pull factors of the study. Then they analyze the prediction of the motivational dimensions found with the satisfaction and loyalty of the tourist.

4.1. Factor analysis

For the present study, the factor analysis was used as a multivariate statistical technique, which allowed the extraction of four motivational dimensions. Two of them with pull motivations and the other two with push motivations. For data reduction, the authors used the principal component analysis. The Varimax rotation method provided a more accurate interpretation of the factors, using high or low factor loads. The researchers used the Kaiser criteria to select the number of factors, where only factors with values greater than 1.00 were taken into account. Four factors were part of the solution and accounted for 65.71% of the total variance. The KMO index (Kaiser-Meyer-Olkin) was 0.81, so the model is robust and suitable for factor analysis. In addition, the Barlett sphericity test was significant <0.05, so it was advisable to apply the factor analysis. The results are shown in Table 1.

Table 1: **Factor analysis**

Variables	Components				Factors
	1	2	3	4	
Enjoying clear water and fresh air	0.853				Static Marine (Pull)
Walking along the beach	0.792				
Beaches of scenic beauty	0.619				
A cruise		0.781			Active Marine (Pull)
Marine sports		0.731			
Swimming in the ocean		0.581			
To escape everyday life			0.746		Escape and novelty (Push)
To recharge one's batteries			0.707		
To experience novelties			0.658		
To introspect			0.574		
To stay among the coastal population				0.887	Social interaction (Push)
To share interesting experiences with the local population				0.872	
KMO	0.81				
Eigen-values	4.27	1.42	1.12	1.08	
Variance explained (%)	35.55	11.83	9.30	9.02	
Total variance explained (%)	65.71				
Bartlett's Test of Sphericity	Chi-square=1533.80 sig.=0.00				

Source: Authors

According to Table 1, the first factor or dimension was made up of tourists motivated to enjoy clear water and fresh air, walk along the beach and enjoy beautiful beaches, which is why this factor has been called "Static Marine". In addition, this was a pull dimension, because it depended on the particular characteristics of the destination. The second dimension was made up of tourists motivated to be on a cruise, do marine sports and swim in the ocean, which is why this group has been called "Active Marine", a pull dimension. Moreover, the third dimension is made up of tourists motivated to escape from everyday life, to recharge batteries, to experience novelties and to introspectar. Hence, the factor was named "Escape and novelty". The latter was a push dimension as it was related to the needs and internal desires of visitors. The fourth dimension was formed by tourists motivated to stay among the coastal population, and share interests and experiences with the local population. Thus, this group was called "Social interaction" as a push dimension.

4.2. The motivations and satisfaction

For the present study, the authors have used the stepwise multiple regression to analyze the motivational dimensions related to the satisfaction of tourists to a coastal marine destination. Table 2 shows the results.

Table 2: **The motivations and satisfaction**

Factors	Beta	t	Sig.
Static Marine	0.341	7.323	0.000
Social interaction	0.101	2.164	0.031
(Constant)		97.310	0.000

Source: Authors

According to Table 2, the pull dimension "Static Marine" was the most significant predictor in the satisfaction of tourists in this marine and coastal destination (Beta = 0.341, $p < 0.05$). The push dimension "Social interaction" was the second element that predicted the satisfaction of tourists in this destination (Beta = 0.101, $p < 0.05$). Hence, the "Static Marine" dimension and the "Social interaction" dimension were important in the satisfaction of tourists. Therefore, in this type of tourism both the motivations related to the destination and the internal motivations of the tourists were important.

4.3. The motivations and intentions of return

The authors used the stepwise multiple regression to analyze the motivational dimensions related to the return of tourists to a marine and coastal destination. Results are shown in Table 3.

Table 3: **Relation of motivations to return**

Factors	Beta	t	Sig.
Static Marine	0.237	4.956	0.000
Social interaction	0.133	2.784	0.006
(Constant)		63.102	0.000

Source: Authors

According to Table 3, the pull dimension "Static Marine" was the most significant predictor of tourists' intentions to return to this marine and coastal destination (Beta = 0.237, p <0.05). "Social interaction" push dimension was the second element that predicted the return of tourists (Beta = 0.133, p <0.05). Thus, the "Static Marine" and the "Social interaction" dimensions were important for the return of tourists. Therefore, in this type of tourism both the motivations related to the destination and the internal motivations of the tourists were important.

4.4. The motivations and intentions of recommending destination

The authors of this study analyzed the motivational dimensions that influenced tourists to recommend marine and coastal destinations. For this purpose, the technique used was the stepwise multiple regression. Table 4 illustrates the results.

Table 4: **Relation of the motivations to the recommendation**

Factors	Beta	t	Sig.
Static Marine	0.404	8.936	0.000
Escape and novelty	0.104	2.307	0.022
(Constant)		96.115	0.000

Source: Authors

Based on the findings in Table 4, the pull dimension "Static Marine" was the most significant predictor of visitors' intentions to recommend this marine and coastal destination (Beta = 0.404, p <0.05). While the push dimension "Escape and novelty" was the second element that has predicted the intentions of recommending the destination (Beta = 0.104, p <0.05). In this way, the pull dimension (Static Marine Activities) and the push dimension (Escape and novelty) were important factors for tourists to recommend this marine and coastal destination. Therefore, in this type of tourism both the motivations related to the destination (pull) and the internal motivations of the tourists (push) were important.

4.5. Motivations for providing positive feedback about the destination

The authors of this study analyzed the motivational dimensions that predict providing positive feedback about the destination. For this purpose, the stepwise multiple regression instrument was used. The results are presented in the Table 5.

Table 5: **Motivations and saying positive things**

Factors	Beta	t	Sig.
Static Marine	0.327	6.984	0.000
Escape and novelty	0.102	2.188	0.029
(Constant)		108.917	0.000

Source: Authors

According to Table 5, the pull dimension "static marine" was the most significant predictor for providing positive feedback about the destination (Beta = 0.327, p <0.05). In addition, the "escape and novelty" push dimension was the second element that predicted providing positive feedback about the destination (Beta = 0.102, p <0.05). In this way, the pull (static marine) dimension and the push (escape and novelty) dimension were important for tourists to provide positive feedback about the coastal marine destination. Therefore, in this type of tourism both the motivations related to the destination and the internal motivations of the tourists were important.

5. DISCUSSION

In the analysis of the push and pull motivations, the authors of the study found the factors "Escape and Novelty and "Social Interaction" similar to Kassean and Gassita (2013) who also found escape,novelty, social interaction and other additional dimensions. Phakdee-Auksorn (2017) found fun, rest and relaxation, similar to our "social interaction" and "escape from the daily routine" and "the environment" that were similar to "Escape and Novelty" of our study. Moreover, Jeong (2014) identified active marine pull and static marine motivations, analogous to the factors "Active Marine" and "Static Marine" of our study. The author also found escape and novelty, similar to the "Escape and Novelty" factor in our study. However, we have added a factor that is "Social Interaction", the contribution of this research to the academic literature.

From the perspective of return, Assaker et al. (2011) identified that the search for novelty has a positive effect on satisfaction and future intentions to return to the destination. Similarly, the results of our study show "Escape and Novelty" as the most significant push predictor for providing positive feedback and recommend a destination. Likewise, Huyen and Nghi (2019) explained that the motivation to find novelty has a positive impact on satisfaction and visitor loyalty. Those results are comparable to our study, where "Escape and Novelty" is the most important push factor for recommendation of a destination. For Wen and Huang (2019), the search for a unique experience (similar to the escape and novelty of our study) and the specific attractions of destiny and socialist nostalgia, predicted the intention of a new visit. In addition, the motivational dimension of "Static Marine" attraction is the main predictor of satisfaction as well as the intentions of returning and recommending the coastal and marine destination, which are the contributions of the present study to the scientific literature.

6. CONCLUSIONS

Coastal and marine tourism represents an alternative for those travelers seeking contact with the community and nature of a destination. There are four dimensions in coastal and marine tourism. The first dimension is "Static Marine", which indicates that tourists are mainly motivated to enjoy the water, the air and the scenic beauties of the beach in destinations with marine and coastal characteristics. The second dimension is "Active Marine". Tourists are motivated to be on a cruise, do marine sports and swim

in the ocean. The third dimension is "Escape and Novelty" where tourists feel motivated to escape from everyday life and experience novelties. The fourth dimension is "Social Interaction" for tourists who wish to share interests and experiences with the local population.

The pull dimension "Static Marine" is the most significant predictor in the satisfaction of tourists in coastal and marine destinations, followed by the push dimension "Social Interaction". The pull dimension "Static Marine" is the most significant predictor of tourists' intentions to return to coastal and marine destinations, followed by the push dimension "Social Interaction". Hence, activities related to walking on the beach, observing the scenic beauties of the beach and enjoying the fresh air should be offered. In addition, other activities that allow tourists to share experiences and interests with the local population must be considered. Consequently, satisfaction and return of tourists to coastal and marine destinations will increase. The importance of the "Static marine" dimension is the most predictive factor in a coastal and marine destination with endemic nature, followed by the factors "Social Interaction" to influence satisfaction and return. Similarly, the "Escape and Novelty factor" is a predictor of recommending and providing positive feedback about a destination.

Among the theoretical implications, the authors of this study found that "Social Interaction" is a new push factor in coastal and marine destinations. Likewise, "Static Marine", "Social Interaction", and "Escape and Novelty" predict satisfaction, tourists' intentions to return, recommend and provide positive feedback about coastal and marine destinations.

Practical implications include that tourism-related institutions and companies can obtain information related to the motivations that influence the return and recommendation of marine and coastal destinations. With this information, tourism institutions can plan efficient marketing strategies to increase the return of tourists and, benefitthe the community and destination. The social implications are related to the integration of the community in the tourist activity to create products that encourage interaction between tourists and the local population. Our findings provide relevant information to coastal and marine destination planners who can develop marketing plans and benefit the community. The main limitation of the study was the temporality of the sample because the demand varies as well as its characteristics. Future research could analyze the relationship between motivations and sociodemographic aspects of tourists.

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