



Mongolian Domestic Tourists' Motivation and Revisit Intention: Mediating Effect of Perceived Benefit and Perceived Value

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Abstract: An understanding of domestic tourists' motivation and its relationship between perceived value and revisit intention is important for prediction of future travel demand. This study aims to examine domestic tourists' motivation on revisit intention mediated by perceived benefits and perceived values. The quantitative data was collected through self-administered questionnaires from domestic tourists who travelled in Mongolia in the summer of 2019. An effect of domestic tourists' travel motivation on revisit intentions; and the mediating effect of perceived benefit and perceived value were analyzed through factor analysis, regression analysis to test the proposed research hypotheses. The research result indicates that the mean ranking of the constructs of travel motivations for Mongolian domestic tourists were escape from daily life, relaxation, sightseeing, affordability of services, seeking variety, and culture were the top reasons to travel to the local destinations. The research findings contribute to the notion of domestic tourists' travel motivation, its relationship between perceived benefit, perceived value of their trip on their willingness to return and recommendations to others. Furthermore, the research result could be beneficial for destination planners and tourism practitioners to enhance destination attributes and launch a variety of products, services, affordable pricing and accessible environment. Overall, the result provides background for an appropriate and effective marketing strategy to develop domestic tourism in Mongolia; and increase the competitiveness of the destinations with higher length of stay and more tourist spending.

Key words: Mongolia, domestic tourists, push and pull travel motivations, mediating factors, revisit intention

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1. INTRODUCTION

Tourism generates income, creates job opportunities, increases foreign exchange earnings, and maintains sustainable development. Tourism plays an important role as a driving force of economic growth of developing countries. From the economic importance to the host country, to the satisfaction that tourism brings to the tourists, there is an extensive value and significance of the tourism industry. Today, the tourism industry has become one of the largest economies that generates US\$1.7 trillion international receipts from 1.4 billion international tourists in 2019 [1]. The impact of tourism in the global economy accounts for 10.3% of global GDP and 330 million jobs which is 1 in 10 jobs worldwide [1]. The tourism is primarily categorized as domestic and international tourism [2]. International tourism is defined as traveling to places outside of their country of residence not more than one year for leisure and business purposes whereas domestic tourism involves the travel activities of residents in their respectful countries. Domestic tourism is defined as the tourism activities of a resident within the country of residence [2]. Domestic tourism is an important element of the tourism industry and contributes

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significantly to the social and economic development of the country. Domestic tourism has recently been increased by a large scale in the international context. Domestic tourism accounts for 73% of total global tourism spending in 2018, consequently it has become crucial for the tourism industry worldwide [1]. As the unprecedented global pandemic Covid-19 has swept the world, the tourism industry suffers most with a drop of 74% in international arrivals in 2020 due to travel restrictions, lockdowns and curfews. The collapse of international tourism shows a loss of USD 1.3 trillion revenues – the biggest in the tourism industry crisis in the past [1]. Domestic tourism in many countries has been set back due to pandemic travel restriction and curfews, however, UNWTO expects domestic tourism would return faster than international tourism. Domestic tourism will help destinations recover from the economic impacts of pandemic, while securing jobs, protecting the livelihood of those who rely on tourism income [1].

Domestic tourism is often more important than international tourism in terms of the contribution to the tourism economy, especially its capacity to redistribution of income from urban to rural areas and contribute to sustainable development, economic integration and poverty reduction. UNWTO states that 9 billion domestic tourism trips were made worldwide in 2018, which is six times higher than the number of international tourist arrivals, specifically 1.4 billion in 2018 [1]. However, it is problematic to make a detailed economic analysis of domestic tourism since there is a lack of a standard measurement system. As tourism academics and practitioners primarily 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 statistics, policies, regulations, and strategies on domestic tourism in developing countries [3].

Technology and innovation have brought significant changes in working hours, holiday entitlement, and increase in disposable income in the last two decades, thus domestic tourism has shown considerable growth worldwide. Affluent middle classes earn more income to engage in leisure activities in regional and domestic tourism in Asia [4]. Thailand, India, Indonesia and China are major contributors to domestic tourism developers since these countries are most populated and have promising economies. The governments of these countries have deliberately promoted domestic tourism through various marketing communications. 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 [5]. According to the statistics of domestic tourism released by the China National Tourism Administration [6], 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 [6]. Although domestic tourism contribution to Indian economy is evident, it is less familiar by tourism stakeholders. The Ministry of Tourism report [7] states that the domestic tourism has 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 [7]. Meanwhile, the domestic tourism accounted for 166 million domestic travelers with THB1.084 trillion receipts in Thailand [8] in 2019. With a population of 230 million, domestic tourism has huge market potential in Indonesia. The National Socio-Economic Survey report [9] states that there are 40 million nationals travelling within Indonesia spending IDR180 trillion in 2015. 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.

1.1. Mongolia and tourism potential

Mongolia is a landlocked country in Asia with vast territory and located between Russia and China. Total land territory is 1,564,116 sq.km with a population of 3.2 million. Mongolia has great potential for tourism development, yet the tourism sector has just started to develop. Mongolia has a beautiful, open and unpopulated landscape, untouched natural beauty with rare flora and fauna coupled with traditional

nomadic lifestyle. Mongolian tourism offers many opportunities for horse, camel and yak riding, trekking, birdwatching, fishing, mountain climbing, and dinosaur tours.

The direct contribution of the travel and tourism industry to Mongolia's GDP in 2018 was US\$569.5 million, or 11.0% of the total GDP [10]. The National Statistics Office out of the total 639, 920 international visitors arrived in Mongolia in 2019, 577,300 were holiday tourists with the purpose of leisure, visiting friends and relatives [10]. The government of Mongolia has proclaimed tourism industry as a priority sector of the sustainable development and considered tourism as an industry for diversifying its economy away from its reliance on the mining sector. Tourism stakeholders perceive that tourism has a good potential to increase incomes, generate employment, conserving nature, protecting cultural heritage, and addressing poverty. Therefore, both government and tourism private sector have paid more attention to the international inbound tourism than domestic tourism. However, tourism stakeholders in Mongolia started to realize that there is potential of domestic tourism market, thus domestic tourists have become a subject of interest recently. Traveling within their country has been essential for nomadic herders who live in the vast landscape of Mongolia. D. Amartuvshin [11] states that Mongolians have strong family connections therefore it has an impact on domestic travel patterns since visiting friends and relatives is common among Mongolians.

Similar to other countries, the domestic tourism pattern in Mongolia is defined by per capital increase, disposable income, changes in lifestyle traditions, seasonality of tourism, and holiday privilege. D. Amartuvshin [11] notes that holiday and leisure played important roles among Mongolians, which supported by the socialist government of Mongolia prior to 1990. 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 these holiday and recreational camps [11]. Summer camps of school children for 14 days holidays with cultural and sport activities were common in the socialist times. After the democratic revolution in 1990, Mongolia faced major political and economic reforms by shifting from centrally planned economy to a market economy. Like many socialist countries which were directly dependent on Soviet Union, Mongolia confronted serious transformational 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 due to the fact that they were trying to adjust themselves to a new political and economic system [11-12]. However, in last two decades, Mongolia has performed major socio-economic and institutional reform by tripling its GDP per capita US\$1460 in 1995 to US\$4,200 in 2019 [13]. Due to the foreign direct investment in the mining sector, the government 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 on the contrary to 39.4% in 1995 [14]. The average annual salary in Mongolia is US\$4750 as of December 2019 [14]. 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 [14]. These migrants are mainly males and traveling to work purposes to South Korea, Japan, USA, Sweden and Czech Republic [13]. As of 2018, there are 49 000 Mongolians live and work in South Korea exclusively. Mongolians work in manufacturing, constructions and SMEs in various sectors 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 of the per household. Annual remittances from workers in South Korea to Mongolia approximately totals US\$ 100 million [13].

As household disposable income increase, majority of middle-class households own private vehicles that enable them travel within their country. Improved asphalt road network, and ease of accessibility to the remote national park caused the growth in domestic travel.

Urbanization, social congestion, and weather are another factor to explain rising demand of domestic tourists. Out of 3.2 million population, 1.4 million reside in the capital city Ulaanbaatar. As climate 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-Naadam Festival that celebrates on the 11 July annually, 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, health, and special interest tours.

O'Gorman and Thompson [12] 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. Domestic tourists' flow is hard to track down since there is a lack of standard measurements. The Ministry of Environment and Tourism [15] 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 fact of domestic tourism existence, there is a research gap to study domestic tourists' motivations, revisit intentions, their perceived benefit, and perceived values and relationship between these attributes. As research on domestic tourists' travel patterns is sparse, this research aims to evaluate domestic tourists' travel motivations to revisit intention mediated by perceived benefits and perceived value. An understanding of domestic tourists' travel motivation, perceived value, intention to return, and its potential contribution to the economy is the important component of the development of well-balanced and resilient national tourism sector.

The research result could assist development of effective strategy planning for regional tourism policy makers as well as providing background information about domestic tourists' travel motivation and demand patterns for tourism stakeholders which latter would be a framework for product and service development for this market segment.

2. LITERATURE REVIEW

2.1. Travel motivations

There is a significant body of literature about travel motivation, tourist behavior, patterns and revisit intention [16-25]. Travel motivation is a state of need and desire that enables people to do an activity to reach their travel goals.

Katsikari [16] states that travel motivation of people is to look outside for what they cannot find inside that have been created by society and everyday life. The theory identifies systematic motivational structures and the individual's needs in order of motivational importance as physiological safety, social esteem and self-actualization.

Pearce [26] classifies five-stage category for travel motivations of the travelers. Moreover, Pearce [26] suggests that there are motivational careers in travel that derived from the concept of more experienced travelers having higher needs than less experienced travelers.

The widely accepted travel motivation to explain why people to travel is push and pulls factor theory. Crompton [27] identifies two types of travel motivations; the first type refers to escape from everyday routine, exploration, self evaluation, relaxation, prestige, relationship enhancement, social interaction and second type constitutes novelty, culture and education.

The first type of motivation is considered as the push factor for travel and the second type is explained by the pull factor. On the contrary, Dann [28] suggests that there are clear differences between the reasons why people travel, what factors push them to travel such as escapism or what factors pull them to travel to a certain destination as pleasant climate, beaches and ocean.

The push and pull theory of travel motivation explains intrinsic and intangible push forces motivate people to travel [29], while destination features pull the people to travel and satisfy their need. Moreover, Dann [28] suggests anomie and ego-enhancement play an important role in the push factor. Anomie means a desire to escape from everyday routine, simply wishing to get away from it. On the other hand, ego-enhancement originates from the need of recognition and status enhancement through travel. Dann [28] further notes that push and pull factors are significant to the traveler's decision-making process. The push factor is based on the internal aspects of the travelers and basically installs a wish to travel. The pull factor is external to travelers and affects where, when, how people travel given the first desire to travel.

Goosens [30] states that the push factor explains people's desire to travel, whereas pull factor describes people's destination choices. Crompton [27] expands Dann's [28] theory on push and pull factor by conceptualizing people's motivation for leisure travelers. Moreover, the concept regarding to push and pull factor is that the internal forces push people to travel and external factors of destination elements, expectations, benefits, and perceptions pull them to travel [31].

However, research on domestic tourist's motivations, the relationship between perceived benefit and value, and revisit intention is uncommon. A few researchers [32-34] contribute to the research on domestic tourist's motivation in various countries' context.

2.2. Perceived benefit

It is considered that people often feel happier, healthier, and more relaxed after travel and vacation. Millman [35] states that health and wellness benefits of tourism can contribute to human health and well-being. People have recognized tourism as an inseparable part of human life rather than just a luxury of the privileged, the theme of travel benefits has attracted attention in several fields of study, including organizational behavior [36], health science [37], and tourism [38,39].

Organizational behavioral research has widely examined whether taking leisure travel have can help to reduce individuals job stress [36]; or travel and vacation can reduce job burnout [36]; or job performance. These research findings state that traveling and taking holiday is important for employees to maintain work place enjoyment and employers should encourage their employees to take travel. Furthermore, research [40] identifies the health benefits of travel and the effects of travel on an individual's psychological well-being [39].

These research findings demonstrate that most people have been found to be happier and more relaxed soon after a travel vacation. Lin et al. [41] describe that motives and desire to buy tourism products and services include functional and non-functional need. Functional needs states emotional, psychological features, for example enjoyment from travel that is crucial to understand by tourism service providers.

A positive emotional state during and after the trip may affect critically on the perceived benefits of tourists. An establishment of benefit required to tourists visiting at the destination is important for creation of successful product and service development and marketing communication. Wang and Fesenmaier's [42] study identified four categories of benefits including functional benefit (knowledge acquiring, learning); psychological benefit (sense of belonging, satisfaction); social benefit (better communication and interaction with others) and hedonistic benefits (more leisure time, relax and enjoyment). Moreover, Yen et al. [43] propose three types of perceived benefits of participation in travel as self-enhancement, rewards, and problem solving.

In this research paper, four benefits (learning or knowledge acquiring, self-esteem, social, and hedonic) are proposed to be analyzed through relationship between push and pull travel motivations and revisit intention. Learning benefits are described as personal growth, life skill increasement, and knowledge acquirement through travelling. Social benefits are the enhancement of social relationship through interaction with the community that provides a sense of belonging and social identity [44]. Self-esteem benefit is identified as better individual status and reputation. Hedonic benefits are the pleasure obtained through the travel experience with the tourism service and associated with individual feelings [45]. Tourists purchase tourism goods and services for the perceived benefit they will gain from it. These perceived benefits with additional opinions about goods and service create tourists' perceived value about the overall destination.

2.3. Perceived value

Perceived value is derived from the notion of what benefits individuals get and what costs they pay when they purchase and utilize tangible and intangible products and services [46]. Individual's perceived value of goods and services directly affects satisfaction and revisit intention [45]. Xiaoting et al. [47] state that the perceived value is a result of product and service evaluation. Perceived value depends on the type of goods and services, and measurement [48]. Therefore, tourism stakeholders put more efforts to enhance the perceived value of tourists, since perceived value has strong impact on overall satisfaction, revisit intention and recommendations to others [49]. There are number of research works have dedicated to the importance of tourists' perceived value regarding to tourist service quality and tourist satisfaction [47-52]. Chen and Petrick [53] state that perceived value is the feelings and attitudes of a tourist in regard to a product or service purchased. Perceived value reflects on the price of the goods and service of tourism facilities [54]. Parasureman and Grewal [55] state that it is crucial to determine tourists' perceived value that affects their revisit intention. Tourism literature suggests that the perceived value is the tourists' overall evaluation of the utility of tourism products and services based on the perception which is given [53]. In addition, Wearing and Deane [56]'s study determines that the interaction between tourists, places, people and activities supports the understanding of individuals for self-realization. Brown and Lehto [57] note that positive perceived value from overall travel experience and self-fulfillment directly related to the interaction with local community, travel memories, and enhancement of family relationships. Tourist perceived value at the destination [58], and perceived quality of the services influence on revisit intention [59]. Xiaoting et al. [47] state that perceived value is a crucial attribute in tourist behavioural studies, moreover, its ability to make prediction of overall tourist satisfaction and destination loyalty is evident.

There has been limited empirical research conducted on perceived value and its relationship with push and pull factors of travel motivations, perceived benefits and revisit intention. The proposed research model in this study aims to examine tourist motivations to revisit intentions mediated by the perceived benefit and perceived value of domestic tourists in Mongolia.

2.4. Tourist revisit intention

The tourist revisit intention is a widely researched topic in the tourism literature [60]. Revisit intention is a tourist evaluation of the overall experience at the destination, the likelihood of revisiting to the same destination and their willingness to recommend the destination to potential tourists [58]. It is considered that repeat visitors tend to stay longer at their destination, participate more in leisure activities, be more satisfied, and spread positive word-of-mouth, while require lower marketing costs than first-time visitors [61-63]. There are attributes of behavioral intention of tourists identified by Zeithaml et al. [64] including revisit intentions, word-of-mouth, customer loyalty, and price sensitivity. Positive tourist experiences with excellent quality of service, destination attributes, for example, beautiful beaches, local cuisine, landscape, hospitality of locals, and rich cultural heritage often bring favorable intentions where as worse service quality and lack of destination attributes lead to unfavorable revisit intentions [65-70]. Islam and Bora [71] state that regions of Mongolia have rich traditions of local cuisine that could bring favorable experiences to both international and domestic tourists. Kassawneh&Alfandi [68] 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. Som and Badarneh [72] present that previous tourism literature determined behavioral intentions using three features including intention to return, willingness to recommend to others, and word-of-mouth marketing. Overall, a positive tourist experience brings more likelihood to repeat visit to the destination [73,65,68]. Customer loyalty is an important aspect of tourism marketing communication as it is a key feature for destination attractiveness. Destination customer loyalty and revisitation of existing tourists require low marketing cost than appealing new customers. Loyal tourists are more likely to recommend tourist destinations to the friends, relatives or other potential customers by delivering positive word-of-mouth promotions. Khasawne and Alfandi [68] state that customer loyalty is a crucial background for success of the marketing strategy of destination planners. Tourism developers and marketers evaluate their marketing strategies and management policies based on the revisit intentions of tourists, their willingness to recommend others and delivery of positive word-of-mouth information.

Therefore, the authors of this research have proposed hypotheses based on the literature review:

- H₁: Push factor of travel motivation is positively and directly affect tourist revisit intention.
- H₂: Pull factor of travel motivation is positively and directly affect tourist revisit intention.
- H₃: Perceived benefit mediates relationship between push travel motivation and revisit intention.
- H₄: Perceived benefit mediates relationship between pull travel motivation and revisit intention.
- H₅: Perceived value mediates relationship between push travel motivation and revisit intention.
- H₆: Perceived value mediates relationship between pull travel motivation and revisit intention.

3. METHODS AND DATA

3.1. Research design

This study applies a quantitative method to examine push and pull travel motivations of domestic tourists in Mongolia; to investigate domestic tourists' motivations to revisit intention mediated by perceived benefits and perceived value. According to the literature review on the push and pull travel motivations, perceived benefits, perceived value, and revisit intentions, the following research model was developed (Figure 1).

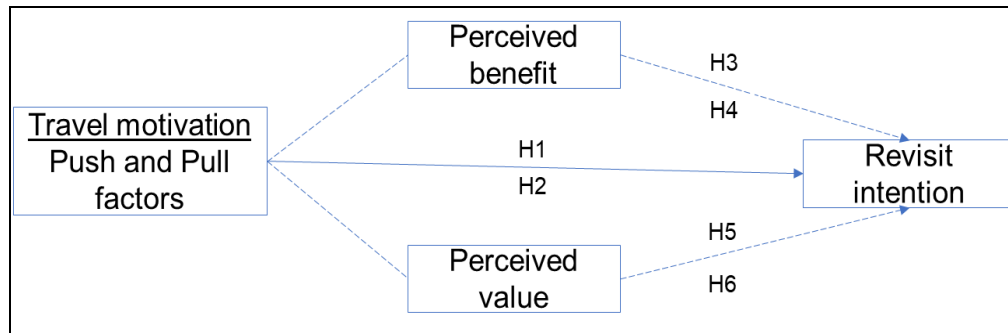


Figure 1. Proposed research model
Source: Own literature research

3.2. Data sampling

Despite the researchers' effort, it was problematic to conduct random sampling due to the uncertain measurement and statistics of domestic tourists. Thus, the researchers adopted objective sampling method for this research study. The research target was Mongolians living in Ulaanbaatar, the capital city of Mongolia who recently participated in domestic tourism activities. Prior to actual data collection, the pilot test was performed and correction were made. The data was collected from Mongolians from August to September 2019. The survey was designed to expansively address the travel motivation of domestic tourists, perceived benefits, perceived value, and intention to revisit. The survey was conducted in the five populated sites of the capital city Ulaanbaatar, including the state department store, supermarkets, student campus, Gandan monastery, and coffee shops in the biggest malls of the town. The respondents were informed first about the purpose of the survey and asked whether they travelled in the countryside recently. As the total statistics of domestic tourists is not certain, the researchers aim to achieve the proposed sample of 1,300. The complete and returned size of the survey was 1,068, which represents a response rate of 82.5%.

3.3. Research instrument

The questionnaire was the main tool for collecting primary data from domestic tourists in Mongolia. The self-completed and paper-based printed questionnaire was delivered to the respondents. The questionnaire was conducted in Mongolian language. Push and pull factors of travel motivations were measured by items developed by previous travel motivation studies [24,29,74,75]. A total of 80 close-ended questions which comprise of 21 questions for push factors; 20 questions for pull factors; 13 questions for perceived benefit, 18 questions for perceived value, 3 questions for behavioral intentions and 5 questions for demographic profile of the respondents. The survey participants requested to indicate 41 motivational items when made travel decision-making. As the literature review suggested, the importance of items was measured by five-point Likert scale (5 being strongly agree and 1 being strongly disagree). Out of the 41 motivational items, 21 items were push factors of travel motivation and the remaining 20 belonged to the pull factor of travel motivation. The questions for perceived benefit and perceived value were based on literature review suggestions [44,76]. Therefore, 13 items of perceived benefit and 18 items of perceived value were considered by using five-point Likert scales (5 being strongly agree and 1 being strongly disagree) measurement. The evaluation of revisit intention was developed on the items adopted from Muhammed et al. [77] and Kwenye & Freimund [78] studies included revisit intentions, and recommendations to others. Demographic and travel patterns' questions were included in the last part of the questionnaire. The returned questionnaires were examined for checking suitability, missing data, and outliers. Data was analyzed by using SPSS 23.0 statistical software program that produced descriptive and inferential statistics. In addition, SPSS and excel programs were used for data presentation, tabulation, and graphs.

4. RESEARCH FINDINGS

4.1. Socio demographic characteristics

As Table 1 shown, out of the total 1,068 respondents, majority of the respondents (57.3%) were female and (42.2%) were men respectively. There are somewhat different distributions between age groups with (59%) for 18-30 years old; (23.9%) for 31-40 years old; (12.6%) for 41-50 years old; and

(3.2%) for 51-60 years old. The most of the respondents (54.5%) travelled with their family; (19.9%) with their friends; (9.8%) with their relatives, and only (7.8%) were travelled with four groups. In terms of monthly income, (22.3%) of respondents earn less than MNT499,000, (15.6%) earn between MNT500,000–799,000; (23.9%) earn between MNT800,000–1,000,000; (18.9%) earn between MNT1,000,000–1,500,000; (10.9%) earn between MNT1500,000–2,000,000; and only (8.4%) earn more than MNT2,000,000 (USD1=MNT2,850 as of 15 April, 2021).

Table 1. Socio-demographic characteristics of the respondents

Characteristics	Categories	Number	Sample percentage
Gender	Male	449	42.6
	Female	613	57.4
	Others	6	0.6
Age	18-20 years old	265	24.8
	21-30 years old	369	34.6
	31-40 years old	255	23.9
	41-50 years old	135	12.6
	51-60 years old	34	3.2
	Over the 60s	10	0.9
Traveling with	Alone	73	6.8
	Tour group	83	7.8
	Family	585	54.8
	Friends	212	19.9
	Relatives	105	9.8
	Colleagues	10	0.9
Monthly family income (MNT)	240,000-499,000	238	22.3
	500,000-799,000	167	15.6
	800,000-1,000,000	255	23.9
	1,000,001-1,500,000	202	18.9
	1,500,001-2,000,000	116	10.9
	2,000,001-2,500,000	60	5.6
	Over the 2,500,001	30	2.8

4.2. Exploratory Factor Analysis

In order to assess the dimensionality of the 41 items, the exploratory factor analysis (EFA) was conducted. The EFA is a statistical method used to reduce the observed variables to a smaller set of factors (Table 2). After data cleaning, the final sample size was 1,068. To reduce the number of items, the factor loading values that indicate the correlation between items and factors were identified in order to verify group of variables can be presented by the factor or not. The eigenvalue 1 was identified and items with factor loadings of greater than 0.5 were taken into the consideration. Cronbach's α was applied to test reliability of factor groupings. The factors with Cronbach α greater than 0.6 were taken in the analysis. The mean scores of the push and pull travel motivations were analyzed to identify what factors were perceived more important among respondents.

Table 2. The exploratory factor analysis (EFA) and reliability test results of latent variables

Construct	Variable	Number of items	Cronbach's alpha
Travel motivation	Push factors	21	.884
	Pull factors	20	.891
Perceived benefit	Benefit	13	.847
Perceived value	Value	18	.894
Revisit intention	Intention	3	.671

The EFA results are shown in the Tables 3 and Table 4. The mean scores of the push and pull factors of travel motivations were analyzed to identify what factors were perceived more important among respondents.

Table 3. The exploratory factor analysis and reliability test results of push factor of travel motivation

Push Factor	Loading	Cronbach α
<i>Factor 1: A self exploration</i>		0.782
Travel boosts my knowledge & experience	0.735	
Travel allows me to reach my dream and curiosity about places that I want to visit	0.693	
I learn new things or diverse lifestyle when I travel	0.771	
I learn new and interesting things during my travel	0.696	
<i>Factor 2: Escapism and relaxation</i>		0.798
I rest and relax when I travel	0.623	
I feel happy and excited at the tourist places	0.561	
Travel makes me feel relaxed	0.751	
I gain joy and happiness when I travel	0.734	
Travel makes me feel inspired	0.705	
<i>Factor 3: Social interaction</i>		0.734
I expect to meet people with the same interests while traveling	0.670	
I can share my experiences with a person who I knew or who are new when I travel	0.643	
My social status will increase my when I travel	0.717	
<i>Factor 4: Belongingness</i>		0.769
I communicate with locals or other tourists when I travel	0.719	
It is interesting to meet and chat with local people	0.764	
It is entertaining to meet and chat with other tourists	0.765	
I like visiting friends and relatives who live in other places	0.620	
KMO = .905; Bartlett's Test of Sphericity, p value = .000.		

Table 4. The exploratory factor analysis and reliability test results of pull factors of travel motivations

Pull Factors	Loading	Cronbach α
<i>Factor 1: Nature and Environment</i>		0.805
Nature has many attractions	0.746	
Nature has beautiful scenery	0.752	
Nature has calm atmosphere	0.805	
Climate is pleasant to travel	0.677	
There are nice lakes and rivers	0.650	
<i>Factor 2: Events</i>		0.854
Places I travel have active nightlife	0.729	
Places I travel have lots of sightseeing	0.755	
Places I travel have offered lots of entertainment opportunity	0.684	
I have a lots of sport activities when I travelled	0.771	
I attend a lot of cultural activities	0.740	
<i>Factor 3: Ease of Accessibility</i>		0.853
Places I visit have decent facility to elder people	0.734	
Places I visit have decent facility to children	0.852	
Places I visit have good hospitality	0.818	
<i>Factor 4: Culture</i>		0.721
I enjoy local cuisine when I travel	0.690	
I enjoy being with friendly locals	0.624	
I enjoy visiting heritage sites	0.593	
I enjoy visiting historic places	0.556	
KMO = .899; Bartlett's Test of Sphericity, p value = .000.		

4.3. Analysis of hypothesis testing direct and indirect effects

The objective to test the proposed research model is to examine the relationship between domestic tourists' motivational factors on revisit intention mediated by perceived benefits and perceived value. Thus, the perceived benefit and perceived value were tested as the mediating variables between push and pull factors of travel motivations and revisit intention. Linear regression analysis was applied to determine the relationship among variables.

4.3.1. Testing of direct hypotheses

The results show that there is a statistically significant relationship. The push factors of travel motivation directly and positively influence on revisit intention ($\beta=.379$, $p<.001$), thus hypothesis 1 is strongly supported. On the other hand, the pull factors of travel motivation directly and positively affect on revisit intention, therefore this result indicates statistically significant. However, a linear regression analysis result is shown as ($\beta=.032$, $p>.001$), thus hypothesis 2 was rejected. The results of direct hypotheses are summarized in Table 5.

Table 5. The results of the direct relationships among constructs

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>p</i>
	B	S.D	Beta		
Push factor of travel motivation	.558	.045	.379	12.266	.000
Pull factor of travel motivation	.038	.036	.32	1.032	.302
*** $p<.001$, ** $p<.05$, * $p<.1$ $R^2=.155$, Adjusted $R^2=.153$, $F=.72515$					

4.3.2. Testing of indirect hypotheses

Mediating effect of perceived benefit (PUSH and PULL factors of Travel Motivation)

Mediating regression analysis was performed to verify Hypothesis 3 and 4. The result of testing hypothesis 3 shows mediating effect of perceived benefit on revisit intention, which is shown in Table 6 and Figure 2. The result indicates that the value of the explanatory power was (R^2) =.270; and the F value was 201.095, therefore, it is statistically significant. Moreover, the result suggests that there is a statistically significant relationship between the push factors of travel motivation and revisit intentions mediated by perceived benefit ($\beta=.430$, $p<.001$). The hypothesis 4 results are shown in the Table 7. In Figure 3, the value of explanatory power was (R^2) =.261 and the F value was 191.235, which represents statistical significance. Thus, H_3 and H_4 were supported.

Table 6. Mediating effect of perceived benefit (Push factor of travel motivation)

Dependent variable \Rightarrow	Perceived benefit	Revisit intention	
Input variable \Downarrow	B	β	
	Step 1	Step 2 (Model 2)	Step 3 (Model 2)
Push factor of travel motivation	607***	.392***	.131***
Perceived benefit			.430***
Adj.R2			.117 ($F=173.512$)
R2	.368	.154	.270

F	632.562***	197.332	201.095
***p<0.001, **p<0.05, *p<0.1			

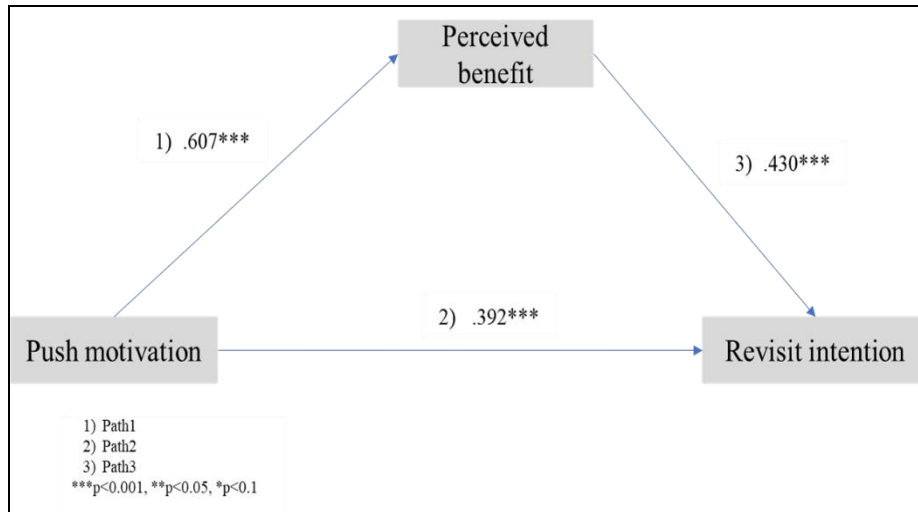


Figure 2. Mediating effect of perceived benefit (Push factor of travel motivation)
Source: Own research outcome

Table 7. Mediating effect of perceived benefit (Pull factor of travel motivation)

Dependent variable ⇒	Perceived benefit	Revisit intention	
Input variable ↓	β	β	
	Step 1	Step 2 (Model 2)	Step 3 (Model 2)
Pull motivation	.438***	.193***	-.037
Perceived benefit			.525***
Adj.R2			.223 (F=327.638)
R2	.191	.037	.261
F	257.413***	197.332	191.235
***p<0.001, **p<0.05, *p<0.1			

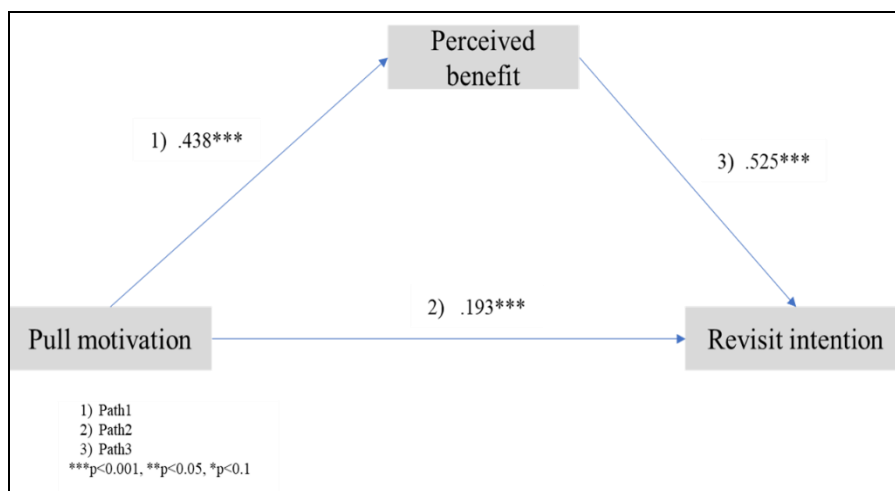


Figure 3. Mediating effect of perceived benefit (Pull factor of travel motivation)
Source: Own research outcome

Mediating effect of perceived value (PUSH and PULL factors of Travel Motivation)

Mediating regression analysis was performed to verify Hypotheses 5 and 6. The result of testing H₅ as a mediating effect of perceived value on revisit intention is shown in Table 8 and Figure 4. The result shows that the explanatory power was (R^2) =.297 and the F value was 229.680, which represents the statistical significance of the model. Consequently, the result suggests that there is a statistically significant relationship between push travel motivation and revisit intention mediated by perceived value (β =.471, p <.001). The H₆ result is shown in Table 9 and Figure 5. The result indicates the explanatory power was (R^2) =.295 and the F value was 226.275, which shows statistical significance. Therefore, there are statistically significant relationships between pull factors of travel motivation and tourist's revisit intention mediated by perceived value. Thus, H₅ and H₆ were supported.

Table 8. Mediating effect of perceived value (Push factor of travel motivation)

Dependent variable \Rightarrow	Perceived value	Revisit intention	
Input variable \Downarrow	β	B	
	Step 1	Step 2 (Model 2)	Step 3 (Model 2)
Push motivation	.593***	.392***	.113***
Perceived value			.471***
Adj.R2			.144 (F=221.891)
R2	.351	.154	.297
F	589.021***	197.332	229.680
*** p <0.001, ** p <0.05, * p <0.1			

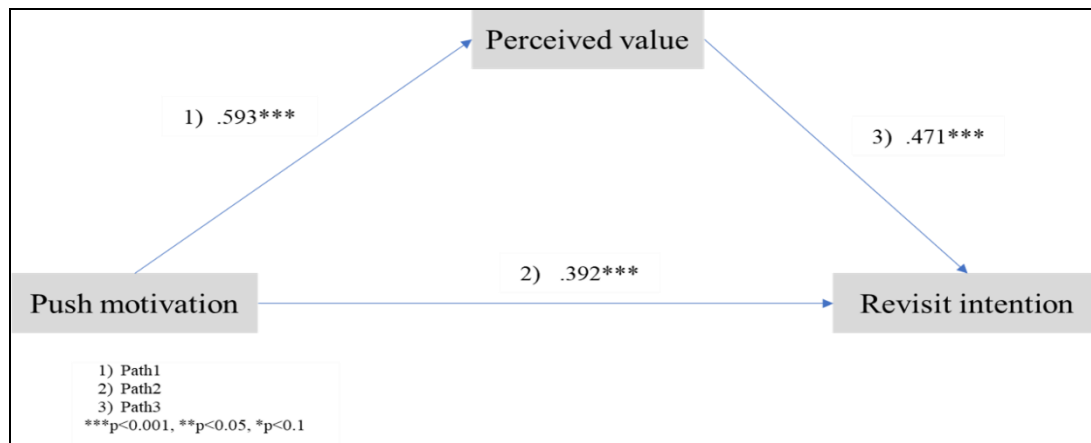


Figure 4. Mediating effect of perceived value (Push factor of travel motivation)

Source: Own research outcomes

Table 9. Mediating effect of perceived value (Pull factor of travel motivation)

Dependent variable \Rightarrow	Perceived value	Revisit intention	
Input variable \Downarrow	β	β	
	Step 1	Step 2 (Model 2)	Step 3 (Model 2)
Push motivation	.481***	.193***	-.085**
Perceived value			.578***
Adj.R2			.257 (F=395.737)
R2	.231	.037	.295
F	326.770***	42.154	226.275
*** p <0.001, ** p <0.05, * p <0.1			

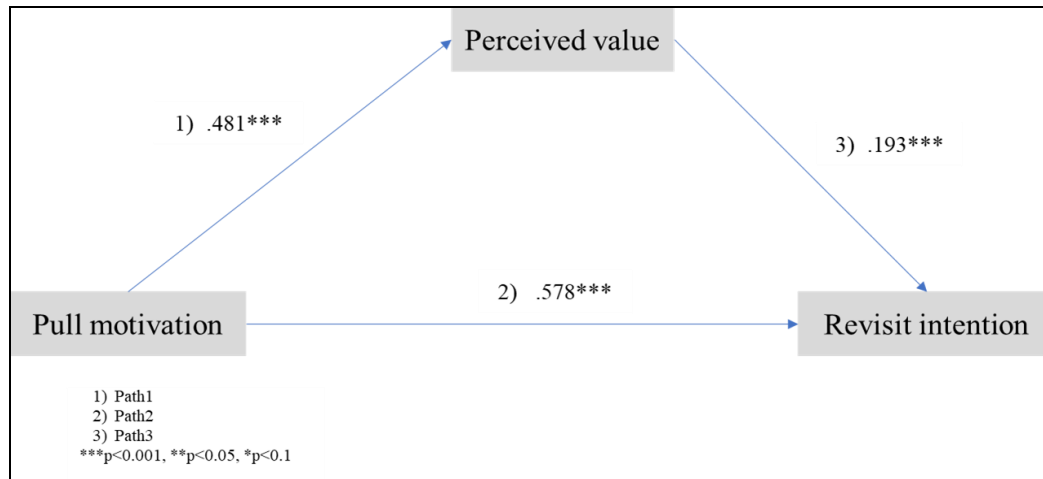


Figure 5. Mediating effect of perceived value (Pull factor of travel motivation)

Source: Own research outcomes

5. DISCUSSION

An understanding of the domestic tourist's motivation, their perceived benefits, perceived value about travel and revisit intentions is crucial to destination developers and tourism stakeholders. Domestic tourism is an important component of the tourism sector since it generates income, creates employment opportunities, enhances infrastructure, and eases tourism seasonality. However, the majority of tourism research rather focuses on international tourists' behavior and pattern than domestic tourists [79]. Nonetheless, there are few academic studies that dedicated to investigate the relationship between domestic tourists' travel motivations, satisfaction, and behavioral intentions [20]; the direct effect of push and pull motives on domestic tourists' motivations [80]; identification of domestic tourists' motivations in small islands [34]; and push and pull motivations of Indian domestic tourists to Kerala [33]. Previous studies examined tourists' motivations by push and pull factors in general [60, 24] and summarized that revisit intentions of tourists and destination loyalty are based on these tourist motivational concepts [81, 82]. This empirical study attempts to understand domestic tourists' motivation, perceptions towards perceived benefits, perceived value, and their revisit intentions. Moreover, the study pursues to contribute to the theoretical and empirical evidence on the relationships between push and pull motivations and revisit intention mediated by perceived benefits and perceived value of Mongolian domestic tourists.

The study findings identify relationships between 1) travel motivations and revisit intention; 2) mediating effects of perceived benefit between travel motivations and revisit intention; 3) whether perceived values mediate the relationship between the main hypothesis of push and pull factors of travel motivation and revisit intention or not. Moreover, the research result indicates that perceived benefits and perceived value have a strong mediating effect on the relationship between travel motivation and revisit intention. Incorporating all constructs of push and pull travel motivations, perceived benefits, and perceived value and revisit intentions, the research results are presented as follows.

First, the research result indicates that the push factor of travel motivation directly and positively affects the revisit intention of domestic tourists in Mongolia. The test result was statistically significant, therefore the research prediction of (H₁) push motivation factors directly influence on revisit intention ($\beta=.379$, $p<.001$) was supported. The results provide evidence that the relationship between push motivation and revisit intention. The items of push travel motivations, for example, self-exploratory, relax and escape, social status, and togetherness were significantly important for revisit intentions of domestic tourists in Mongolia.

Second, the researchers hypothesized that the pull factor of travel motivation is positively and directly affecting tourists' revisit intention. However, H₂ result was rejected, thus the relationship between pull factors of travel motivation and revisit intention has no direct effect ($\beta=.032$, $p>.001$). The next research hypotheses focus on the push and pull travel motivation on revisit intention mediated by perceived benefits and perceived value. The H₃ was tested to determine that the perceived benefit mediates the relationship between push travel motivation and revisit intention. The H₃ test result was supported with ($\beta=.430$, $p<.001$) value. The H₄ test result was similar to H₃, the pull travel motivation influence on revisit intention mediated by perceived benefit ($\beta=.525$, $p<.001$). In addition, the research further purposes to identify the direct effect of push and pull travel motivations on revisit intention

mediated by the perceived value of domestic tourists. The H_5 tested perceived value mediates the relationship between the push factor of travel motivation and revisit intention ($\beta=.471$, $p<.001$). At last, H_6 was tested that perceived value mediates the relationship between the pull factor of travel motivation and revisit intention (.578, $p<.001$). Overall, the perceived value mediates the relationship between pull factors with travel motivations. Therefore, H_5 and H_6 were supported. In summary, there is a statistically significant relationship between all constructs, therefore the push and pull travel motivations of domestic tourists' revisit intention have statistically significant and mediated by perceived benefit and perceived value.

The findings of this study support previous studies of push and pull travel motivation for predicting satisfaction and post-trip tourist behaviors [29,81]. One of the interesting findings of this study is the existence of a negative relationship between pull motivation and intention to revisit of domestic tourists albeit not significant. However, in the case of Mongolian domestic tourists' behavioral study, the push travel motivation is a more significant variable that influences on revisit intention. On the contrary, the relationship between pull factors of travel motivation and revisit intention has no direct effect. This might be explained by the pull factors of travel motivations, for example a lack of accessibility of destination tourist facilities, poor tourist infrastructure, and less family-friendly services. In addition, domestic tourists are not attached to cultural attributes (visiting cultural and heritage sites, historical places) of the destination which were that important attribute of pull travel motivation. The further study is needed to investigate the relationship between pull travel motivations and revisit intentions of domestic tourists in Mongolia.

6. CONCLUSIONS

As domestic tourism has become an important market segment for the tourism industry in Mongolia, this study can be a contribution to the policy makers and destination marketing organizations for launching innovative and demand-oriented services in domestic tourism markets. The findings suggest that a positive and direct relationship exists between travel motivations and tourists' revisit intention. The push factors of travel motivations are most important for Mongolians when they make travel decisions including self-exploration (knowledge/education/new experience), relaxing and escapism, social achievement, and belongingness. Destination loyalty is measured by the intention to repeat visitation to the destination, which is based on the overall feelings about the visit, recommend destination to others, and encourage friends and relatives to visit to the destination. The primary goal of destination marketers is to have a better understanding of the travel motivation of tourists to satisfy them by providing excellent products and services. Tourists who receive a good value and benefit from the trips tend to revisit or recommend the destination to others.

According to the research results, Mongolians prefer to travel with their families and relatives for relaxation and escape from their every day routine. The extremely continental weather, long and harsh winters, continuous academic years for secondary, and university education from September to May might explain that why Mongolians more emphasized the push factors of travel motivations. Domestic travel enables to acquire new knowledge about their country, and to learn new things. In regard to the relationship between pull travel motivations to revisit intention were not significant. However, research-oriented efforts to design tourism products that correspond to both push and pull travel motivations of domestic tourists are likely to lead to a positive perceived benefit and perceived value of their travel, the latter to reflect revisit intentions and destination loyalty.

Consequently, demographic characteristics of the study revealed that most domestic tourists were lower income earners and travelled with their families. As Mongolians have strong family ties, travelling with family, friends, and relatives are common. Therefore, there is need for developing child-friendly, family-oriented tourism activities and products offered by the tourist destinations. In addition, destination management organizations, managers and product developers should improve accessibility to tourists' attractions for the emerging domestic market. The push factors of travel motivation are more statistically important than pull factors of travel motivations for 18 to 20 years old respondents. For the 50 and above years of old respondents, both pull and push factors of travel motivations are not statistically important. This could reflect that Mongolians retire early and instead of seeking social attachment, they tend to look after their grandchildren and prefer to travel with their families rather than with friends. In order to have in-depth understanding of the travel motivations of domestic tourists in Mongolia, future research is suggested. Additional attributes such as destination image, place attachment, and satisfaction are needed to be investigated on the relationship between push and pull travel motivations and revisit intentions.

The study results contribute to the increase in frequency of domestic travels, prolong length of tourist stay, improved satisfaction and increasing destination loyalty. Therefore, the tourism practitioners in Mongolia can develop appropriate strategies and promotional programs based on the travel motivations of domestic tourists' market in order to satisfy their needs.

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