

The Relationship between Push-Pull Motivation, Destination Image, and Stage of Visit Intention: The Case of Belitung Island

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Abstract *Belitung Island is a blessed island that obtains a popularity after a 2008 Indonesian box office film took shots there. Up to now, thousands of national and international tourists visit this island annually. This study aims to examine two models. The first one tests the impact of travel motivation on destination image and visit intention. In the second model, travel motivation variable is treated as two different variables: push and pull motivation. The second model aims to test the impact of push and pull motivation on destination image and stage of intention. Stage of intention was measured using Juster scale. This study attracted 264 participants who were approached conveniently. Data was analysed using exploratory factor analysis and structural equation model. This study found that in the first model, motivation influences destination image, whereas destination image has an significant impact on visit intention. In the second model, push motivation impacted pull motivation and destination image and destination image impacted stage of visit intention within one, three, and five years.*

Keywords: *Push-Pull Motivation, Destination Image, Stage of Intention, Film Tourism, Island Tourism, Belitung*

INTRODUCTION

Collectively, Films could provide holistic marketing and promotional opportunities because they are employed as virtual holiday brochures (Bieńkowska-Gołasa, 2018). A film can make a place where a film was made as a tourist destination (Hudson & Ritchie, 2006b; Lin & Huang, 2008; Vagionis & Loumioti, 2011). A film can develop one's attention, interest, desire, and action to visit a destination (Croy & Heitmann, 2011). Islands, places, cities, or countries, for example, Cephalonia Island in Greece by 'Captain Corelli's Mandolin (Hudson & Ritchie, 2006a), New Zealand by 'The Lord of The Ring' (Carl, Kindon & Smith, 2007), and Phi Phi Island in Thailand by The Beach (Dodds, 2010). Film tourism is a marketing strategy for a tourism destination and used to develop and enhance a destination image (Frost, 2006; Gong & Tung, 2016; Hudson, Wang, & Gil, 2011; Kim & Richardson, 2003; Shani, Wang, Hudson, & Gil, 2009).

Belitung has a unique natural landscape, for instance, it has enormous rocky beaches. As the demand of tourist visits, tour operators offer a package for tourists, including visiting a national box-office filming location, the literacy museum (relating to the film), restaurants and coffee shops that provide original cuisine and drink of the island, and lighthouse in the smaller island nearby Belitung Island. They also offer other tourism products, such as health tourism (Gunawan & Wahab, 2016) and community-based tourism (Sasuka, 2016).

Rainbow Troops (*Laskar Pelangi*), the film shot in Belitung, is a film based on a book with a same title written by Hirata (2007). This book is claimed as one of the Indonesian best books of all the time (Kurnianingrum, 2015). The story took a setting in Belitung Island where the author was born and grown-up. It was about an elementary school in a village that had only nine students with a dedicated teacher. The government decided to close the school if the number

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of students became less than ten. Until one day, the tenth student registered. The teacher called them as 'the rainbow troops'. This film also covered other different topics such as friendship, struggling, a poor education infrastructure, falling in love, cultural diversity, and a dream to pursue. While all his friends stayed on the island, the main role of the story left out. At the last scenes, it was told that the main role obtained a scholarship at a university in a foreign country. In 2008, the film was released and it was claimed as the Indonesian most watched film of all time (Zahrotustianah & Sofia, 2016).

Belitung Island has witnessed a considerable number of tourists after launching of this film. Rainbow Troops film really induced and promoted Belitung as a new tourism destination. Number of visiting tourists increased multiplying since then (Belitungkab.go.id, 2010). Previously, people on the island of Belitung felt the boom of mining, especially tin. At certain points, they run out of natural resources. Since the development of the tourism industry in the area, slowly people are starting to shift their efforts to the plantation, tourism and creative fields. In general, tourism development in Belitung island has attracted investors (Sinaga, 2012) and improve the host economics (Fitriani, 2015).

In this study, the authors select motivation – push and pull – as two independent variables and destination image as a mediating variable to predict the stage of travel intention. Therefore, this study aims to measure the impact of travel motivation on destination image and its implication on travel stage of intention.

Selecting push-pull motivation and destination image in the context of film tourism is considered as an innovation. Besides, in term of data analysis, applying stage of travel intention within several periods of time is uncommon in the pertinent tourism literature.

LITERATURE REVIEW

Travel Motivation and Destination Image

According to Madden, Rashid, and Zainol (2016, p. 247), "the destination image can be explained by either the internal motivation of tourists or the external motivation originating from the destination". Some studies have demonstrated that motivation, in general, can affect tourist satisfaction, visit intention, attitude, recommendation, value, and loyalty (Chi & Qu, 2008; Prayag, 2008; Ramkissoon & Uysal, 2010; Shen & Choi, 2015). In this study, travel motivation is linked to destination image.

Ma (2012) has investigated the intention of Chinese domestic tourists to visit Beijing. He found that tourist motivation, particularly escape motivation, significantly influence destination image. In the context of health tourism, Li, Cai,

Lehto, and Huang (2010) suggest that there is a positive relationship between travel motivations and destination image. Regan, Rosenberger III, and Carlson (2012) assert that travel motivations, affective destination image, and enduring involvement in the events affect group-oriented travel behaviour to different events.

In the light of the previous discussion, this hypothesis is formulated:

H₁ – Motivation will have a significant impact on destination image.

Push and Pull Motivation and Destination Image

One of the popular approaches to study motivation is push and pull motivation. This approach has been explored by many researchers. Scholars (Caber & Albayrak, 2016; Crompton, 1979; Lubbe, 1998; Mohammad & Som, 2010; Uysal & Jurowski, 1994; Yousefi & Marzuki, 2015) reported that push motivation consists of novelty and knowledge seeking, fulfilling prestige, enhancing relation, seeking relaxation, enhancing social circle, fulfilling spiritual needs, escaping from daily routine, gaining knowledge, ego-enhancement, and rest and relaxation physical setting, physiological, security, love and belonging, self-esteem, self-actualisation, recognition, creativity, challenge, catharsis, and risk-taking, re-experiencing family togetherness, sport, cultural experience, escape, perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression (to adolescent or child-like behaviour), enhancement of kinship relations, social interaction, and education.

Further, pull motivation consists of tourism infrastructure, sport and leisure activities, novelty seeking, environment and safety, cultural and historical attraction, and tourism facilities, events and activities, easy access and affordable, history and culture, adventure, natural resources, heritage sites, sightseeing variety, static, dynamic, and current decision, entertainment/resort, outdoor/nature, heritage/culture, rural/inexpensive (Caber & Albayrak, 2016; Crompton, 1979; Lubbe, 1998; Mohammad & Som, 2010; Uysal & Jurowski, 1994; Yousefi & Marzuki, 2015).

Understanding push-pull motivation will help destination marketers to address their segments. Baloglu and Uysal (1996), for example, mentioned that tourists who came visiting a rural area would be sports/activity seekers, novelty seekers, urban-life seekers, and beach/resort seekers. Prior studies (Herstanti, Suhud, & Wibowo, 2014; Khuong & Ha, 2014; Smith, Costello, & Muenchen, 2010; Utama & Komalawati, 2015; Xu & Chan, 2016; Yoon & Uysal, 2005) documented a positive and significant impact of push and pull motivation on tourists' recommendation, satisfaction,

destination image, and visit intention. Madden et al. (2016) Conceptualise the idea of impact of push and pull motivation on destination image. However, there is a limited study measuring impact of motivation as well as push and pull motivation on destination image empirically. This study is addressed to test this path.

Furthermore, a study conducted by Correia, do Valle, and Moço (2007) has explored the perception about a destination by involving Portuguese tourists who travelled abroad. They found that push motivation had a significant effect on pull motivation, and push and pull motivation had a significant impact on perception.

Another study conducted by Utama and Komalawati (2015) has focussed on factors that could influence image of Bali by involving senior foreign tourists who visited Bali. Three predictor variables were employed including push motivation, destination identity, and destination creation. They found that the three predictors significantly affected destination image. There is a paucity of study assessing the impact of pull motivation on destination image. However, considering the study of Utama and Komalawati (2015) that showed a significant impact of push motivation on destination image, the path of pull motivation on destination image is chosen in this study.

Decidedly, these hypotheses have been formulated as follows:

H₃ – Push motivation will have a significant impact on destination image.

H₄ – Push motivation will have a significant impact on pull motivation.

H₅ – Pull motivation will have a significant impact on destination image.

Destination Image and Visit Intention

Several studies have defined the concept of destination image. More specifically, Crompton (1979) defines it as “a sum total of all impressions, ideas and beliefs associated with a destination”, whilst Beerli and Martín (2004) suggest that destination image is “a view about natural and cultural resources, general, tourist and leisure infrastructures, atmosphere, social setting and environment, sun & sand, knowledge, relaxation, entertainment, and prestige”. Thus, in general, destination image is an image of a destination perceived, felt, and/or believed by a person based on his/her experience or other people’s experience related to tangible or intangible aspects – attractions, accessibilities, activities, amenities, accommodation, people, nature, and marketing programs – of the destination (Beerli & Martin, 2004; Crompton, 1979; Echtner & Ritchie, 1993).

Furthermore, destination image can influence value, trip quality, satisfaction, destination personality, decision

making, expectation, visit intention, and loyalty (Al-Kwafi, 2015; Chen & Phou, 2013; Chen & Tsai, 2007; Mahasuweerachai & Qu, 2011; Ozturk & Qu, 2008; Puh, 2014; Setiawan, Troena & Armanu, 2014; Xie & Lee, 2013).

A plethora of studies have demonstrated the impact of destination image on behavioural intention to visit. Ma (2012) separated destination image into affective and cognitive image. While cognitive image had an impact on affective image, on the other hand, affective image had an impact on visit intention. Another study conducted by Chen and Tsai (2007) revealed how destination image affected trip quality as well as travel intention.

Phillips and Jang (2007) approached the university students in Midwestern of the USA to examine their perception of New York City image and its impact on visit intention for a summer vacation. They found there is a significance impact of New York City destination on visit intention.

Furthermore, Whang, Yong, and Ko (2016) conducted a study involving tourists China and Russia. They separated cognitive and affective image variables and linked them to overall image variable. These scholars also linked cognitive and affective image on visit intention variable. They reported that significantly, cognitive image influenced affective image and overall image, and affective image influenced overall image and visit intention, and the last, overall image influenced visit intention. In contrast, cognitive image was insignificant to influence visit intention.

Reflections to prior discussion, these hypotheses have been formulated as follows:

H₂ – Destination image will have a significant impact on stage of visit intention.

H_{2a} – Destination image will have a significant impact on visit intention within a year.

H_{2b} – Destination image will have a significant impact on visit intention within three years.

H_{2c} – Destination image will have a significant impact on visit intention within five years.

THEORETICAL FRAMEWORK AND HYPOTHESIS

There are two models to be tested in this current study. In the first model (the above side), motivation is linked to destination image (Ma, 2012; Regan et al., 2012) and destination image is linked to stage of intention (Chen & Tsai, 2007; Ma, 2012; Phillips & Jang, 2007; Whang et al., 2016). In the second model (the below side), motivation is separated into push and pull motivation. Push (Utama & Komalawati, 2015) and pull motivation are linked destination image and destination image is linked to stage of visit intention (Chen & Tsai, 2007; Ma, 2012; Phillips & Jang, 2007; Whang et al., 2016). In addition, push motivation is connected to pull

motivation (Correia et al., 2007). The stage of visit intention consists of a year, three year, and five year periods. The models are as follows:

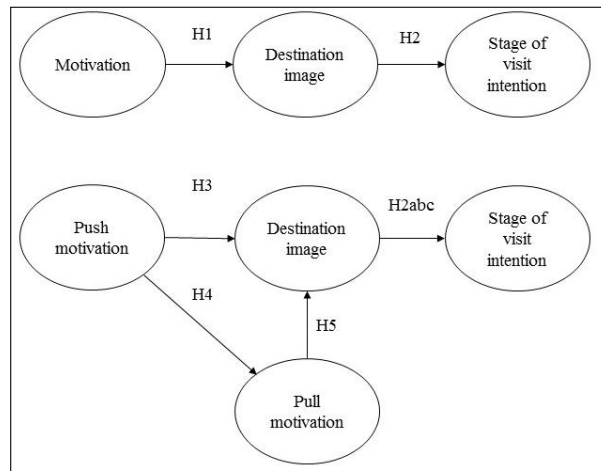


Fig. 1: The Theoretical Frameworks

METHODS

Participants

Participants of this study were approached conveniently and asked to fill in a self-administered questionnaire. There were no certain criteria for the participants, unless they were employees in one of the offices in a Business District in Jakarta and available at the moment the survey was conducted.

In total, there were 264 respondents and in general, the sex category was unintentionally evenly distributed between males (50%) and female (50%). The age range of participants was from 18 to 59 years (see Table 1). Participants aged 24-29 were the highest category (36.0%). This category is followed by participants aged 30-35 years (26.5%).

Table 1: Distribution Frequencies of Participants' Profile

	Characteristics	Frequency	Percent
Sex	Male	132	50.0
	Female	132	50.0
Age group	18-23	61	23.1
	24-29	95	36.0
	30-35	70	26.5
	36-41	27	10.2
	42-47	7	2.7
	48-53	3	1.1
	54-59	1	0.4
Education	Less than high school graduate	3	1.1
	High school graduate	52	19.7
	Diploma	63	23.9
	Bachelor	123	46.6
	Postgraduate	23	8.7
Marital status	Single	139	52.7
	Married	114	43.2
	Divorced	2	0.8
	Separated	2	0.8
	Widower/widow	7	2.7
Employment status	Employed	193	73.1
	Self-employed	61	23.1
	Out of work and looking for a job	8	3.0
	Students	1	0.4
	Working while studying	1	0.4

Measures

An online questionnaire was developed using Qualtrics, a survey online provider. This questionnaire consisted of items relating to travel and leisure motivation that were taken from Pearce and Lee (2005). Furthermore, destination image was measured by adapting items from Ayyildiz and Turna (2013) and Basaran (2016). All items were translated and adapted into *Bahasa* (language) Indonesia and measured using a six-point of Likert’s scale, unless for stage of intention. To measure stage of intention, participants were asked to assess their intention to visit Belitung within a year, three years, and five years. The scale options were adapted from Juster (1966) as follows including (1) No change, (2) Very slight possibility, (3) Slight possibility, (4) Some possibility, (5) Probable, (6) Very probable, (7) Almost sure, and (8) Certain.

DATA ANALYSIS

There are two stages of data analysis applied in this study. Firstly, an exploratory factor analysis with an objective

to validate the entire data using principal component method and direct *oblimin* rotation. Secondly, a confirmatory factor analysis is conducted to attain a fitted model. Some criteria are selected including probability (p) (>0.05), CMIN/DF (≤ 2.00), CFI (>0.97), and RMSEA (<0.05) (Bentler, 1990; Browne & Cudeck, 1992; Schermelleh-Engel, Moosbrugger, & Müller, 2003; Tabachnick & Fidell, 2007).

FINDINGS

Stage of Intention

There is significant respondents’ optimistic from one stage to another. Within a year, 53 (20.1%) participants observed that there is ‘no chance’ to visit Belitung whereas within three and five years, the number of participants has decreased. Additionally, participants maintained ‘some possibility’ and ‘probable’ in all stages (Table 2).

Table 2: Stage of Intention to Visit Belitung Island

	Within a Year		Within Three Years		Within Five Years	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
No chance	53	20.1	8	3.0	1	0.4
Very slight possibility	37	14.0	47	17.8	18	6.8
Slight possibility	31	11.7	46	17.4	60	22.7
Some possibility	53	20.1	49	18.6	52	19.7
Probable	50	18.9	59	22.3	64	24.2
Very probable	26	9.8	37	14.0	33	12.5
Almost sure	8	3.0	13	4.9’2	24	9.1
Certain	6	2.3	5	1.9	12	4.5
Total	264	100.0	264	100.0	264	100.0

EXPLORATORY FACTOR ANALYSIS

Travel Motivation

Purposively, travel motivation is treated as two different variables – push and pull motivation. Therefore, all items used in this study are identified to represent both variables. Based on the EFA (exploratory factor analysis) result (Table 3), travel push motivation has four dimensions: physiological motivation with four items ($\alpha = 0.880$) and social interaction motivation with three items ($\alpha = 0.837$). Furthermore, local understanding motivation with three items ($\alpha = 0.492$), and nature understanding motivation with two items ($\alpha = 0.390$).

Table 3: Push Motivation

		Factor Loadings	Cronbach’s Alpha
	Physiological		0.880
M14	To get away from everyday physical pressure	0.923	
M15	To get away from everyday psychological pressure	0.869	
M13	To get away from home	0.828	
M16	To escape from the pressures of daily life	0.826	
	Social interaction		0.837

		Factor Loadings	Cronbach's Alpha
M3	To mix with fellow travellers	0.918	
M4	To meet the local people	0.875	
M5	To have holiday with friends/family	0.817	
	Local understanding		0.492
M53	To see locations where Rainbow Troops the film has been taken	0.853	
M55	To increase my knowledge of new places	0.634	
M51	To experience something difference	0.513	
	Nature understanding		0.390
M37	To get close to nature	0.920	
M36	To learn more about the natural environment in Belitung Island	0.552	

Moreover, pull motivation consists of two dimensions: enjoyment motivation with three items ($\alpha = 0.829$) and rest and relaxation motivation with two items ($\alpha = 0.503$).

Table 4: Pull Motivation

		Factor Loadings	Cronbach's Alpha
	Enjoyment		0.829
M26	Belitung Island provides excitement	0.890	
M25	Belitung Island offers typical food	0.886	
M28	Visiting Belitung Island is a comfortable holiday	0.813	
	Rest and relaxation		0.503
M19	Vacation in Belitung Island can recharge mind	0.846	
M24	Belitung Island provides physical exercise	0.786	

Destination Image

EFA calculation results involve two dimensions for destination image. Firstly, affective dimension with a Cronbach's alpha score of 0.887 retains seven items. Secondly, cognitive dimension with a Cronbach's alpha score of 0.829 retains five items.

Table 5: EFA Result of Destination Image

		Factor Loadings	Cronbach's Alpha
	Affective		0.887
D4	In general, Belitung Island is a safe place to visit	0.906	
D5	Visitors of Belitung Island are friendly	0.853	
D3	Everything I'll find in Belitung Island is different and interesting	0.783	
D1	The air in Belitung Island is nice	0.766	
D6	Accommodations in Belitung Island are easy to find	0.698	
D7	Visiting Belitung Island is really an adventure	0.587	
D8	The available food in Belitung Island suit to my taste	0.424	
	Cognitive		0.829
D11	Belitung Island has a photogenic scenery	0.848	
D12	Many spots in Belitung Island to be visited	0.847	
D9	Belitung Island is suitable place to rest and relax for a visit	0.822	
D10	Belitung Island has a high hygiene standard	0.816	
D16	Belitung Island is a good place for selfie	0.470	

In general, some dimensions have a Cronbach's alpha scores less than 0.7 and are considered unreliable (Hair Jr., Black, Babin, Anderson, & Tatham, 2006). However, these dimensions are reserved for further analysis.

THE THEORETICAL FRAMEWORK TESTING

The First Model Testing

Based on the structural model result, four dimensions of motivation retains including social interaction, local understanding, nature understanding, and enjoyment. Besides, two dimensions of destination image retain including affective and cognitive. This fitted model owns a probability score of 0.158, CMIN/DF score of 1.156, CFI score of 0.989, and RMSEA score of 0.024.

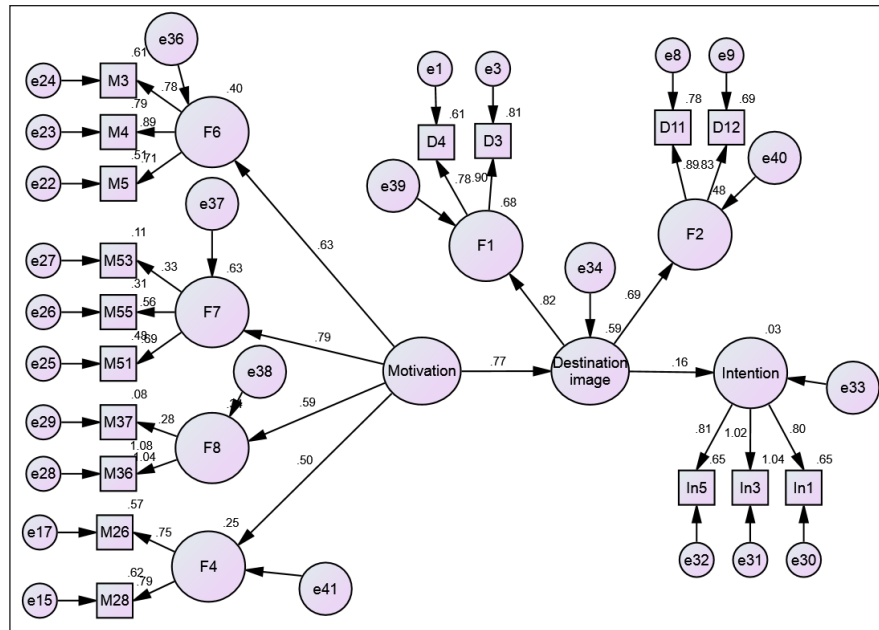


Fig. 2: Structural Model of the Theoretical Framework

Table 6: Results Summary with Visit Intention

				C.R.	P	Results
H ₁	Motivation	→	Destination image	4.464	***	Significant
H ₂	Destination image	→	Intention	2.242	0.025	Significant

The Second Models Testing

The second model tested three separated models with three stages of visit intention that related to three different periods of time: within a year, three years, and five years.

Visit Intention within a Year

Fig. 3 shows a fitness with a probability score of 0.158, CMIN/DF score of 1.156, CFI score of 0.989, and RMSEA score of 0.024.

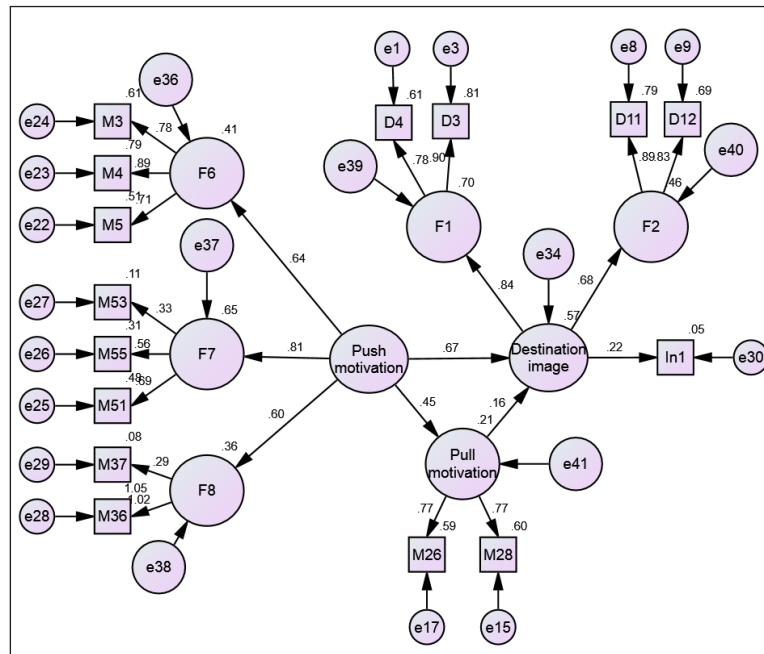


Fig. 3: Structural Model with Visit Intention within a Year

Visit Intention within Three Years

For the model with visit intention within three years, a fitness was achieved with a probability score of 0.133, CMIN/SF score of 1.175, CFI score of 0.988, and RMSEA score of 0.026.

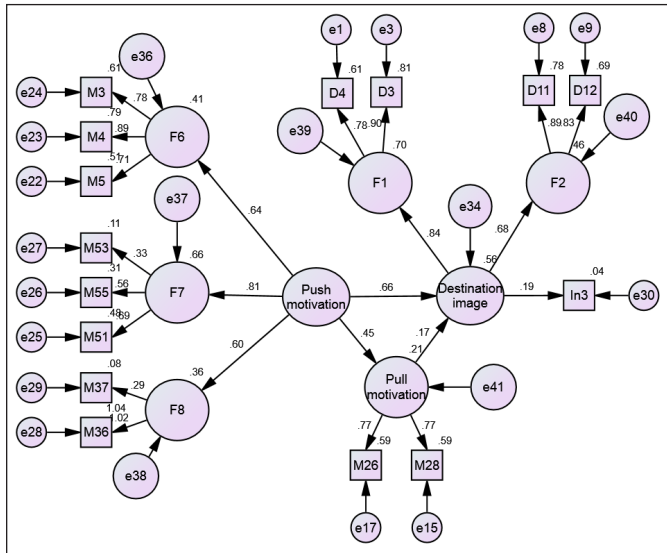


Fig. 4: Structural Model with Visit Intention within Three Years

Visit intention within Five Years

The model with visit intention within five years achieves a fitness with a probability score of 0.133, CMIN/CF score of 1.175, CFI score of 0.988, and RMSEA score of 0.026.

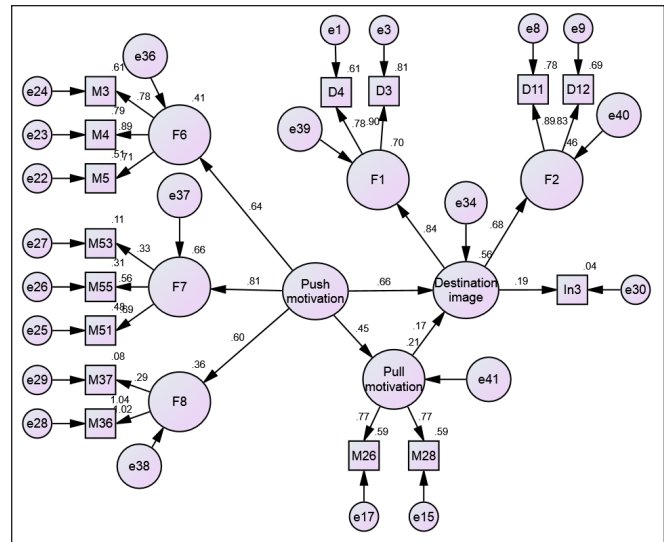


Fig. 5: Structural Model with Visit Intention within Five Years

Table 6 presents the results summary of the model with visit intention within a year. Visit intention within a year is significantly influenced by destination image with a C.R. score of 3.030. Thus, destination image is significantly influenced by push motivation with a C.R. score of 4.601. As these C.R. scores are greater than 1.96, therefore, H₁ and H₃ are accepted. In contrast, destination image is insignificantly influenced by pull motivation as it has a C.R. score of 1.685 that indicates insignificance. Similar results were obtained when tested the models with visit intention within three and five years. According to the calculation, H₂, H₃, and H₅ were accepted whereas H₄ was rejected.

Fig. 6: Results Summary of Hypotheses Testing with Stage of Intention

				Within a Year		Within Three Years		Within Five Years	
				C.R.	P	C.R.	P	C.R.	P
H ₄	Push motivation	→	Pull motivation	4.245	***	4.231	***	4.231	***
H ₃	Push motivation	→	Destination image	4.601	***	4.583	***	4.583	***
H ₅	Pull motivation	→	Destination image	1.685	0.092	1.707	0.088	1.707	0.088
H _{2bcd}	Destination image	→	Visit intention within a year	3.030	0.002	2.618	0.009	2.618	0.009

DISCUSSION

Arguably, movie tourism is marked with many gaps in the pertinent tourism literature. Thus, this study aims at investigating the relationship among push and pull motivations, destination image, and stage of visit intention in the context of movie tourism. Summary of the hypotheses testing results are presented the Table 6. This table shows C.R. scores for three stages of visit intention. This study tests three models with three different periods of visit intention.

All models achieve a fitness based on criteria including probability, CMIN/DF, CFI, and RMSEA scores stated (Bentler, 1990; Browne & Cudeck, 1992; Schermelleh-Engel et al., 2003; Tabachnick & Fidell, 2007).

In the first model, the first hypothesis predicts the impact of motivation on destination image. This path has a C.R. score of 4.464 that shows significance. Therefore, H₁ is accepted. This result supports prior studies (Ma, 2012; Regan et al., 2012).

In the second, third, and fourth models, push motivation significantly impacted destination image. The path obtained

a C.R. score of 4.601 in the period within a year, 4.583 in the period within three years, and 4.583 in the period within five years. These scores are greater than 1.96. Therefore, H_3 is accepted. This result support a study reported by Utama and Komalawati (2015).

Furthermore, push motivation significantly impacted pull motivation. This path owned a C.R. score of 4.245 in the period within a year, 4.231 in the period within three years, and 4.231 in the period within five years. All these scores are considered significant and therefore, H_4 is accepted. This finding is in agreement with a study undertaken by Correia et al. (2007).

In the first model, the second hypothesis predicts the impact of destination image on visit intention. The path obtained a C.R. score of 2.242 indicating significance. Therefore, H_2 is accepted. This finding supports prior studies (Chen & Tsai, 2007; Ma, 2012; Phillips & Jang, 2007; Whang et al., 2016). Significance also occurred in the second, third, and fourth models. This path owned C.R. scores of 3.030 in the period of a year, 2.618 in the period of three years, and 2.618 in the period of five years.

A contrast result occurred in the second, third, and fourth models when these models tested the impact of pull motivation on destination image. The path possessed C.R. scores of 1.685 in the period of a year, 1.707 in the period of three years, and 1.707 in the period of five years. The scores indicated insignificance and therefore, H_{2a} , H_{2b} , and H_{2c} are rejected. As mentioned in the literature review, there is a paucity of study testing this path. Although the result revealed insignificance, this study attempted to test the path.

CONCLUSION

This study examined four research models involving employees in a business district as participants to predict stage of Belitung Island visit intention. In the first model, motivation affected destination image, and destination image has significant impact on visit intention. In the second, third, and fourth models, push motivation significantly affected destination image and pull motivation, and destination image affected visit intention in the period of one, three, and five years. However, insignificant impact has occurred on the path of pull motivation and destination image.

This study could broaden literature of movie and island tourism. However, the authors realised that there are some limitations could be found in this study. Firstly, there was no question asking whether participants had an experience reading the book and/or watching the movie of Rainbow Troops. Therefore, there was no evidence that this study relates to movie tourism field of study although it is undeniable that the tourism development of Belitung Island was stimulated by the successful of the book and the movie. Secondly, aspects of island tourism were not adequately

explored. For example, questions related to sun and sands motivation, environment, and sustainability (Dodds, Graci, & Holmes, 2010; Sánchez-Cañizares & Castillo-Canalejo, 2014) were not shown up.

As discussed by Baloglu and Uysal (1996), push and pull motivation will help destination marketers to develop target segmentation. Based on the findings of this study, potential tourists who would visit Belitung Island are people who love selves (physiological, enjoyment, rest and relaxation), people who love socialization (social interaction), people who admire nature (nature understanding), and people who love knowledge gain (local understanding). Besides, Belitung is an island-based tourism destination and it was popularised by the book and film Rainbow Troops. Therefore, it should be marketed using promotional tools that in line with movie and island tourism.

Existing studies have less attention on using variables tested in this study including stage of readiness. Future study can employ the same approach used in this study, applying push-pull motivation and destination image. Even, as demonstrated by prior research, cognitive image can be linked directly to affective image (Ma, 2012; Whang et al., 2016).

Furthermore, tourism marketing should be considered as un-pause-able activities to promote a destination and it is an investment. What the destination marketers do this year, it might attract tourists for visiting in the following years.

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