

Exploring Tourists' Socio-Psychological Disequilibrium

D. K. Batra*, Kirti Singh Dahiya**

Abstract *Tourism is rising as a leisure activity among millennials, it is growing at a very fast pace. To understand this growth, this study is focusing on the socio-psychology aspect of the people. The factors causing socio-psychological disequilibrium have been explored through the statistical technique. The study sample consisted of residents from Delhi. Theoretically, five constructs were developed of disequilibrium and same factors were extracted through exploratory factor analysis. The identified factors are escape, relaxation, self-development, family needs & socialisation. In addition, the study has tested how the factors are acting as a push for the people, which cause them to move from their residence to the destination. The scale has been validated through establishing content validity & construct validity. The reliability of the research instrument has been tested through a split-half form of reliability. The study helps the tourism managers to understand their customer's motivations so as to market and cater them accordingly.*

Keywords: *Tourism, Tourist, Disequilibrium, Motivation, India*

INTRODUCTION

On 21st January 2019, the World Economic Forum reported that 1.4 billion people travelled all over the globe in terms of international tourist arrivals in 2018, which has been achieved two years earlier than forecast. An important question here is to know what makes people travel? (Lundberg, 1971). Crompton (1979) regarded “a break from routine” as an essence of pleasure vacation. He argued that when disequilibrium is created in everyday life of people, to restore that they feel a need to break their routine and go on a vacation. He classified disequilibrium as socio-psychological and cultural disequilibrium. And, also as a short term and long term disequilibrium.

Tourism motivations play an equivalent role in tourists movement from their residence place to the destination. Hence, it is important to understand tourism motivations along with disequilibrium. A relationship might also exist between the two concepts, which needs to be investigated further. The most widely accepted form of tourism motivations is of Dann (1977), he classified tourism motivations as push

and pull factors. Push factors were defined as “the tourist as the subject and deal with those factors predisposing him to travel”. Pull factors were defined as that attracts the tourists and their value lies in the travel objective. Another mainstream theory of travel motivation by Iso-Ahola (1982) complementing Crompton (1979), stated “escape from everyday routine” & “seeking intrinsic rewards” through the window of the personal and interpersonal environment as socio-psychological tourism motivations. Crompton (1979) in the same study identified push and pull factors of pleasure vacationers based on the theory provided by Dann (1977).

The theories of Crompton (1979), Dann (1977) and Iso-Ahola (1982) are still widely applied in tourism motivation research as it is evident from the review of the literature. Work of Plog (2001) and Pearce (1991) are also prominent in tourism motivation research and has been briefly discussed in the next section.

The literature seems to be very scanty if the concept of disequilibrium is concerned. There is a plethora of tourism motivation researches on the push and pull factors. Moreover, studies have been specifically done on a particular segment

* International Management Institute (IMI), New Delhi, India.

** Independent Researcher, New Delhi, India. Email: Kirt6359@gmail.com

of tourism for example heritage tourism (Wong et al., 2016; Montenegro et al., 2016; Diechmann & Frempong, 2016; Nguyen & Cheung, 2016; López-Guzmán et al., 2017). Another perspective of tourism motivation researches is that they have been carried out on a specific segment of tourist for example studies of Wong et al. (2016), Nguyen & Cheung (2016) and Han (2019) are mainly focused on Chinese tourists. A study extending the concept of disequilibrium and examining its relationship with push and pull theory is not evident in the existing literature. Disequilibrium explains why people go for tourism, which is essential for the destination marketer to understand consumer behaviour and channelizing marketing efforts in the right direction (Fodness, 1994; Kong, 2016; Bruwer & Muck, 2018). Disequilibrium creates the need for travel among people in terms of a break from their daily routine (Crompton, 1979); it is an essential input for travel need generation. Hence, there is a need for a research study closely examining the concept of disequilibrium and to draw the attention of the tourism researchers on this topic for further investigation. This research aims to identify the factors constituting tourists disequilibrium. Second, it will assess how disequilibrium is acting as a push factor.

LITERATURE REVIEW

Early Work on Tourism Motivation Research

From the socio-psychological perspective, tourism motivations include escaping everyday environment and seeking intrinsic rewards (Iso-Ahola, 1982; Mannell & Iso-Ahola, 1987). The everyday environment includes personal environment and interpersonal environment of the people and they also seek personal and interpersonal rewards through tourism activities. Crompton (1979) viewed this escape theory as a need for “break from routine” and provided the concept of disequilibrium and classified it as socio-psychological and cultural disequilibrium. Disequilibrium creates the need for a break among the people, and to restore it, they might opt for tourism activities. Anomie and ego enhancement cause the disequilibrium; as anomic society living predisposes the people to escape their daily routine and go on a holiday (Dann, 1977).

Further, to satisfy their ego, by visiting a place where a person feels superior in comparison to other, people go for tourism and fulfil their needs of ego enhancement (Dann, 1977). The ego enhancement can be considered as a reward, which is sought by the tourists through tourism activities. Fodness (1994) undertook an exploratory study to measure leisure travel motivation of tourists in Florida and obtained the results similar to Dann (1977) & Iso-Ahola (1982). Through a series of exploratory factor analysis, Fodness identified

five factors. Two factors, self-esteem and ego enhancement were considered as value expressive function. Punishment minimisation and reward maximisation motivation of the tourist were considered as utilitarian function. Single-factor was named as knowledge function, which represents the acquisition of knowledge by the tourists through learning on a holiday. For example, doing the same things as locals do or learning about a new culture.

Plog (2001) classified five different kinds of travellers; allocentric, near venture, mid-centric, near dependable and psychocentric based on their personality types. He stated that the destination can be put on a psychographic curve depending on the type of people who are visiting the destination. Based on this, the same destination might be popular among one type of people and it might fail to second personality class. It can be inferred from this subsection that tourism motivations are socio-psychological.

Socio-Psychological Tourism Motivation

Socio-psychological tourism motives for pleasure vacation include escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship and facilitation of social interaction (Crompton, 1997). Tourists travel motivation depends on their psychography, which is influenced by demographic factors & travel-related factors such as duration, and destination setting (Yoo et al., 2018). Yoo et al. (2018) identified scenic & exotic experience, culture, relaxation, self-actualisation, physical refreshment, and pleasure-seeking/fantasy as travel motivation factors. Reclusiveness, relaxation, rurality seeking, nature seeking, escape and reflection constitutes push motivation for a countryside vacation in search of tranquillity (Han, 2019). Environment quality, living at present, fascination & extent, compatibility, rural wilderness, sense of tranquillity, recovery and rural lifestyle were identified as pull factors by Han (2019). Family togetherness, appreciation of natural resources, escaping from everyday routine and adventure & building relationship was found as the push motivations of tourism (Kim & Lee, 2000). Three pull factors were identified, which are various tourism resources, information & facilities and easy accessibility to national parks. The study confirmed that a relationship between push and pull factors exists (Kim & Lee, 2000). Pearce and Lee (2005) found that more experienced travellers are interested in host site involvement and nature-based activity. While, less experience travellers have stimulation, personal development, relationship (security), self-actualisation, nostalgia, romance, and recognition as their motives for travel according to the Travel Career Approach. They confirmed that escape, relaxation, relationship enhancement and self-development are at the core of tourism motivation

for all kind of travellers. Šimková and Holzner (2014) shared a similar opinion, and identified escape from daily routine and workplace, social needs and experiencing something new as a primary motive for travel.

Alienation and anxiety also cause people to travel (Vidon & Rickly, 2018). Moscardo et al. (2011) stated that tourists travel in search of wellbeing to remain physically active, to rest and relax, escape the normal routine, to experience the beauty of nature, to have some excitement and to stay close to family and friends. The study was done for a great barrier reef in Australia.

Mody et al. (2014) examined the international tourists' motivations for responsible tourism in India. Ten factors were identified through exploratory factor analysis, which is nature, responsible tour operator, rurality, responsibility, escape, personal development, family, socialisation, and travel bragging. They found that international tourists are more oriented towards responsible tourism as compared to domestic tourists. Travel motivation is significant in predicting travel behaviour (Mody et al., 2014). Gnoth (1997) established the link between motivation, values and expectations. The study stated that motives or felt needs become motivation when coupled with situation and a tourist's value. Felt needs and value system influences the expectation formation and tourist mindset. The companionship of tourist with family and friends predicts their travel motivations (Kasim et al., 2013).

Božić et al. (2017) explored the domestic tourism motivation for the Danube region. Four-factor solution was developed. Factors are knowledge and experience, visiting attractions, rest, and research and prestige. Exploring the British outbound tourists motivation to travel to Phuket, Thailand, Sastre et al. (2017) identified the top 10 push and top 10 pull motivations through descriptive statistics. The push dimensions include fun, rest & relax, escape from the daily routine environment, to do something new and exciting, visiting a place of own choice, adventure, to relieve stress, new experience, and enhanced knowledge. Pull dimensions were based on destination characteristics and tourist facilities at the destination. Push factors seem to be more significant. The study was confined to British tourist motivations towards Phuket.

Research Gaps from the Literature Review

The literature appears to be weak if the concept of disequilibrium provided by Crompton (1979) is considered. The concept has not been carried forward by the researchers despite it is an important mainstream theory of tourism motivation. Hence, it is important to understand it, to know

the consumer behaviour of the potential tourists. Therefore, this study aims to identify the factors constituting socio-psychological disequilibrium. In addition, the study aims to assess how disequilibrium is creating a push among the people to go on a vacation.

Methodology Adopted

Study Objectives

The objectives of the research study have been provided as under:

- To explore the factors causing socio-psychological disequilibrium among people.
- To check how socio-psychological disequilibrium among the people is acting as the push factor.

Research Phases

The literature review highlighted that less number of studies have been done on the concept of disequilibrium. Hence, to know more about the concept an exploratory study was undertaken (Green, Tull & Albaum, 2014. p. 97). Exploratory factor analysis was employed to identify the factors of socio-psychological disequilibrium. The second phase of the study was descriptive in nature as it examines how socio-psychological disequilibrium acts as a push factor.

Instrument Development

Scale items were developed from the research studies, which have been selected in the literature review. Variables based on the socio-psychological perspective were selected and consequently, item statements were developed. Initially, 26 statements were developed after a thorough review of the authors. Then, the questionnaire was given to the academician expert for further validation. In an expert review, the instrument was found good. Then a questionnaire was distributed to a small sample of 20 from the general public. Based on the respondents understanding 4 statements were removed, which resulted in the development of final questionnaire with 22 item statements along with demographic details.

22 statements were exclusive to the socio-psychological perspective and were used for exploratory factor analysis. An instrument intended to measure the socio-psychological aspect of the people in their natural settings. Therefore residents of Delhi were selected as the study respondents.

Five-point Likert scale was used to measure all item statements (Han, 2019). The scale point is 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree. The nominal scale was used to measure demographic details of the people including age, gender and education.

Table 1

Item Statements	Label	References & Sources
Escape		
To get a change from everyday life, I prefer to go for tourism	Item 1	Crompton (1979); Iso-Ahola (1982); Han (2019)
To escape from mundane environment, I prefer to go for tourism	Item 2	Crompton (1979); Iso-Ahola (1982)
To get away from demands at work and home, I prefer to go for tourism	Item 3	Han (2019)
To get away from everyday crowds, I prefer to go for tourism	Item 4	Mody et al. (2014)
To get away from everyday stress, I prefer to go for tourism	Item 5	Mody et al. (2014)
Relaxation		
To have physical rest, I prefer to go for tourism	Item 6	Han (2019)
To have mental rest, I prefer to go tourism	Item 7	Han (2019)
To refresh myself, I prefer to go tourism	Item 8	Han (2019)
To live in peaceful atmosphere, I prefer to go tourism	Item 9	Adopted from Han (2019) and modified by the authors
Self-Development		
To rediscover myself, by doing various activities at the destination, I prefer to go for tourism	Item 10	Crompton (1979); Mody et al. (2014); Han (2019)
To reflect on life, I prefer to go for tourism	Item 11	Han (2019)
To reflect myself, I prefer to go for tourism	Item 12	Han (2019)
To redefine myself, I prefer to go for tourism	Item 13	Mody et al. (2014)
Family Togetherness		
To spend quality time with family, I prefer to go for tourism	Item 14	Mody et al. (2014)
Tourism provides opportunities for family bonding	Item 15	Mody et al. (2014)
Tourism provides opportunities to do different things with family	Item 16	Mody et al. (2014)
To be with my family, I prefer to go for tourism	Item 17	Moscardo (2011)
Socialisation		
I like to meet up with other travellers during my trip	Item 18	Mody et al. (2014)
I make friends during travel	Item 19	Mody et al. (2014)
During my travel, I interact with other people who have same interest	Item 20	Mody et al. (2014)
To enjoy quality time with friends, I prefer to go for tourism	Item 21	Introduced by the authors
Tourism provides opportunity to meet different kind of people	Item 22	Based on Crompton (1979)

Sampling Procedures

The study objective was to discover the factors that cause disequilibrium in the people and forces them to go on a holiday. Therefore, the general public was selected from the city of Delhi. Convenience sampling was adopted and data was obtained from the people that were conveniently available near the shopping mall in Delhi (Zikmund et al. 2014, p. 425). The sample size was based on the condition of factor analysis and it accounts to 91.

Data Handling

To achieve first objective of factors exploration of socio-psychological disequilibrium, exploratory factor analysis was employed and all the conditions were satisfied. Frequency count was adopted to check the preference of people to go on a vacation because of disequilibrium factors.

Data has been presented with the help of bar charts & tables. Data analysis has been done using SPSS 22 and MS Word.

Validity & Reliability Test

Content validity of the scale was achieved by the expert evaluation of the research instrument (Malhotra & Dash, 2013, p. 280). Construct validity was achieved through the exploratory factor analysis. Convergent validity, discriminant validity was established through rotated component matrix. Split half reliability was checked through Cronbach Alpha coefficients value. The establishment of validity & reliability has been detailed in the next section.

Data Analysis

An exploratory factor analysis was undertaken to achieve the study's first objective. The rotated component matrix is as under:

Table 2: Rotated Component Matrix

	Component				
	1	2	3	4	5
Item 2	-.081	.276	.431	-.095	.577
Item 3	.002	-.225	-.204	.366	.602
Item 4	-.141	.173	.016	.228	.718
Item 5	.169	-.005	.235	.014	.659
Item 6	.310	-.128	.451	.401	.257
Item 7	.119	-.215	.789	.184	.030
Item 8	-.017	.211	.768	-.004	.082
Item 9	.052	.145	.627	.345	.071
Item 10	-.124	.372	.112	.306	.259
Item 11	.147	.285	.352	.471	.135
Item 12	-.141	.047	.128	.758	.099
Item 13	.222	.117	.147	.763	.115
Item 14	.090	.663	.064	.328	-.105
Item 15	.240	.717	.094	-.003	.043
Item 16	.377	.767	-.015	-.106	.111
Item 17	.407	.690	-.012	.110	.077
Item 18	.626	.261	.071	.125	-.190
Item 19	.797	.113	.021	.054	-.022
Item 20	.859	.080	.082	-.010	-.004
Item 21	.825	.242	.075	.027	.059
Item 22	.790	.148	.016	-.013	.078

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalisation.

a. Rotation converged in 7 iterations.

Factor Development

Theoretically twenty-two item statements were developed under five constructs (Refer Table 1). EFA was run with twenty-two item statements with a fixed number of five factors. Item statement one was merging into the other factor, hence it was left and EFA was run again with 21 items and with a fixed number of five factors.

First factor is composed of item “meeting up with other travellers during the trip” (item 18) with factor loadings of 0.626. The second statement is “making friends during travel” (item 19) with a factor loading of 0.797. The third item statement of the factor is “interaction with people of same interest” (item 20) with factor loadings of 0.859. Fourth statement of the factor is “to enjoy quality time with friends” (item 21) with factor loadings of 0.825. Last item statement in the factor is “opportunity to meet different people” (item 22) with factor loadings of 0.790. The first factor has been named as “*socialisation*”. The factor represents the travellers need of companionship with their friends and other travellers.

Second factor is composed of four item statements. The first statement is “to spend quality time with family” (item 14) with factor loadings of 0.663. The second statement is “tourism provides opportunity for family bonding” (item 15) with factor loading of 0.717; the next statement is “tourism

provides opportunity to do different things with family” (item 16) with the loading of 0.767. Last item statement constituting the factor with 0.690 is “to be with family”. This factor highlights the people’s need of family togetherness, hence the factor has been named as “*family needs*”.

Third factor has been named as “*relaxation*” with four statements depicting the people’s need of relaxation. First statement with factor loadings of 0.451 depicts physical rest (item 6), while second statement depicts mental rest (item 7) with the factor loading of 0.789. The third statement. “to refresh myself” (item 8) had factor loading of 0.768. The last statement-“to live in peaceful atmosphere” (item 9) had factor loading of 0.627.

The fourth factor is made up of three items statements. First statement (item 11) “to reflect on life” had factor loading of 0.471. Item 12- “to reflect myself” had factor loading of 0.758. Next statement (item 13), to refine myself had factor loading of 0.763. The statements are depicting the individual’s need & concern for himself/herself. Therefore, the factor has been named as “*self-development*”.

The fifth factor is made up of four statements (item 2-5). The first statement-“to escape from mundane environment” (item 2) had 0.577 loadings. Second statement, “to get away from demands at work and home” (item 3) had a factor loading of 0.602. Item 4 (“to get away from everyday crowd”) and item 5 (“to get away from everyday stress) had factor loadings of 0.718 & 0.659. The factor has been named as “*escape*”. EFA results derive similar factors, which were developed theoretically.

Satisfying the Condition of EFA (Chawla and Sondhi, 2011; p. 561)

Table 3: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.729
Bartlett’s Test of Sphericity	Approx. Chi-Square	762.843
	df	210
	Sig.	.000

- Requires Metric Data: All the data was collected on 5 points Likert scale (Interval scale).
- Standardisation: All the statements were measured using the same scale. Hence standardisation was maintained in collecting responses.
- Sample Size should be more than four to five times of the statements. The sample size in the study was adequate in this relation. As 22 statements were there and sample size was 91.
- The basic principle behind the application of factor analysis is that the initial set of variables should be highly correlated. The test is carried out by using Bartlett’s test of sphericity, which takes the determinant

of the correlation matrix into consideration. The test converts it into a chi-square statistics with degrees of freedom equal to $[k(k-1)/2]$, where K is a number of variables on which factor analysis is applied. The significant level in the above table shows p-value as 0.000 that satisfies this condition.

- KMO statistics should lie between 0 to 1, and it should be greater than 0.5. KMO value is above 0.729 which reflects sample size adequacy.

Content Validity

Content validation of the scale was established through experts evaluation of the research instrument (Green, Tull & Albaum, 2014; p. 250). Experts validated the representativeness of the scale. Two academicians with high research acumen were consulted to validate the scale. No changes were being suggested. However, based on the respondents understanding four statements were removed.

Construct Validity

Construct validity has three components i.e. convergent validity, discriminant validity & nomological validity. Malhotra and Dash (2011; p. 280), defines convergent validity as “a measure of construct validity that measures the extent to which the scale correlates positively with other measures of the same construct”. They defined discriminant validity as “a type of construct validity that assesses the extent to which the scale does not correlate with other constructs from which it is supposed to differ. Table 2 EFA results clearly signifies that item statements pertaining to every factor are significant only to that factor indicating positive correlation of the item with the construct. For instance, item statements 4 to 7 are having high loading with factor 3 only, thus establishing the convergent validity of the factor. Convergent validity of the remaining four factors has been established in a similar fashion.

The strength of factor loadings within one construct proves item 19, item 20, Item 21, item 22.

convergent validity but it shows the items weakness with respect to other constructs. This weakness proves the discriminant validity for all the factors. Nomological validity predicts the similarity of the scale with theoretical ways (Malhotra & Dash, 2011; p. 280), Table 1 predicts that five constructs were initially developed as the scale content. And, surprisingly EFA provided the same results excluding only two statements proving the nomological validation of the scale.

Reliability

Internal consistency of the scale was measured through split-half reliability test where items were divided into equivalent group and the item responses being correlated (Green, Tull & Albaum, 2014; p. 254). The Cronbach alpha coefficient value for part 1 is 0.762 which is good to show internal consistency of the scale. The second part has Cronbach’s alpha value as 0.843, which is quite good. Value of Cronbach alpha near to 1 as it lies between 0 to 1 shows good reliability and scale consistency (Gliem & Gliem, 2003). Thus, it can be said that scale is reliable and have greater internal consistency. The figures can be checked in the table as under:

Table 4: Reliability Statistics

Cronbach’s Alpha	Part 1	Value	.762
		N of Items	11 ^a
	Part 2	Value	.843
		N of Items	11 ^b
Total N of Items			22
Correlation Between Forms			.362
Spearman-Brown Coefficient	Equal Length	.531	
	Unequal Length	.531	
Guttman Split-Half Coefficient			.500

a. The items are: item 1, item 2, item 3, item 4, item 5, item 6, item 7, item 8, item 9, item 10, item 11.

b. The items are: item 12, item 13, item 14, item 15, item 16, item 17, item 18,

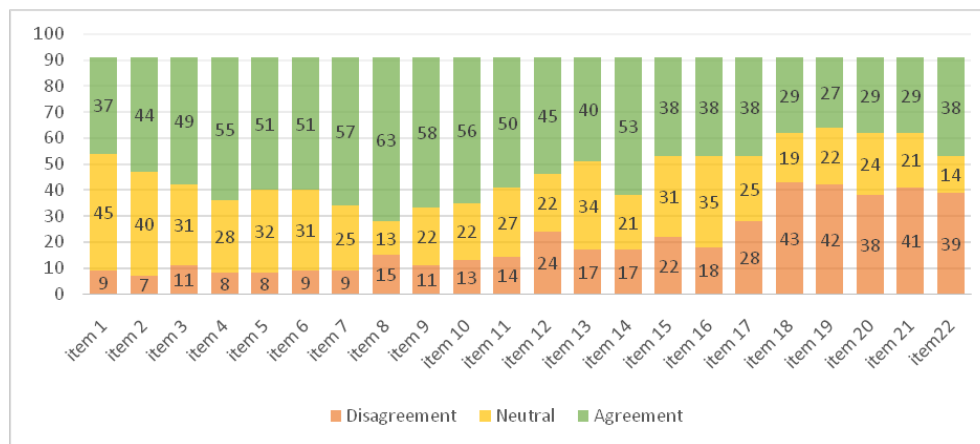


Fig. 1: Frequency Distribution of Item Statements

A cumulative frequency count has been done in order to know the degree of agreement and disagreement of a five-point scale (Mc Lennan, 1998). This has been represented through a bar chart constructed in MS Word document and has been provided as under for 22 items of the scale.

First construct theoretically includes item 1 to item 5 (refer Table 1). However, EFA results excluded item statement 1. Fig. 1 represents that every item (1-5) the scale of agreement is much greater than disagreement. However neutral responses are also having good numbers. Still, it can be inferred that to escape from daily life people prefer to go for tourism.

Second construct relaxation includes items statement 6 to 9 and same statements were derived in the factor through exploratory factor analysis. If figure 1 is considered, all the four statements are having more than 50% responses on the scale of agreement. Thus, it can be said that people go on a vacation for relaxation purposes.

Third theoretical scale construct is self-development and is made up of four items (10-13), which has been confirmed through EFA excluding item 10. Three statements, item 10, 11 & 12 (refer Fig. 1) have more than 50% responses on the scale of agreement. However, item 13 has less than 50% responses as agreed but still higher than disagreement. Hence, it can be said that self-development is pushing the people to go for tourism.

The family need was conceptualized as fourth study construct. Item statements 14-17 were included in this factor through EFA. Item 14 had more than 50% responses on the scale of agreement (Fig. 1). However, the other three statements had nearly equivalent responses on the scale of neutral and agreement. However, the degree of agreement is greater than the scale of disagreement. Therefore, it is good to say that people fulfil their need of family togetherness through tourism activities.

Fifth study construct was named as socialisation and it includes five-item statements (18-22). This construct had strange findings in comparison to other constructs. The responses on the scale of disagreement are more in comparison to the scale of agreement (Fig. 1). Hence, it can be stated that socialisation is not a tourists motivation to go on a pleasure vacation.

Profile of the Study Respondents

36.3% of the respondents were between the age of 26-30 years; 20.9% belongs to the age group of 31-35 years. 36-40 years age group includes 14.3% of the respondent. The lowest percentage of 5.5% belongs to the age group of 41-45 years. 12.1% respondents were aged between 46-50 years & the remaining 11% were above the age of 50 years. 47.3%

(43) of the respondents were male and 52.7% were females (48). 18.7% (17) of the respondents were postgraduate, 58.2% (53) were graduate and remaining 23.1% (21) had education up to school level.

DISCUSSION & CONCLUSION

Millennials need of travel is rising, it becomes important to understand the motivation of people to travel. Tourism motivation research is filled with push and pull factor theory (Crompton 1979; Jiang, 2012). Extending the existing literature, this study aimed to found the factors causing socio-psychological disequilibrium; the concept was proposed by Crompton (1979). Item statements were developed through borrowings from the literature as the first construct escape was adapted from Crompton (1979) and the escape theory of Isa-Ahola (1982). The theoretical development of all the constructs has been verified empirically through EFA. Five constructs were developed and same factors were extracted. Five factors include escape, relaxation, self-development, family needs and socialisation. The results are similar to Crompton (1979), though he adopted the interview method. After four decades, this study confirmed the factors of socio-psychological disequilibrium in a present scenario through a statistical technique. The two broad areas of tourist's motivation appearing are first, tourists' personal needs such as escape, relaxation & self-development and second kind of need is affiliation with others (family & friends). The second category of tourist motivation can be described as belongingness and love needs in a Maslow's need hierarchy theory (Maslow, 1970). In addition, the study has been done on Indian residents, which has not been done earlier. Future research should work towards the development of a generalized scale of socio-psychological disequilibrium. Other areas of disequilibrium need to be explored further such as cultural disequilibrium. Second study objective highlighted that four factors except socialisation are pushing the people from their residence to the destination. It can be inferred that Indians are not comfortable talking to strangers because of which socialisation is not a push factor for them. Crompton's (1979) socio-psychological disequilibrium has been verified as Dann's (1977) push factor in this study.

The findings are useful for the marketer to understand the tourists needs and their consumption making (Fodness, 1994; Kong, 2016; Bruwer & Muck, 2018). It becomes the responsibility of destination marketer to design products & services accordingly (Dai, 2019). Tour operators will also benefit as they will be able to have an understanding of their client's psychological needs. Findings are also useful for tourism researchers to explore the topic further. This research has been carried out in India; hence, the results cannot be generalized.

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