

Addis Ababa
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**The Effect of Tourism Push and Pull Motivational factors on Leisure
Tourists' Return Intention:
The Case of Bishoftu Town – A Mediation Analysis of Tourist
Satisfaction.**

**A Thesis Submitted to Addis Ababa University College of Business and
Economics, Graduate Studies in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration,
Specialization in Management**

By: Getahun Desalegn

Advisor: Dr. Ethiopia Legesse

**Addis Ababa University College of
Business and Economics**

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Declaration

I **GETAHUN DESALEGN**, hereby declare that the thesis work entitled, '***The effect of Tourism Push and Pull Motivational Factors on Leisure Tourists Return Intention: The Case of Bishoftu Town –A Mediation Analysis of Tourist Satisfaction***' is outcome of my own effort and study with all sources of materials used for the study has been dully acknowledged. I have produced it independently except for the relentless help of the research advisor. This research is submitted by me for the award of the degree of Masters Business Administration (MBA) in management is an original work and has not been presented for the award of any other degree, diploma, fellowship or other similar titles of any other universities or institutions.

Name: **Getahun Desalegn**

Advisor's Name: **Dr. Ethiopia Legesse**

Signature: _____

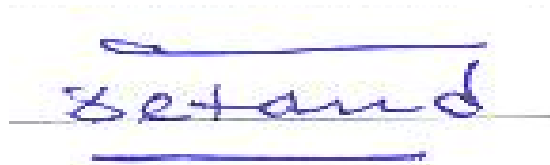
Signature: 

Statement of Certification

This is to certify that the thesis prepared by Getahun Desalegn, on “*The Effect Tourism Push and Pull Motivational Factors on Leisure Tourists’ Return Intention: The Case of Bishoftu Town –A Mediation Analysis of Tourist Satisfaction*” and submitted in partial fulfillment of the requirement for the degree of Master of Business Administration (MBA in Management) complies with the regulations of the university and meets the accepted standard with respect to originality and quality.

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Advisor: Dr. Ethiopia Legesse
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Signature 

Chair of Department or Graduate Program Coordinator

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List of Acronyms and Abbreviation

- ETB: Ethiopian Birr
- DV: Dependent Variable
- IV: Independent Variable
- MOCT: Ministry of Culture and Tourism
- MV: Mediating Variable
- PLF: Pull Motivational Factor
- PSF: Push Motivation Factor
- RI: Return Intention
- SPSS: Statistical Package for Social Science
- TS: Tourist Satisfaction
- UN: United Nation
- UNESCO: United Nation Education, Science and Cultural Organization
- UNWTO: United Nation World Tourism Organization
- USD: United States Dollar
- WEF: World Economic Forum
- WTO: World Tourism Organization
- WTTC: World Travel and Tourism Committee

ABSTRACT

This study was conducted to examine the effect of tourism push and pull motivational factors on leisure tourists' return intention to Bishoftu with an intervention effect of tourist satisfaction. Previously conducted empirical studies revealed that tourism push and pull motivational factors have positive effect on tourist satisfaction and return intention even though it is hardly studied in Ethiopia context. Assessing the effect of tourism push and pull motivational factors on tourist satisfaction and return intention to Bishoftu is the objective of this research. The finding of this research disclosed that tourism push and pull motivational factors have positive and statistically significant ($p < 0.01$) effect on tourist satisfaction and then return intention. Tourism stake holders and marketers should do pertinently make use of these push and pull motivational factors along with vigorous tasks in ensuring tourist satisfaction. Quantitative approach of face-to-face questionnaire survey was employed and data was supposed to be collected from 257 respondents of leisure tourists using simple random sampling technique even though 236 valid questionnaires were returned back. Multiple regressions with spssv26 PROCESS V3.4 was used to examine the effects of push and pull motivational factor on leisure tourists' return intention with and without the intervention of tourist satisfaction.

Key words: *Tourism Pull motivational factor, Tourism Push motivational factor, Tourist satisfaction, and Leisure tourists return intention.*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Tourism is important industry in Ethiopian economy. According to the July 30, 2018 report of MOCT 934,000 international tourists visited Ethiopia and more than 3.5 billion dollars were injected to the national economy. Tourism also plays an important role in Ethiopia's job creation since more than 9.4%. Ethiopia has set a five year strategic plan to utilize its abundant tourism resource and plan to triple the income of tourism by 2020 (Ethiopian calendar). Located 42 kms away from the capital Addis Ababa, Bishoftu is a resort town found in Oromia regional state. Based on MOCT (2019) Bishoftu is leisure tourists' honey pot area and convenient for leisure tourism activities comporting different pull factors to attract tourists such as; crater lakes including Hora Harsadi, Babogaya, Bishoftu, Kuriftu, Kilole, and the seasonal Lake of Cheleklaka. Theses crater lakes are abode of captivating seashores and green vegetations (MOCT, Addis Ababa -September 30/2017). Lake Hora is reputed for water sports and scenic beauty, bird species inhabiting the area including cormorants, hammer crops, ducks, geese kingfisher, paradise flycatcher, herons, shrikes and sun-birds. In addition to these Bishoftu is known for its irreeccha, annual thanksgiving festival of the Oromo people and Lemma Guya art gallery.

Consequently, for leisure tourism activities to flourish in Bishoftu there should be motivational factors to exist. Motivations can be intrinsic or extrinsic according to Crompton (1979). Gnoth (1997) defined Push factor as internal aspiration that pressure tourists to make travel where as pull factors are destination attributes and knowledge on attributes that the tourist select to fulfill his/her internal motivations. Uysal & Jurowski (1994) also defined push factors as a desire for escape, rest and relaxation, health, fitness adventure and social interactions that intrinsically motivate tourists where as pull factor emerges due to the attractive features of a destination and recreational facilities. Though both are tourism motivational factors to get tourism happen traditionally, push factors are considered as important factor in initiating travel desire, while pull factors can play a

primordial role in the tourists' preference of destination that cause tourists to come over to a destination (Crompton, 1979, Bello and Etzel, 1985).

Yoon and Uysal (2005) took tourist satisfaction as a mediating variable between push and pull motivational factors with leisure tourists return intention or destination loyalty. Tourist satisfaction is a measure of how tourism products and services supplied in a destination meet or surpass the demand of the tourist and plays an important role in determining the return intention of tourists through affecting their previous visiting experience. According to (Baker and Crompton, 2000; Bigne and Sanchez, 2001; Oppermann, 1998) tourists' satisfaction level experienced in a destination from their previous visit would affect their intention to revisit a destination.

Many previous studies proved that tourism push and pull motivational factors significantly instigate travelers to make travel and managing these factors enhances tourist satisfaction and result in increased return intention of tourists (Yoon & Uysal, 2005; Pratminingsih, Rudatin, & Raiment, 2014). Attracting more first time visitors and keeping them coming over for revisit is important in not only generating income and increase market share but also it minimizes the costs of destination marketing and operation (J. T. Bowen et al. cited in Khuong & Ha, 2014, p. 49). To the extent the town administration is doing to attract more first-time tourists, it is also important to work to increase the number of repeat visitors and focus strongly on repeat visitation as it is less expensive to retain repeat tourists than attracting new ones (Um et al., 2006 cited in Valle, P.O.d., Silva, J.I & Mendez, J., p.26), and make Bishoftu a loyal destination of international and domestic leisure tourists.

Thus, the aim of this study is to examine the effect of tourism pull and push motivational factors on leisure tourist satisfaction and return intention directly and indirectly in case of Bishoftu town.

Table 1.1 . Ethiopian tourist arrival and income generated from (2012-2018).

No	Year	Total international tourist visited Ethiopia				
1	2012	596341		No of tourists in quarter	Percentage	Income
			1 st quarter	144439	24.2	USD 333,236,539 Or ETB 5,924,945,662
			2 nd quarter	139185	23.4	
			3 rd quarter	149617	25	

			4 th quarter	163100	27.4%	
2	2013	681249	1 st quarter	163255	24%	USD 2,550,596,256 Or ETB 51,011,925,120
			2 nd quarter	157273	23%	
			3 rd quarter	168405	25%	
			4 th quarter	192316	28%	
3	2014	770428	1 st quarter	179790	23%	USD 2,884,482,432 Or ETB 57,689,648,640
			2 nd quarter	182551	24%	
			3 rd quarter	200455	26%	
			4 th quarter	207632	27%	
4	2015	863742	1 st quarter	206413	23.9	USD 3,233,850,048 Or 64,677,000,960
			2 nd quarter	178439	20.66	
			3 rd quarter	235011	27.21	
			4 th quarter	243879	28.24	
5	2016	870,597	1 st quarter	233,251	26.79%	USD 3,259,515,168 Or ETB 66,820,060,944
			2 nd quarter	198,017	22.74%	
			3 rd quarter	233,032	26.77%	
			4 th quarter	206,297	23.70%	
6	2017	933,344	1 st quarter	246,864	26.45%	USD 3,494,439,936 Or ETB 73383238656
			2 nd quarter	200,674	21.50%	
			3 rd quarter	256,154	27.44%	
			4 th quarter	229,652	24.61%	
7	2018	934,000 (MOCT, July 30, 2018)				USD 3.5 bln

Source MOCT, tourism statistics bulletin No-11, 2016& MOCT report July,30,2018.

1.2 Statement of the Problem

Tourism push and pull motivational factors had positive effect on tourist satisfaction and return intention (Mohammad & Som, 2010); Baniya & Paudel, 2016; Shrestha & Phuyal, 2016; Yousefi & Marzuki, 2012; Joo, Seang, and Hong, 2017; Azman & Chan). Top tourist destination countries have significant number of sites inscribed in UNESCO. Likewise Ethiopia had abundant tourism destinations in African but it is found in less travel and tourism competitive index for example ranking 116 out of 136 countries in travel and tourism competitive index and far lesser than neighboring Kenya which is in the 80th travel and tourism competitive index the same year out of 136 countries (WEF, 2017) having 7 world

registered tangible heritage sites where as Ethiopia had 9 tangible world heritage sites registered in UNESCO (<https://whc.unesco.org/en/list>).

Tourism in Ethiopia has important potential for domestic leisure tourism having a population of more than 108,992,324 (UN, Jan 24, 2019), which is a huge potential even though its contribution to gross domestic product is low to GDP at 2017 (WTTC, 2018, P.10) According to Efreem Assefa (2012) lower level of income, lower tourism awareness, expensive food& accommodation, and lack of infrastructure at major tourist destinations result in poor domestic tourism activity in Ethiopia (P.105).

Working on repeat visit of customers is more important than looking for first time visitor as looking for first time visitor needs more investment on marketing and promotion (Khuong & Ha, 2014). In the above arguments that Ethiopia has plenty of destinations but not well developed tourism industry on the other hand it is cited as pull factors or destination attributes and intrinsic factors have direct effect on tourist satisfaction and return intention (Mohammad & Som, 2010); Baniya & Paudel, 2016; Shrestha & Phuyal, 2016; Yousefi & Marzuki, 2012; Joo, Seang, and Hong, 2017). These arguments of contradiction motivate the researcher for further study in Ethiopian context and it is also hardly studied topic or open for further research. Due to need to escape anxiety, socialization and relaxation people need to make travel out of their usual resident areas and destination attributes are important in letting people choose their choice of destination and help travel to happen (Crompton, 1979, Bello & Etzel, 1985). Therefore; examining the direct effect of tourism push and pull motivational factors on tourist satisfaction and their indirect effect on leisure tourists return intention to Bishoftu through tourist satisfaction is the problem of this research to be studied. Besides to the above illustration little empirical research has been conducted on standards of satisfaction in hospitality and tourism other than marketing and consumer behavior (Yuksel. A & Yuksel.F, 2002). Moreover there is gap in literature and the researcher aimed at bridging a gap in literature for future studies.

1.3. Research Questions

In order to achieve the purpose of the study, from the statement of the problem research questions are raised.

- What is the effect of push factor on Tourist satisfaction?

- What is the effect of pull factor on Tourist satisfaction?
- What is the effect of push factor on Leisure tourists' return intention to Bishoftu?
- What is the effect of pull factor on Leisure tourists' return intention to Bishoftu?
- What is the indirect effect of push factor on Leisure tourists' return intention?
- What is the indirect effect of Pull factor on Leisure tourists' return intention?

1.4. Objectives of the study

1.4.1 General Objective

The general objective of this study is to examine the effect of push and pull motivational factor on leisure tourists' return intention using tourist satisfaction as a mediating variable.

1.4.2 Specific Objectives of the Study

- To examine the effects of pull& push motivational factor on tourist satisfaction.
- To examine the effects of push &pull motivational factors on leisure tourists' return intention.
- To identify the indirect effect of push factors on leisure tourists return intention.
- To identify the indirect effect of pull factors on leisure tourists return intention.

1.5. Significance of the study

This research can furnish tourism stake holders and government administration with relevant information in how a tourist is internally motivated to make a tour and it helps also to grasp knowledge on important destination attributes that attracts tourists. Besides to this the research come up with solutions that are pertinent to develop destination loyalty of customers and retain more time visitors as it is less costly to maintain repeat visitor other than bringing first time visitors to a destination(J. T. Bowen et al. cited in Khuong & Ha, 2014, p. 491).

1.6. Scope of the Study

Scholars recommended longitudinal research design to assess the universal cause-effect relationship between these variables. However, due to time and financial constraints this research depended on cross-sectional data that were collected only at Bishoftu during 2019. Based on MOCT (2019) Bishoftu is leisure tourists' honey pot area and convenient for this study. The researcher is confined to studying the effect of tourism pull and push motivational factors on leisure tourists' return intention using tourists satisfaction as a mediating variable even though the title is new and very wide that needs detailed

investigation from many parameters.

1.7. Operational definition of terms

- Pull factor: The pull elements generally refer to the environmental characteristics of the site, the attractiveness of the location and the popularity of the respective destination (Klenosky 2002, Kim et al.2002).
- Push factor: Are defined as internal motives or forces that cause tourists to seek activities to reduce their needs such as self-exploratory, relaxation, social interaction (Crompton, 1979).
- Tourist satisfaction: It is the difference between what the customer expect to receive with what the customer actually receives in his/her visiting (J. Kim, E. Suh, & H. Hwang,2003, pp.27-28).
- Return intention: It is a behavioral intention of planned or anticipated behavior in the future (Khuong & Ha, 2014).
- Leisure tourism: Based on UNWTO (1991) a leisure tourist is defined as an individual who is traveling from his own resident area to some new place for a time not more than a year and less than 24 traveling mainly for recreation.

1.8. Organization of the Research Paper:

This research paper has 5 chapters; introduction, review of related literature, methodology of the study, analysis, discussion and finding. In the introduction part the research background of the study, statement of the problem, basic research questions, and objectives of the study, significance of the study, scope of the study and organization of the research report is incorporated. And in the review part theoretical and empirical literature is viewed. In the third chapter the research design and approach of the study, data source and method of data collection, sampling method and sample size, research model, ethical consideration and validity of variables embodied. Analysis and interpretation of data discussed in chapter four where as research finding and discussion is elaborated in the last chapter.

CHAPTER TWO

2. LITERATURE REVIEW

Introduction

In this chapter definition, concepts and terminologies along with important theories and past empirical research works have been explored and important variables of different research of this kind was also looked in to. Theoretical, Empirical and conceptual frame work of the study is formed in this chapter.

2.1 Tourism Industry

UNWTO (1991) defined Tourism as the movement of persons outside their usual area and staying in a place for not more than one consecutive year for leisure or business purpose (Cited in Camilleri, M.A, and 2018.p.2). Today, many researchers believe that tourism is recognized as one of the world's huge industry that influences economic, cultural, social and environmental sections of human life. For example, WTTC (2018) portrayed that tourism accounted for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017 with sector's direct growth of 4.6% outpacing the global economy for the seventh successive year (P.3). Likewise, the UNWTO (2008) forecasted that international travel will be doubled by 2020 and it is changing rapidly when nature, heritage, and recreational destinations become more important and as conventional tourism is forced to meet tougher environmental requirements.

2.2. Leisure tourism

Leisure tourism is travel in which the primary motivation is to take a vacation from everyday life (Panglobetravels.com/leisure.html).

2.3. Definitions of Push and Pull Factors

Push and pull factors are motivational factors that make tourism to happen from tourist generating area to tourist destination areas. Different Tourism researchers tried to understand why people do need to make travel and what factors play a significant motivational factors that let the tourist get the intention for either self reliant tourism activity or get a package organized by tour operators. As different researchers have illustrated them in many literatures push factors are internal behaviors or approaches to make travel and pull factors embodies

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factors other than psychological or behavioral tendencies (Uysal & Jurowski, 1994). But it is highly related to factors relate destination attributes.

The push-pull factor outlines theory proposed by Tolman (1959), then proposed by Dann (1977 as cited in Joo, Seang, Hong, 2017, P.11) and it had been explained as a perceived field of tourism research theory.

Crompton (1979) stated Push and pull factors:

Escaping, self investigation, relaxation, reputation, social intercourse, regression and improving kinship were noted as among the seven push or socio-psychological factors and education and novelty were noted as cultural (pull) motivational factors. Push and pull motivational factors were the most surveyed and acknowledged dimensions that result in tourists' travel motivation by researchers.

(Uysal and Jurowski(1994) also viewed push and pull factors as:

People travelled because they are forced by their internal forces and pulled by external forces of destination attributes respectively. The push factors explained the need and wants of the tourists why do they want to get away from their original place of living arrangement while pull factors are explanations for going to a particular destinations.

According to Uysal and Hagan (1993), push factor related to intangible characteristics and desires of traveler to escape, adventure health, rest and unwinding or prestige. While pull factors were about the tangible characteristics such as shoreline, lodges, and events at a destination, unique natural landscapes, recreation facilities and cultural and historical resources. Bindu and Kanagaraj (2013) tourism demand was formed by push factors and pull are destination to satisfy the aroused demand. Jang and Wu (2006) explained as different push and pull factors were applicable in different settings including nationalities, destinations and events of the destination and linked push factors with improvement of kinship relationships, novelty, prestige, escape, and relaxation/hobbies where as pull factors linked with wilderness, budget, ease of travel, culture and history, multicultural environment, facilities and hunting (Yuan & McDonald, 1990).

2.3.1. The Relationship between Push, Pull Factors and Tourist Satisfaction with Return Intention

Push motivational factor are intrinsic factors result in need for travel (Crompton, 1979). According to Crompton (1979), escape, self exploratory, relaxation, prestige, kinship enhancement, social interaction, novelty and education are important push factors result in desire for vacation. Whereas pull factors are tangible attributes and perception of destination that influences travelers destination preference (Crompton, 1979; M. Uysal & L. Hagan, 1993). According to D.Klenosky (2002) Push and pull motivational factors are related to each other; one cannot exist without the other. According to (Khuong and Ha, 2014; Wong, Musa, and Taha, 2017) both intrinsic and extrinsic factors have direct and positive effect with leisure tourists' return intention. Khuong & Ha also stated that motivational factors (push and pull) affects tourist satisfaction and further put impact on leisure tourists' return intention through tourist satisfaction. Khuong, Anh,&Nguyen (2017) also proved that tourists' return intention is affected by tourist satisfaction following by recreations, entertainments, natural environment, cultural and historical attractions. Similarly, Baker and Crompton (2000); Petrick et al. (2001); Jang and Feng (2006) have highlighted that satisfaction is the primary antecedent of revisit intention. A satisfied customer developed emotional attachment with a destination for a revisit and recommend even others to visit which are the indicators of loyalty (e.g. Kozak & Rimmington, 2000; Yoon & Uysal 2005; Chi & Qu, 2008). Level of satisfaction was pointed out as one of the most dominant variables in explaining revisit intention (Kozak, 2001).

2.3.2 Dimensions of Push and Pull Factors

2.3.2.1. Dimensions of Push factor

Self-exploratory according to (Baniya and Paudel, 2016; Khuong and Ha, 2014) depicted self-exploratory as a psychological factor that could motivate people to travel. If a tourist destination has more attractive destination attributes such as history, cultural, entertainment, or recreation that can trigger existing tourists' intention to find out more in future

Relaxation is an important motivational factor after the travel experience and it lead to travel intentions (Gagne, 2009). Fleischer and Pizam (2002) asserted that the most general reason that can motivate people to spend their holiday in elsewhere is relaxation.

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Social Interaction is profoundly important to strengthen social relation among people of different origin and it is important to let people move as dictated in the study of Jayaraman et al. (2010), this push factor dimension by which the need for travel augments and return intention, too.

2.3.2.1. Dimensions of Pull factor

Natural landscape is the main motive for trip (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008). The natural environment instigate the tourist's intention to return to a destination (Hashimu & Emmanuel, 2016).

Events and activities: According to Mohamad and Som (2010) events and activities are important to promote a destination. An organized festivals and celebrations increase the return intention of tourists (Mohamad, Abdullah & Mokhlis, 2012). Visitors who participated in events and activities satisfied better & their intention to return to a destination increased (Lee & Beeler, 2009).

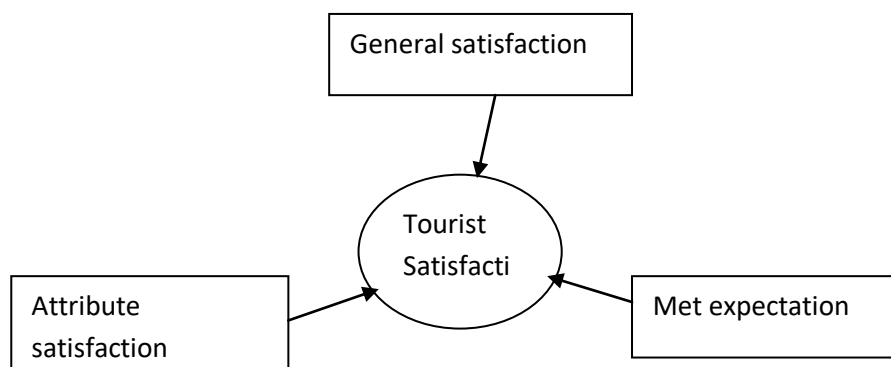
History and culture are illustrated as an important factor that aspired tourists to return to a destination (Mohamad & Som, 2010; Baniya & Paudel, 2016). Abundant cultural and historical values are critical in influencing tourist satisfaction level and further developed loyalties of tourists' to a destination (Jayaraman, et al., 2010).

Food tourism is described as an important item for the tourists' experience and increases their intention to revisit (Jayaraman et al., 2010). Many people are travelling because of testing variety of food.

2.4. Tourist Satisfaction

Tourism business relies on the provision of intangible and inseparable service for customers in a way it can retain the memory of customers. Tourist satisfaction is manifested by the total pleasure and contentment gained from the trip experience as per the desire and expectation of the tourist (C. Chen & D. Tsai, 2007). It is the difference between what the customer expect to receive with what the customer actually receives in his/her visiting (J. Kim, E. Suh, & H. Hwang, 2003, pp.27-28). Past travel experience gained in a destination can affect tourist satisfaction and it negatively or positively impacts on the visitors' future return intention (S. Mc Dowall, 2010. pp.21-42). In the expectation – disconfirmation theory, if what the tourist

experience in the destination is better what the customer expects it will lead to positive disconfirmation and high satisfaction and the vice versa is true (R. L. Oliver, 1980, pp. 460-469). Tourist satisfaction can be estimated with an overall satisfaction of a single item (Fornell, 1992; Spreng & Backoy, 1996; Bigne et al., 2001) or specific service attributes (Mai & Ness, 2006). Besides to this, satisfaction can be measured through theory of expectation or confirmation through which expectation and delivered service is compared (Oliver, 1980; Franken & Van Raaji, 1981; Chon, 1989; Bigne et al., 2001 cited in Valle et al., 2006).



2.5 Return Intention

Return intention results from behavioral intention which is defined as anticipated or planned behavior in the future. According to J. Swan (1981) the concept of return intention comes from behavioral intention, which is defined as “an anticipated or planned behavior in the future” (pp. 49-66). It is the most important tool to understand and predict social behavior (I. Ajzen, 1991, pp. 179-211). Managing the pull factors of a destination enhances tourists’ satisfaction and this further retains tourists to return to a destination. Many past empirical studies alluded to that travel motivation of push (psychological) and pull (destination attributes) are a pillar to explain traveling behavior of tourists, the causal relationship among tourists’ motivation, satisfaction and post return intention (Y. Yoon & M. Uysal, 2005, cited in Kuhong & Ha 2014, p. 491).

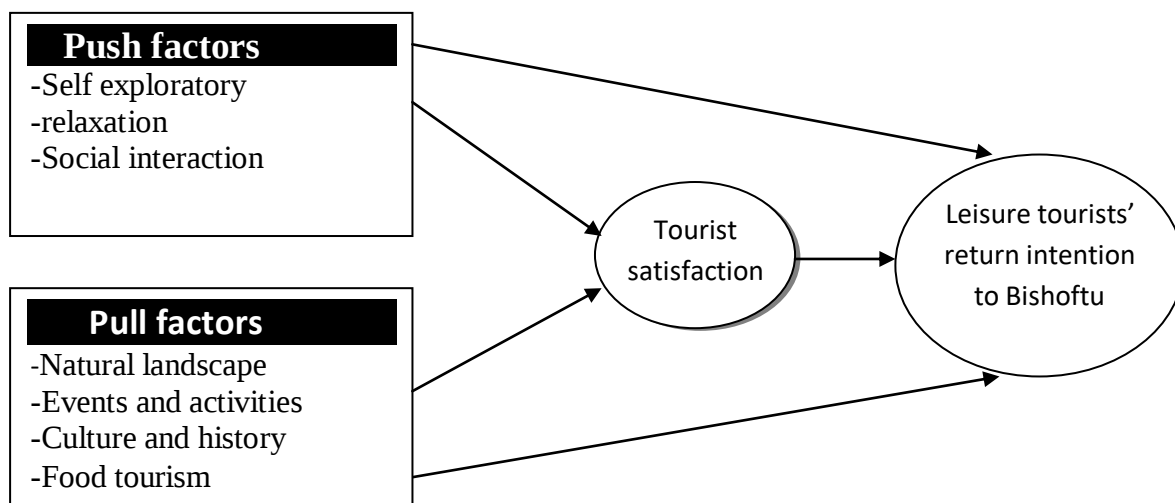
2.6 Overview the Relevant Empirical Frameworks

Different researchers used various Pull and Push motivational factors that used to study factors affecting travel motivation in both domestic and foreign tourism, such as destinations

related to Jordan (Mohammad & Som, 2010); Nepal (Baniya & Paudel, 2016; Shrestha & Phuyal, 2016); Penang (Yousefi & Marzuki, 2012; Joo, Seang, and Hong, 2017); Sabah (Azman & Chan, 2012). Many empirical researches dictated that push and pull motivational factors help to understand the tourists travel motivation and in other words it helps to enhance tourists' satisfaction by fulfilling what the tourists need and retain their loyalty to a destination (Kuhong & Ha, 2014, p.23).

2.7. Conceptual Framework

According to different theoretical and empirical literature reviewed the platform of the effects of tourism push and pull motivational factor on leisure tourists' return intention with tourist satisfaction as a mediating variable are drawn. Based on the review of literature this study identified 3 dimensions of push motivational factors and 4 dimensions of pull motivational factors. The combination of the elements of push and pull factors and leisure tourists' return intention with a mediating role of tourist satisfaction between the predicting variables and outcome variable in figure 1 is the conceptual framework of this study.



Source: Developed based on the reviewed literature (Khuong & Ha, 2014))

Fig.2.1. Conceptual frame work of the study

2.8. Hypothesis of the Study

Hypothesis of this research is posited below based on the theoretical and empirical arguments explained in chapter two of this research.

Ha1: Push factor has positive effect on tourist satisfaction.

Ha2: Pull factor has positive effect on tourist satisfaction.

Ha3: Push factor has positive effect on leisure tourists' return intention to Bishoftu.

Ha4: Pull factor has positive effect on leisure tourists' return intention to Bishoftu.

Ha5: Push factor indirectly affects Leisure tourists' return intention to Bishoftu via the mediating variable (TS).

Ha6: Pull factor indirectly affects leisure tourists' return intention to Bishoftu via the mediating variable (TS).

CHAPTER THREE

3. RESEARCH DESIGN and METHODOLOGY

Introduction

Research approach, research model, data collecting techniques, sampling strategy, functionality of variables, analyses of data and ethical considerations discussed in this chapter.

3.1. Research Approach & Design

Research approaches are strategies of inquiry that provide specific direction for procedure in a research design (Denzin & Lincoln, 2011 cited in Creswell, 2014, P.41). Creswell (2009) classified scientific research design into three: quantitative, qualitative and mixed research approaches (P.31). Quantitative research is the systematic and scientific investigation of quantitative properties, phenomena and their relationships where the investigator primarily used the post-positivist paradigm to knowledge formation. The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena (Bhattacharjee, 2012). This study is conducted by using quantitative research approach with the main objective of looking in to the effect of tourism pull and push motivational factors on leisure tourists' return intention to Bishoftu using tourists' satisfaction as a mediating variable.

This study is explanatory because it enabled the researcher get information about the current situation. Within the explanatory the study is survey study. Survey study emphasized that the purpose of contacting respondents is to obtain a representative sample, or subset of the target population (Zikmund, W.G (Ed) 2003) choosing this design helps the researcher to collect relevant data at less cost and within short period of time than census. In addition to this the study identified the effect of pull and push motivational factors on leisure tourists' return intention with intervening effect of tourist satisfaction. Furthermore, the study is cross-sectional, where respondents contacted once to collect evidences from them.

3.2 Data Type and Source

There are two types of data collection method, Primary and secondary data collection. The primary data are those which are collected for the first time, and thus happen to be original

in character and are collected through observation, interview method, through questionnaires (Kothari, 2004.p.95) while secondary data refer to the data that are collected and analyzed by someone else, it is either be published data or unpublished data (Kothari, 2004, p.111). According to Kothari (2004, p.112) each method of data collection has its uses and none is superior in all situations, selecting the appropriate method depends on the nature, scope and objective of the study, the availability of time, availability of fund and precision required for the study.

3.3. Questionnaire Design

The layout of the questionnaire was prepared easily in order not to discourage the respondents. The questionnaire presented to the respondents had two sections. The first section incorporated respondents' demographic profiles such as gender, age, marital status, employment status and others. The second section embodied the respondents' feedback on each measuring statements for the eight variables by using the five point likert scale, ranging from (1) strongly disagrees to (5) strongly agree.

3.4. The Target Population

Domestic and international leisure tourists residing in the selected Hotels of Bishoftu during the data collecting period are the population of the study. Based on the definition of WTO international leisure tourists for Ethiopia are nationals of other country coming by crossing Ethiopian economic territory where as domestic leisure tourists refer to tourists of Ethiopian origin who stays for at least one night in any chargeable lodging facilities such as hotel, motel, or apartment, for a period less than one year and more than 24 hours for leisure or holiday activities at any time of the year. Based on the rating of trip advisor (<http://www.tripadvisor.com-Africa-Ethiopia-Oromiya>) on accommodation facilities of Bishoftu in the month of August from **21st to 28th, 2019**, the researcher framed its sample from domestic and international leisure tourists resided in these accommodations.

Table 3.1: List of selected hotels (Based on trip advisor)

S.N	Accommodation facility
1	Babogaya lodge
2	Asham Africa hotel
3	Kuriftu resort and spa

4	Pyramid hotel
5	Liesak Resort

3.4.1. Sampling Method

The researcher used probability sampling of simple random sampling to avoid bias between the foreign and domestic tourists. Respondents of foreign and Ethiopian tourists were randomly selected from the sample population.

3.4.2. Sample Size

In order to determine the sample size the researcher employs Solvin's formula with confidence level 95% and confidence interval (error margin) 5%. Solvin's formula is applicable to determine sample size with confidence coefficient of 95% (Tejada & Punzalan, 2012). In order to determine the population size the researcher used average annual occupancy rate of each accommodation facility and disseminated data collecting tools considering it. Therefore, the researcher framed a target population of 724 according to the average annual occupancy rating of each facility. According to the Solvin's formula the total sample framed for this research is 257 domestic and international leisure tourists.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{724}{1 + 724(0.05)^2} = \frac{724}{2.81} = 257$$

Where, n=sample size N= population size and e is the level of precision. A 95% confidence and e=0.05 are assumed for the purpose of this study.

$$ni = \frac{Ni * n}{N}$$

Where, ni=sample size of each accommodation Ni=customers of each accommodation n=sample of size of all accommodations and N=all accommodations respondents

Table 3.2. Respondents' distribution

S . N	Accommodati on	Numb er of functio nal rooms	Average annual occupan cy rate	Average annual residing guests	Number residing guests during the data collecting days 21st to 27th, August, 2019	SAMPLE $ni = \frac{Ni * n}{N}$	Return ed	Respo nse rate
1	Babogaya lodge	35	49%	35*.49*365 =6259	120	120*257/72 4=42	42	100%
2	Asham Africa hotel	32	34%	32*.34*365 =3971	76	76*257/724 =26	24	92%
3	Kuriftu resort and spa	85	44%	85*.44*365 =13651	261	261*257/72 4=92	85	93%
4	Pyramid hotel	29	54%	29*.54*365 =5715	109	109*257/72 4=38	35	93%
5	Liesak Resort	39	58%	39*.58*365 =8256	158	158*257/72 4=56	50	90%
Total				37852	724	257	236	91.8%

Source developed for own research sample size determination

3.4.3 Measurements of Variables

Table 3.3: Measurements of Variables

No	Variable	Items	Scale
1	IV: Push motivation factor	Self- Exploration Travel can enhance my knowledge and experiences ^{a, c, e, f, h, i, j} Travel enable me to fulfill my dream and self-curiosity about places that I want to visit ^{a, b, c, e, j} I can learn something new and interesting while travelling ^{b,e,f,g,I,j} I can experience new or different cultures , lifestyle or traditions when I travel ^{c, e, h, i}	Five point Likert scale, 1 – Strongly disagree to 5 – strongly agree
		Relaxation- I travel because I can temporarily release myself from feeling stress which could emerge in my daily life ^{a, e, j, f} I travel because I can experience a different lifestyle ^{b, c,e, f, g, h, j} I travel because I can have rest and relax when travelling ^{a, c,e, h, i, j} I travel because I would feel happy and excited in tourists places ^{e, j} I travel because I want to find thrills and excitement ^{c, h} I travel because I want to get a break ^f	Five point Likert scale, 1 – Strongly disagree to 5 – strongly agree
		Social Interaction I like to meet people with similar interests when I travel ^a I like to share my life/work/travel experience with people whom I knew or who are new to me when I travel ^{a, e, j} I think I would increase my social status (or my personal standing or importance compared to other people within my	Five point Likert scale, 1 – Strongly disagree to 5 – strongly agree

		society) if I travel^{a, c, g, i} I believe that travel could enhance my relationships with family members/ friends/ acquaintances^{a, g} I like to communicate with local community or other tourists^{b, c, h} I think meeting and chatting with other tourists could be entertaining^{a, b, c, e, g, f, h, j}	agree
2	Pull motivational factor	Natural Landscape I enjoy visiting natural scenery and landscape^{b, c, e, f, j} I love to visit seaside or beaches^{b, c, e, j} Visiting natural landscape to me is beautiful^{a, d} I enjoy visiting mountainous areas^{b, f} I enjoy visiting flora and fauna^f I love getting close to nature^f	Five point Likert scale, 1 – Strongly disagree to 5 – strongly agree
		Events and Activities I enjoy to experience the activities or events such as sports or cultural held in tourist destination^{a, b, f, h} I enjoy to experience the nightlife and entertainment activities held in tourist destination^{c, h, j} I enjoy to shop at different places when I travel^{c, h, e, j} I enjoy to visit local amusement/national park^h I enjoy to participate in the events that I never participated in before (such as sport events, carnivals, cultural activities and festivals)^{b, f} I enjoy to do something that is challenging from my perspective^f	Five point Likert scale, 1 – Strongly disagree to 5 – strongly agree
		History and Culture I enjoy... to Bishoftu To view multiculturalism practice when I travel^e	Five point Likert

		To visit cultural and historical places/ sites/ buildings when I travel ^{a, e, j} To view and experience authentic local culture when I travel ^{c, e} To explore local cultural resources when I travel ^{b, c, d, e, g, h, i, j} To visit heritage sites when I travel ^{a, c, j} To know about the history of visiting places ^{d, f}	scale, 1 – Strongly disagree to 5 – strongly agree
		Food Tourism I enjoy tasting variety of foods ^{e, f} I enjoy sampling new and different foods ⁱ I enjoy tasting foods from different cultures ⁱ I enjoy tasting foods prepared by local people ^f I enjoy chatting with friends about foods and beverages that I have tasted or going to taste ⁱ I enjoy exploring foods availability in tourists destination before visiting the place ⁱ I enjoy participating in food events and festivals ⁱ	Five point Likert scale, 1 – Strongly disagree to 5 – strongly agree
3	MV: Tourist satisfaction	Tourist Satisfaction In general, I am satisfied with my decision to visit Bishoftu ^b My choice to visit Bishoftu was a wise one and worth my time and effort ^b I am satisfied with the natural scenery and environment in Bishoftu ^b I am satisfied with the culture, history and art in Bishoftu ^b I am satisfied with affordable price in	Five point Likert scale, 1 – Strongly disagree to 5 – strongly agree

		Bishoftu ^b I am satisfied with safety and security in Bishoftu ^b I am satisfied with local cuisine ^b I believe I met my expected demand ^m	
4	DV: Return Intention	Bishoftu remains my first choice, if I travel to Ethiopia again ^o Try more tourist products and services in the future ^{b,k} In general, I will definitely return to Bishoftu in the near future ^{b, d, k,} I will keep contact with the people that I know in Bishoftu for the next time I visit ^b I visit new destinations other than those that I previously visited in Bishoftu ^{k,l} I always return to the same destinations that I previously visited in Bishoftu ^{a, j, h, k} Compared to my last visit to Bishoftu, I stay longer period in the current visit ^k	Five point Likert scale, 1 – Strongly disagree to 5 – strongly agree

Sources

a: Chen & Mo (2014)

b: Khuong & Ha (2014)

c: Mohammad & Som (2010)

d: Lim et al (2015)

e: Yousefi & Marzuki (2015)

f: Dayour & Adongo (2015)

g: Guha (2009)

h: Baniya & Paudel (2016)

i: Kim, Suh &

j: Sangpikul (2008)

k: Som et al (2012)

l: Chang (2013)

m: Guerreiro & Mendes, Silva & Valle (2006)

Source: Own summary from literature reviews, 2019

3.5. Method of Data Presentation and Analysis

After collecting data from respondents, it was analyzed with the use of descriptive as well as inferential statistics using SPSS package version 26 software. Appropriate descriptive statistical analysis such as percentage, frequency and means were used and the data analyzed was presented in the form of tables and graphs. Multiple regression analysis method was employed to examine the effects of push and pull motivational factor on leisure tourists'

return intention using tourist satisfaction as a mediating variable and PROCESS v3.4 was logged in to spssv26 then conclude the research hypothesis. The correlation analysis was also employed to identify the direction and the strength of the relationship between variables using Pearson correlation analysis.

3.6. Research Model Specification

To examine the effect of push and pull motivational factors on tourist satisfaction and leisure tourists' return intention the following linear regression model was developed. Variables were carefully selected from reviewed literature which needs to be specified. Sample regression model equation for linear relationship among variables is;

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \dots + \beta_n X_{ni} + \epsilon_i$$

Where: Y_i is dependent variable for i th observation;

X_i is independent variable for i th observation;

β_0 is the intercept;

β_s are regression coefficients

ϵ_i is the error term for i th observation

This basic regression model is outlined in terms of the variables used in this research to show the relationship among them based on the research conceptual frame work.

$$RI = \beta_0 + \beta_1 PSF + \epsilon \dots \dots \dots 1$$

$$RI = \beta_0 + \beta_1 PSF + \beta_2 TS + \epsilon \dots \dots \dots 2$$

$$RI = \beta_0 + \beta_1 PLF + \epsilon \dots \dots \dots 3$$

$$RI = \beta_0 + \beta_1 PLF + \beta_2 TS + \epsilon \dots \dots \dots 4$$

Where:

RI - leisure tourists return intention

PSF-push motivational factors

TS -tourist satisfaction

PLF - pull motivational factors

3.7. Reliability and Validity

Reliability and Validity refers to the consistency between multiple measurements of variables (Hair et al., 2010). Internal consistency is a common form of reliability measurement by which reliability is measured based on the correlation among variables consists with the scale (Hair et al., 2010). An instrument is reliable when all items in the instrument are highly correlated, meaning that the instrument intends to measure the same construct Hair et al. (2010). This study adopts the Cronbach's alpha, which is a common method to estimate the internal consistency of the entire instrument.

Table 3.4: Reliability Statistics

Cronbach's Alpha	N of Items
.80	4

Source: Own Survey, SPSS V26, 2019

3.8 Ethical Consideration

Saunders, Lewis and Thorn hill, (2001) defined ethics in research as appropriateness in maintaining the rights of people who are the subject of your work or are affected by it (p.130). Participants were free to participate and were briefed in advance about the nature of the study. The nature and quality of participants and performance were kept strictly confidential. Finding of the study is reported honestly without either misrepresenting what has been done or intentionally misleading others. Data is not fabricated to support a particular conclusion. Good research practice offers confidentiality or anonymity, as this would allow participants to give more open and honest responses.

CHAPTER FOUR

RESULT and DISCUSSION

Analysis of respondents' profiles, validity test and analysis of inferential statistics is discussed under this chapter.

4.1 Demographic Composition of Respondents

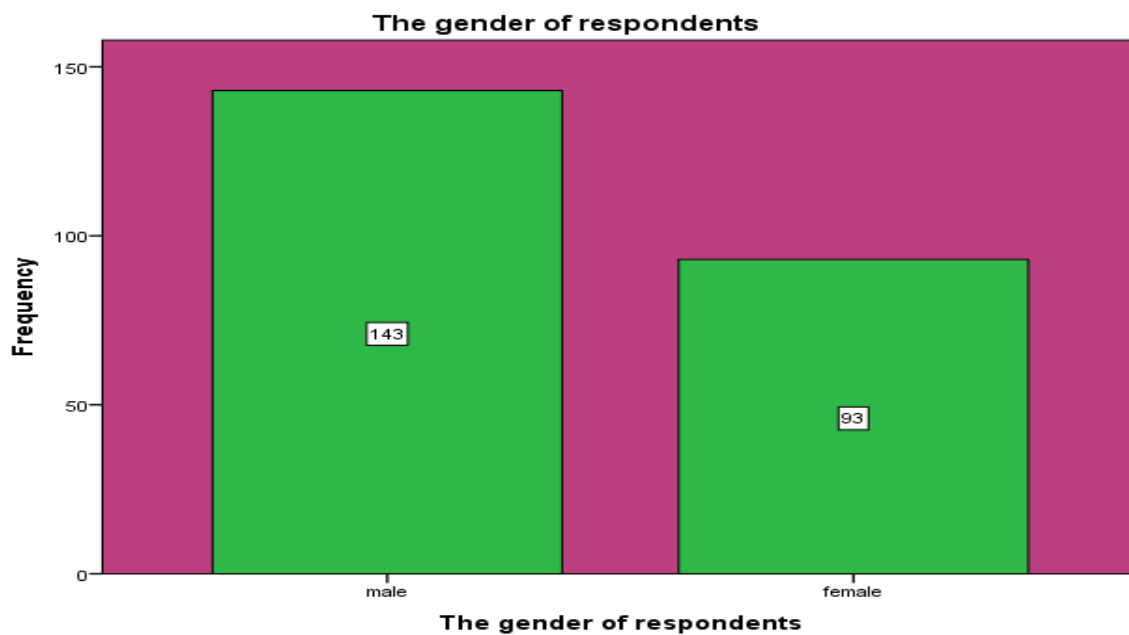
According to the table below, the majority of the respondents were males possessing a total number of 143 (60.6%), while the remaining 93 were females which account 39.4 % of the total sampled respondents. Regarding the age composition, the largest number is recorded for age group ranges from 26-35, which consists of 99(41.9%) of the total sampled respondents. While the remaining grouped to the age 18-25,36-45,46-55 and over 55 with a percentage of 3.8%,22%,25.8% and 6.4% respectively. As indicated in the table below 136(57.6) respondents were Ethiopian while the remaining 100(42.4%) were foreigners. Regarding the educational back ground, the majorities were degree holders embodied 116(49.2%) followed by masters and above comprising of 72 which is 30.5% of the total respondents. While the remaining uneducated and diploma holders embodied 8(3.4%) and 40(16.4%) of the total sampled respondents respectively. Employment status of respondents can be manifested 117(49.6%), 63(26.7%), 39(16.5%) and 17(7.2%) for the employed, his/her own job, unemployed and retired respondents respectively. Regarding the marital status the majorities of them were singles possessing 103(43.6%) followed by married ones comprising of 84(35.6%) and the remaining 49(20.8) were divorced. According to the table 172(72.9%) of the total sampled respondents made travel in a frequency of more than a year followed by a yearly traveler of 51(21.6) as well as very few respondents numbered 11(4.7%) and 2(0.8%) were semi-annually and monthly travelers respectively. 75(31.8%) and 74(31.4) were traveling for more than a week and one day traveler respectively. The remaining respondents were a 2-5 days traveler and a one week traveler embodying 67(28.4%) and 20(8.5%) respectively. From the total number of sampled respondents 147 (62.3) of them were first time visitor where as the remaining 89(37.7%) were repeat visitor for Bishoftu town.

Table 4.1: Respondents' profile

Socio-Demographic	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Sex	Male	143	60.6	60.6	60.6
	Female	93	39.4	39.4	100.0
Age	18-25 Years old	9	3.8	3.8	3.8
	26-35 Years old	99	41.9	41.9	45.8
	36-45 Years old	52	22.0	22.0	67.8
	46-55 Years old	61	25.8	25.8	93.6
	over 55 Years old	15	6.4	6.4	100.0
Place of origin	Ethiopian	136	57.6	57.6	57.6
	Foreign	100	42.4	42.4	100.0
Educational background	Uneducated	8	3.4	3.4	3.4
	Diploma	40	16.9	16.9	20.3
	Degree	116	49.2	49.2	69.5
	masters and above	72	30.5	30.5	100.0
Employment status	Employed	117	49.6	49.6	49.6
	Unemployed	39	16.5	16.5	66.1
	his/her own job	63	26.7	26.7	92.8
	Retired	17	7.2	7.2	100.0
Marital status	Single	103	43.6	43.6	43.6
	Married	84	35.6	35.6	79.2
	Divorced	49	20.8	20.8	100.0
Frequency of travel	1 month	2	.8	.8	.8
	6 months	11	4.7	4.7	5.5
	1 year	51	21.6	21.6	27.1
	more than 1 year	172	72.9	72.9	100.0
Length of travel	one day	74	31.4	31.4	31.4
	2-5 days	67	28.4	28.4	59.7
	1 week	20	8.5	8.5	68.2
	more than one week	75	31.8	31.8	100.0
Previous visit of Bishoftu	Yes	89	37.7	37.7	37.7
	No	147	62.3	62.3	100.0

Source: Developed for the research, 2019

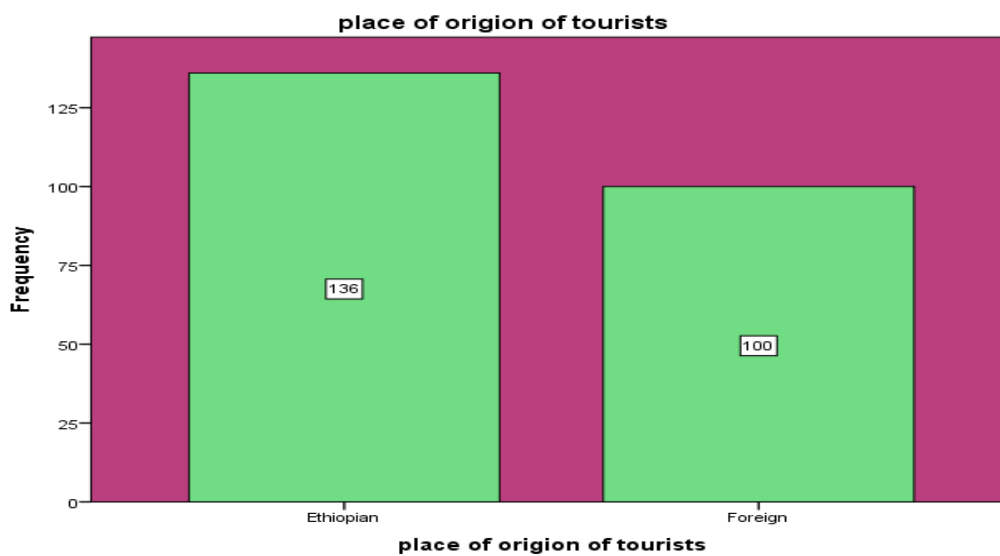
4.1.1. Graphical presentation of some of the employees profiles (demographic variables):



Source: *Developed for the research, 2019*

Fig. 4.1: Gender of respondents

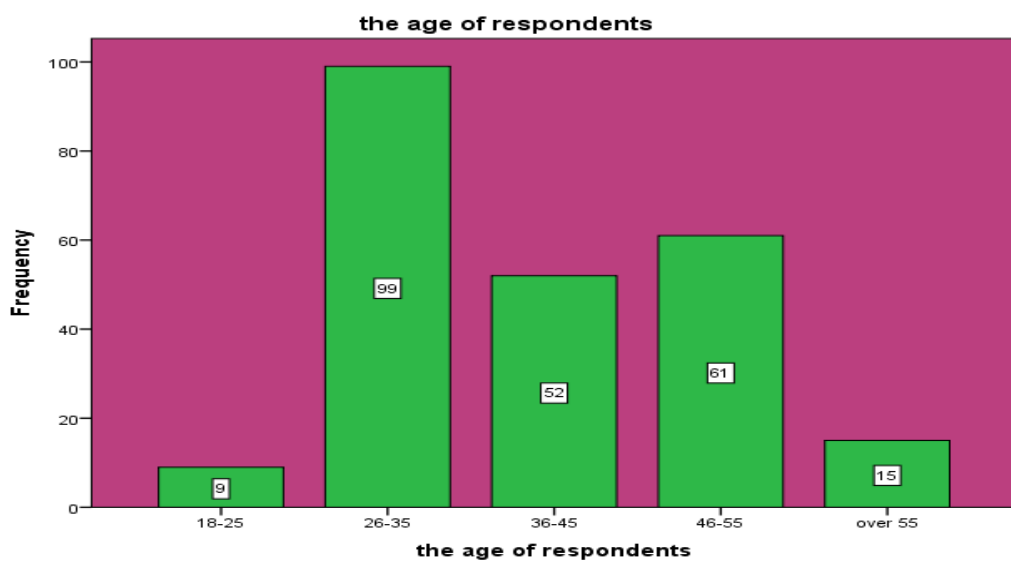
As we can see from the graph majority of leisure tourists were male.



Source: *Developed for the research, 2019*

Fig. 4.2: Origin of respondents

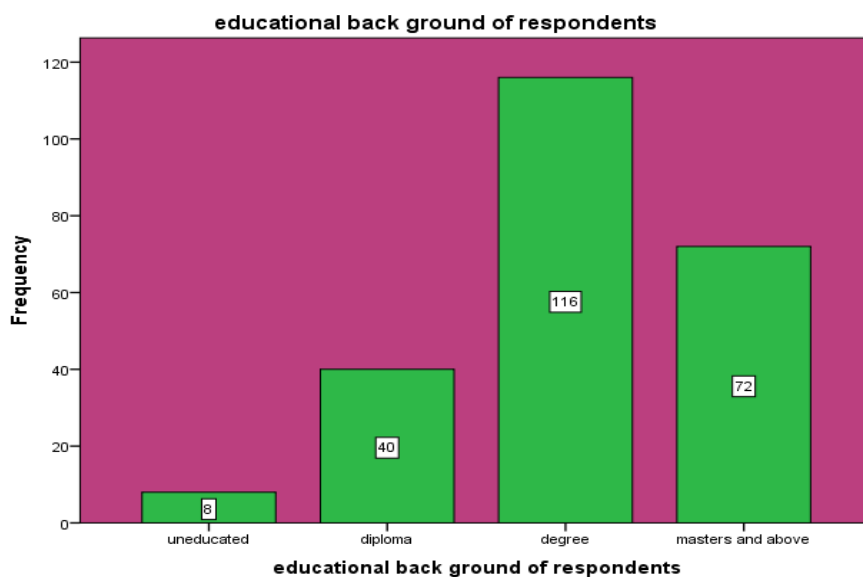
The majority of leisure tourists were the domestic one with 36 persons more than the foreign leisure tourists.



Source: Developed for the research, 2019

Fig.4.3: Age of respondents

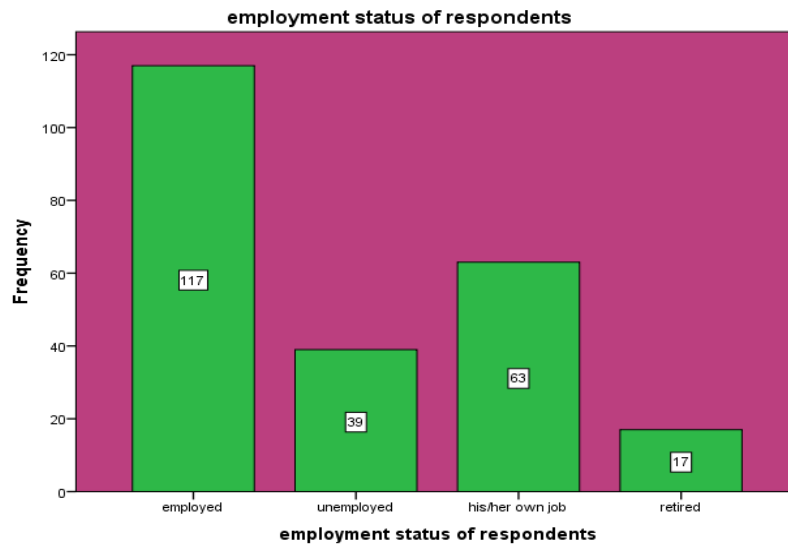
The above graph shows young people aged from 26-35 actively participate in leisure tourism. Adults aged 46-55 and 36-45 also had better involvement in leisure tourism based on the graph. But elders more than 55 years old and youth ranging from 18-25 hardly conduct leisure tourism according to the graph.



Source: Developed for the research, 2019

Fig. 4.4: Educational background of respondents

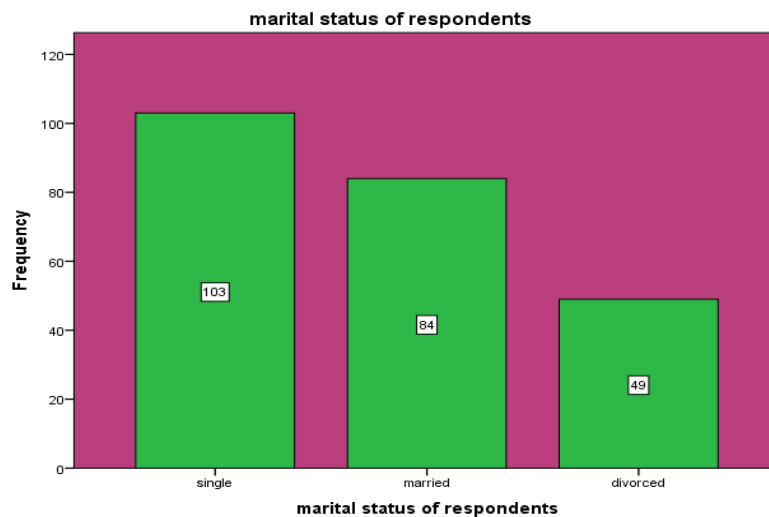
According to the above graph degree holder individuals were the majority of the sampled respondents followed by Master and above. Diploma holders were the third and uneducated respondents were insignificant in number.



Source: Developed for the research, 2019

Fig.4.5: Employment status of respondents

According to the above graph employed people and people having their own enterprise/job made leisure tourism better than the unemployed and the retired one.



Source: Developed for the research, 2019

Fig. 4.6: Marital status of respondents

Based on the above graph singles profoundly participate in leisure tourism better than married and divorced individuals.

4.2 Reliability Test

Reliability of study is a measurement of consistency of variables. As research is a summation of false and true data it is very important to know whether each scale is measuring a single idea, and hence whether the items that make up the scale are internally consistent (Bryman & Cramer, 1999, p.65). Consistency measurement helps to understand very deviant measuring scales in the variable and the consistency of a measuring scale lean to better consistent if the cronbach's Alpha measures $> .7$ before we prove our test is internally consistent (Muijs, 2010, p.73).

Based on Table 4.2 below, the motivational factors scale was found to be reliable (4 items; $\alpha = .80$), with the reliability Cronbach's Alpha statistics of individual constructs ranging from **0.713 to 0.861**. Thus, based on the test of the scales and constructs included, it is revealed that each scale represents a reliable and valid construct.

Table 4.2: Reliability test

Motivational factor elements	Cronbach's Alpha
Push Factor	0.713
Pull factor	0.821
Tourist Satisfaction	0.861
Return Intention	0.837
Reliability Statistics of Total scale	.80

4.3. Correlation Analysis

Correlation analysis is used to look in to the degree of association between variables (Saunders et al, 2009, p.490). Correlation coefficient which ranges from -1 to 1 illustrates the strength of association between variables and the association could vary from very low to very high with correlation coefficient (r) of less than 0.2 and greater than 0.9 respectively according to the association the variables have.

Table 4.3 below demonstrates the correlation relation in the association between all the predictors (Push and Pull factors), mediating variables (Tourist satisfaction) and outcome variable (Return intention). In the correlation analysis below there is positive and statically

significant correlation among the predictors, independent and outcome variables even though the magnitude of correlation varies. The mediating variables correlate with pull factors and leisure tourist's return intention moderately and statically significant coefficient with ($r=.548$ and $.593$ respectively, $p<0.01$). The outcome variable has low but statistically significant correlation with pull factors ($r=.395$, $p<0.01$) and low correlation with the push factor but positive and statically significant correlation. Since the correlation analysis shows only the strength and directions in the association among variables, the researcher uses regression analysis to overcome the shortcomings of correlation analysis.

Table 4.3: Pearson Correlation

Correlations					
		PSF	PLF	TS	RI
PSF		1			
PLF		.296**	1		
TS		.226**	.548**	1	
RI		.354	.395	.593	1
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: Own survey, spssv26, 2019

4.4 Diagnostic of Assumption in Regression

Before conducting regression analysis testing is primordially necessary to check basic regression assumptions. This is a compulsory basic assumption in explaining the independent and outcome variables. Five major assumptions have to be checked against important least square assumptions. Least square assumptions are checked and explained underneath.

4.4.1. Linearity

According to Darlington (1968) correct functional form should exist in association of dependent and independent variables to apply regression analysis. If the relationship between variables is not in linear form both the coefficients and standard error in the

research would be defective. To check linearity of the association of variables scatter plot diagram with line of fit or likelihood ratio test can be employed to see if the distribution can be represented by linear relationship.

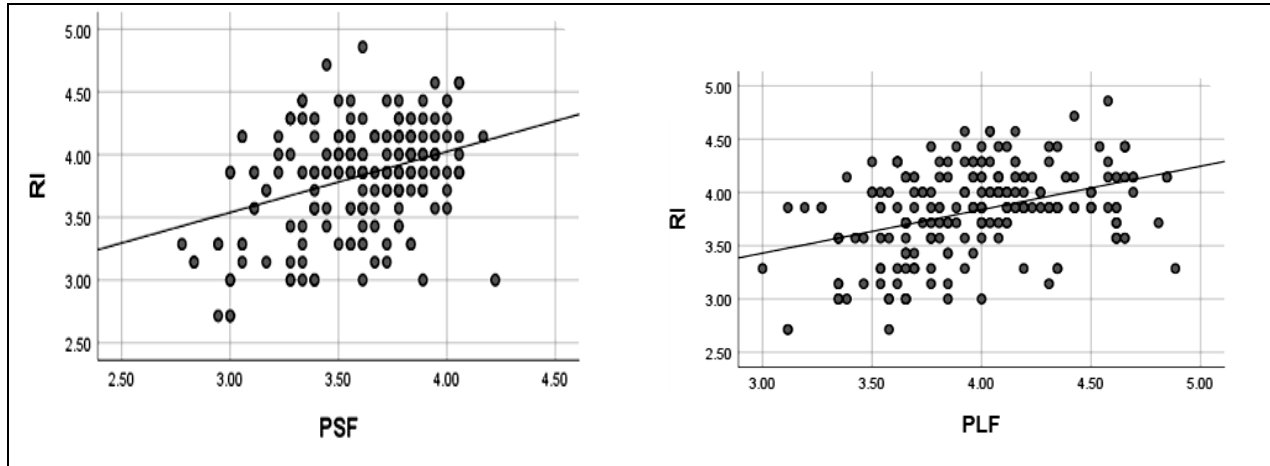


Figure 4.7: Scatter Plot with Fit Line

All the variables were selected from previous researches which applied linear relationship between the variables. Furthermore, as shown in Figure 4.7, effect of independent variables on dependent variable (tourism pull and push motivational factors on leisure tourist's satisfaction and return intention) fit reasonably with linear pattern and it holds that linearity assumption is met.

4.4.2. Normality

The normality of distribution of residuals is determined through this assumption. If this assumption is violated the standard error in the outcome would be affected. In order to curb such problem the Histogram, P-P or Q-Q plot test can be conducted. To say the Normality assumption of this study is met, the Histogram should be symmetric along the center 0 and the dots at the P-P Plot should be closer to the diagonal line; Normal P-P plot –points should lie in reasonably straight diagonal line from bottom left to top right. The Q-Q plot residual should be also scattered closer to the diagonal line

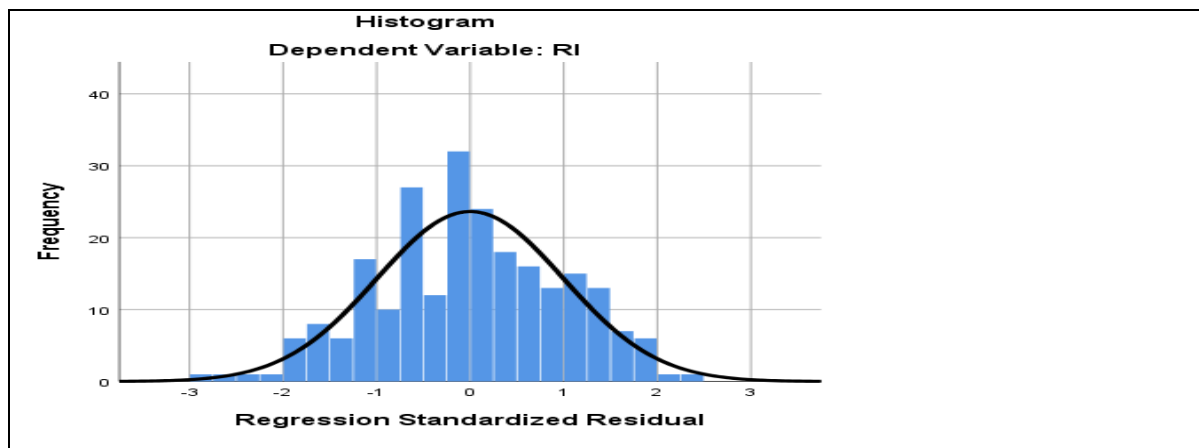


Figure 4.8: Histogram Standardized Residuals

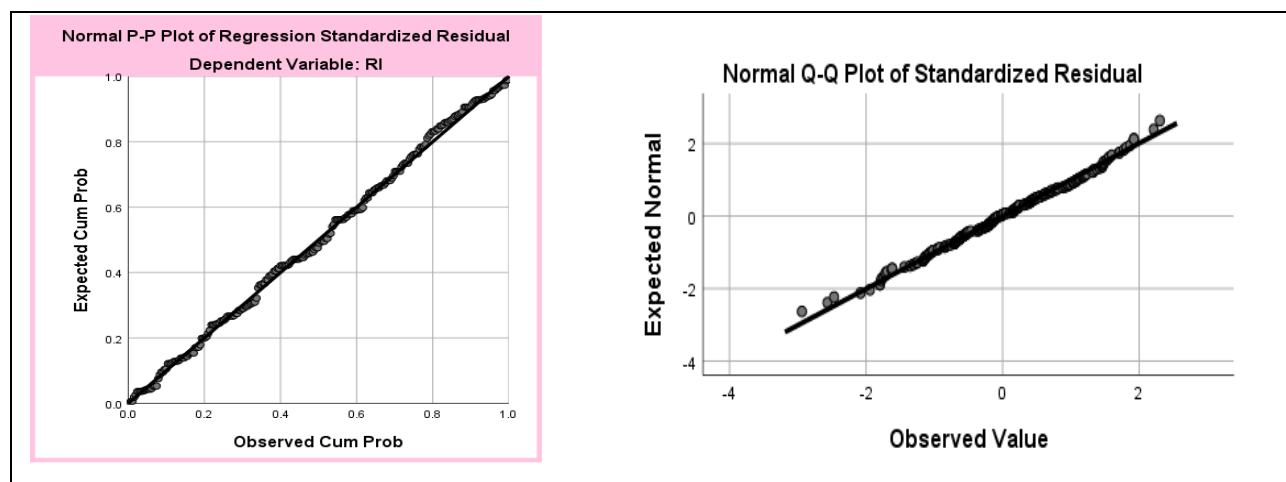


Figure 4.9: P-P and Q-Q Plot of Standardized Residuals

The histogram in Figure 4.8 looks normal and in the P-P plots also the dots are reasonably closer to the normal line. In the Q-Q plot residual are scattered closer to the diagonal line which shows that it is not deviated from the normal line. The combination of the above inspections support that the residuals are normally distributed

4.4.3. Multicollinearity

Multicollinearity occurs when explanatory variables are themselves related (Kothari, p.142). This is essentially the assumption that the predictors are not too highly correlated with one another. When predictor variables are very highly correlated, we have to wonder whether they are not in fact measuring the same thing and would be better combined into

one new variable (Muijs, 2004, p.180).

Coefficients and standard errors of multicollinear variables are unreliable. Therefore; this assumption must be met before the multiple regression analysis. Correlation between independent variable, look at variance inflation factor (VIF) and tolerance statistics in regression analysis helps to detect collinearity problem.

Table 4.4: Collinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.492	.301		1.637	.103		
	PSF	.307	.073	.224	4.211	.000	.907	1.103
	PLF	.047	.064	.045	.731	.466	.668	1.496
	TS	.555	.065	.518	8.518	.000	.695	1.438
a. Dependent Variable: RI								

Variance-inflation factor (VIF) has also been checked and values are found smaller and below 10, which supports that multicollinearity is not a problem. Moreover, tolerance statistics in regression analysis helps to detect collinearity problem. Tolerance value runs from 0 to 1 and values closer to 1 indicates no multicollinearity problem (Keith, 2006). In this study all the tolerances are above 0.6 and therefore, the amount of variation in that construct is not explained by other predictors. All the three tests indicated that there is no multicollinearity problem.

4.4.4. Homoscedasticity

This assumption requires even distribution of residual terms or homogeneity of error terms throughout the data. Homoscedasticity can be checked by visual examination of a plot of the standardized residuals by the regression standardized predicted value (Osborn & Waters, 2002). If there is a random distribution of error terms with no certain pattern then there will be no state of consistency in error terms. Figure 4.10 beneath illustrates that the standardized

residuals in this research are not randomly distributed to be a serious problem for homoscedasticity.

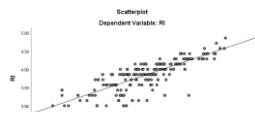


Figure 4.10: Scatter Plot of Standardized Residuals

4.4.5. Autocorrelation

According to Stevens (2009) autocorrelation or independence of errors refers to the assumption that errors are independent of one another, entailing that subjects are responding independently. Under autocorrelation, standard errors in output cannot be relied upon. To detect this problem Durbin-Watson or Breusch-Godfrey statistic test can be employed to test the assumption that our residuals are independent (or uncorrelated). This statistic can vary from 0 to 4. For no Autocorrelation assumption, Durbin-Watson statistic value needs to be close to 2. A value of two indicates no autocorrelation. A value of towards zero indicates positive autocorrelation. A value towards four indicates negative autocorrelation (Saunders et al., 2009, p.622).

Table 4.5: Durbin Watson Statistics

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.636 ^a	.404	.397	.31464	1.55
a. Predictors: (Constant), TS, PSF, PLF					
b. Dependent Variable: RI					

Source: Own survey, spssv26, 2019

4.5. Regression Analysis and Hypothesis Testing

Process v3.4 has been plugged in spssv26 to examine the intervention of the mediating variable and to test the research hypotheses. It uses to look in to the direct effects of predictors on outcome variables and indirect effect of predictors on outcome variables through the intervention of mediating variable.

In the analysis below all posited hypothesis are examined against the authentic tests. The direct effect of predictors on outcome variables and their indirect effect on outcome variables via the mediators are discussed.

Ha1: Push factor has positive effect on Tourist satisfaction.

In the Pearson correlation analysis of Table 4.3 above revealed that the predicting variable (PSF) has positive relation with the mediating variable (TS) with ($r=.226$, $p<.01$). Table 4.6 below model 1 the regression coefficients of Push factors in predicting the mediating variable is $\beta=.29$, $p=.0005$. This implied that push factor has positive effect on Tourist satisfaction with statistically significant relation which push factor alone has ($R^2=.0509$).

Ha2: Pull factor has positive effect on Tourist satisfaction.

In the Pearson correlation analysis of Table 4.3 above revealed that the predicting variables (PLF) has positive relation with the mediating variable (TS) with ($r=.548$, $p<.01$). Table 4.7 below model 1 the regression coefficients of Pull factors in predicting the mediating variable is $\beta=.5270$, $p=.0000$. This implied that pull factor has positive effect on tourist satisfaction with statistically significant relation alone predicting 30%of tourist satisfaction ($R^2=.3003$).

Ha3: Push factor has positive effect on Leisure tourists' return intention to Bishoftu.

It is indicated in table 4.3 above as push factor correlated positively with leisure tourists return intention to Bishoftu with $r=.354$, $p<.01$.As indicated in table 4.6 .model 2 below push factor predicted Leisure tourists return intention to Bishoftu with a determination coefficient of $\beta=.3186$,

$p=.000$ and explained 40.9% the return intention of leisure tourists to Bishoftu along with tourist satisfaction. Therefore it implied that push factor has positive effect on leisure tourists' return intention which supported the posited hypothesis.

Ha4: Pull factor has positive effect on Leisure tourists' return intention to Bishoftu.

Pull factor is positively correlated with the outcome variable (RI) according to the

Pearson correlation analysis at table 4.3 with $r=.395$, $p<.01$. According to the regression analysis PROCESS v3.4 of table 4.7 model 2 below the coefficient of Pull factor significantly predicting the return intention of Leisure tourists' is $\beta=.1037$, $p=.000$. Pull factor along with tourist satisfaction can explain 36% of leisure tourists' return intention to Bishoftu ($R^2=.36$). This analysis entailed that Pull factor has statistically significant effect on Leisure tourists' return intention to Bishoftu.

Ha5: Push factors indirectly affect Leisure tourists' return intention to Bishoftu via the mediating variable (TS).

Ha6: Pull factor indirectly affects leisure tourists' return intention to Bishoftu via the mediating variable (TS).

As explained in the analysis technique PROCESS v3.4 was employed to look in to the role of tourists' satisfaction in mediating the effect of push and pull motivational factors on leisure tourists' return intention. Table 4.6 and 4.7 showed the mediation role of tourist satisfaction between the predictor (PSF) and (PLF) with Leisure tourists' return intention (RI). To see the indirect effect of the predicting variable (PSF) and (PLF) to the outcome variable (RI) through the mediating variable (TS) it is important to ensure that the independent variable (PSF) and (PLF) no longer predicts the outcome variable or is lessened predicting the outcome variable (RI). Therefore, based on the table 4.6 and 4.7 below at the predicting power of the independent variable (PSF) and (PLF) with mediating variable (TS) lowered from $\beta=.4858$ to $\beta=.3186$ and $\beta=.4076$ to $\beta=.1037$ respectively and both statistically significant at ($P=.000$) or with an indirect effect of Push factor $\beta=.1672$ and Pull factor $\beta=.3039$. To see the significance of the indirect effect or mediation the LLCI and ULCI interval is used (J. K. Preacher and A. F. Hayes, 2008, cited in Kuhong & Ha 2014, p. 491). If zero lies within the interval range between the lower boundary (LL) and the upper boundary (UL), then we can conclude that, with 95% confidence, there is no mediation or indirect effect. But if zero does not exist between LLCI and ULCI interval then we can conclude there is significant mediation or indirect effect with 95% confidence. As it is depicted on the table 4.6 and 4.7 below the indirect effects of Push factor and Pull factor on RI through the mediation of TS were estimated to lie between .0449 (LL) to .2838 (UL) and .2108 (LL) to .4043 (UL) respectively with 95% confidence. Since zero is not in the 95% confidence interval, we can conclude that the indirect effects of Push factor and Pull factor on

return intention were indeed significantly different from zero and the mediation of tourist satisfaction in this study was true.

Table 4.6: The mediation analysis of tourist satisfaction between PSF and RI

Model Summary

	R	R-sq	MSE	F	df1	df2	p	
	.2255	.0509	.1361	12.5416	1.0000	234.0000	.0005	
	R	R-sq	MSE	F	df1	df2	p	
	.6347	.4029	.0988	78.6108	2.0000	233.0000	.0000	
Model								
1		coeff	Se	t	p	LLCI	ULCI	
	constant	2.6478	.2944	8.9936	.0000	2.0678	3.2278	
	PSF	.2885	.0815	3.5414	.0005	.1280	.4490	
2		coeff	Se	t	p	LLCI	ULCI	
	constant	.5467	.2910	1.8787	.0615	-.0266	1.1201	
	PSF	.3186	.0712	4.4712	.0000	.1782	.4589	
	TS	.5796	.0557	10.4042	.0000	.4698	.6893	
Total effect of X on Y								
	Effect	Se	t	p	LLCI	ULCI		
	.4858	.0838	5.7950	.0000	.3206	.6509		
Direct effect of X on Y								
	Effect	Se	t	p	LLCI	ULCI		
	.3186	.0712	4.4712	.0000	.1782	.4589		
Indirect effect(s) of X on Y								
	Effect	BootSE	Boot LLCI	Boot ULCI				
TS	.1672	.0613	.0449	.2838				

Table 4.7: The mediation analysis of tourist satisfaction between PLF and RI

Model Summary

	R	R-sq	MSE	F	df1	df2	p	
	.5480	.3003	.1003	100.4355	1.0000	234.0000	.0000	
	R	R-sq	MSE	F	df1	df2	p	
	.5990	.3588	.1061	65.1771	2.0000	233.0000	.0000	
Model								
1		coeff	Se	t	p	LLCI	ULCI	
	constant	1.5875	.2105	7.5418	.0000	1.1728	2.0023	
	PLF	.5270	.0526	10.0218	.0000	.4234	.6306	
2		coeff	Se	t	p	LLCI	ULCI	
	constant	1.2919	.2414	5.3522	.0000	.8163	1.7675	
	PLF	.1037	.0647	1.6039	.0000	-.0237	.2311	
	TS	.5766	.0672	8.5766	.0000	.4442	.7091	
Total effect of X on Y								
	Effect	Se	t	p	LLCI	ULCI		
	.4076	.0619	6.5843	.0000	.2856	.5295		
Direct effect of X on Y								
	Effect	Se	t	p	LLCI	ULCI		
	.1037	.0647	1.6039	.000	-.0237	.2311		
Indirect effect(s) of X on Y								
	Effect	BootSE	Boot LLCI	Boot ULCI				
TS	.3039	.0499	.2108	.4043				

4.6. Summary of the Regression Analysis and Hypothesis Testing

The summary of the multiple regression result and the mediated process model v3.4 out puts are summarized in the table 4.8 below. The direct and indirect effects of the predictors (PSF & PLF) with Leisure tourists return intention to Bishoftu and the entire posited hypothesis tested is summarized underneath.

Based on the regression analysis and hypothesis testing the posited hypothesis are summarized in the table 4.8 below. The entire alternate hypothesis are accepted.

Table 4.8: Results of the research hypothesis

No	Hypothesis	Beta	Sig.	Result
1	PSF → TS	.29	.0005	Accepted
2	PLF → TS	.527	.0000	Accepted
3	PSF → RI	.3186	.0000	Accepted
4	PLF → RI	.1037	.0000	Accepted
5	PSF → TS → RI	.1672	.0000	Accepted
6	PLF → TS → RI	.3039	.0000	Accepted

CHAPTER FIVE

CONCLUSION and RECOMMENDATION

In this section the research findings, conclusions, recommendations and the limitation of the study are illustrated. And the study forwarded some suggestions for further study.

5.1. Summary of Findings

In this study the effects of tourism push and pull motivational factor on leisure tourists return intention on Bishoftu is examined using tourist satisfaction as a mediating variable; push and pull motivational factors were selected from previous researches and their effect on leisure tourists' return intention to Bishoftu was examined quantitatively. All the variables and the respective measurements in this research are based on theory and adopted from literatures. The reliability and validity of the constructs and items were tested as per the recommendations made in literatures. To test the posited research hypothesis multiple regression analysis with SPSS v26 was used and to see the mediating effect of tourist satisfaction between the predictors and outcome variable process 3.4v was installed to spssv26 and the result is summarized as follows.

Before the regression analysis the correlation between variables was looked in to and according to the correlation analysis all the variables were positively related although they have different magnitude of correlation. The mediating variable (TS) has moderate relation with pull motivation factor and return intention ($r=.548$ and $r=.593$ with $p<.01$) respectively. The more we develop tourism pull factors and work on tourist satisfaction the more tourists are willing to return to Bishoftu for future tourism activities (Kuhong & Ha, 2014).

Push and pull motivational factors have positive effect on leisure tourists' return intention to Bishoftu (Joo, Seang, and Hong, 2017) town and the finding also revealed that push and pull factors indirectly affects the return intention of leisure tourists to Bishoftu through tourist satisfaction (Khuong & Ha, 2014)). Push and pull motivational factors have also positive effect on tourist satisfaction (Pratminingsih, Rudatin,& Rimenta ,2014). This further implied that when travelers have strong intrinsic desire to go on a vacation and have good perception on pull factor attributes of a destination they may have high satisfaction level and their

intention for a revisit could be instigated (Kuhong & Ha, 2014). This means that the stronger push and pull travel motivation the travelers had, their higher Satisfaction and Return intention results in future return of these leisure tourists to Bishoftu. Tourist satisfaction significantly predicts the outcome variable (RI) with the largest coefficient of determination from both the push and pull factors path with $\beta=.5796$ & $.5766$ respectively. Pull motivational factor predicts tourist satisfaction with coefficient of determination of $\beta=.1037$ at significant level $p=.0000$ and $R^2=.3588$ together with push motivational factor

5.2. Conclusion of the Study

This study was conducted in order to examine the effect of tourism push and motivational factors on Leisure tourists return intention to Bishoftu town with intervention effect of tourists' satisfaction. Based on previous theoretical and empirical studies the research conceptual frame work and hypothesis was constructed. After analyzing the collected data, all the posited hypothesis were accepted and the objectives of the study were achieved. From this research findings it can be concluded that both tourism push and pull motivational factors have significant and positive effect on leisure tourists return intention directly and indirectly through tourist satisfaction (Kuhong & Ha, 2014, Khuong, Anh,&Nguyen, 2017). Therefore; both tourism push and pull motivational factors are good predictors of tourist satisfaction and leisure tourists return intention. For that reason tourism stake holders of public and private sectors should take the indispensable roles of these motivational factors to understand and respond for tourists demand and expectation when travelling to Bishoftu. The considerations of these important factors are also profoundly important while setting strategies and policies for the growth of tourism service sector. According to the demographic analysis domestic leisure tourists were the majority of the respondents so it implied that there is a potential leisure domestic tourism and different stakeholders should do on it.

5.3. Recommendation

The findings of this research pointed out the following recommendation depending on the research findings:

- From the demographic analysis majority of the leisure tourists were domestic tourists which show as there is a huge potential for domestic leisure tourism activities. Therefore tourism stake holders have to work on developing policies and strategies to boost domestic leisure tourism activities.
- Since push and pull factor have direct and positive effect on tourist satisfaction and leisure tourists return intention tourism stake holders and Bishoftu town administration should work on manipulating these factors properly.
- From the research it is clearly cited as tourist satisfaction has significant positive effect on return intention so stake holders should work hard to meet leisure tourists' demand and expectation.
- Tourism stake holders and public authorities should give maximum attention in understanding the intrinsic and extrinsic reasons why people make decision to travel and their needs and expectation on the trip. Hereby Ethiopian and Bishoftu tourism stake holders should design efficient tourism policies and strategies to let tourists return back.
- Hotel, resorts, and lodges and other tourism activators should work to enhance pull factor dimensions, tourist satisfaction to encourage revisit and first time visitors.

5.4. Research Limitations

- Lack of empirical research on the related area of study in Ethiopia has challenged the researcher. Besides to this it was quite difficult to get printed and documented data on it.
- Lack of co-operation from some hotel managers and hoteliers.
- Some respondents were hesitating to fill questionnaires. And the serious challenge that faced the researcher was negligence of respondents to properly read and fill the questionnaire.

5.5 Recommendation for Future Research

The research recommends the following points:

- This research has only managed to touch the tip of the iceberg. The researcher recommends future researchers who need to conduct research work in the study area of this research to collect data during high tourist flow season.
- Since leisure tourists of Ethiopian and foreigners are different in terms of length of stay, frequency of travel and spending behavior researcher should use purposive sampling, which allows a researcher to purposively select foreign or domestic leisure tourists.
- The data collecting technique should embody observation and interviewing to triangulate the data collected through questionnaires .Or future researchers who want to conduct research in this area with similar problem should use mixed research method.
- The data collecting time should be long to intensively access respondents.
- Future researchers should use more languages to collect data from foreigners.

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Annex I

Push and Pull Factor Dimensions on Previous Empirical Studies

Pull factor	Push factors	Researcher
Novelty, education	Escape, self-exploration and evaluation, relaxation, prestige, regression, enhancement of kinship relationships, social interaction	Crompton (1979)
Budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities, hunting	Escape, novelty, prestige, enhancement of kinship relationships, relaxation/hobbies	Yuan and McDonald (1990)
	Ego-defense, knowledge, reward maximization, punishment avoidance, value expression, social adjustive	Fodness (1994)

Entertainment/resort, outdoors/nature, heritage/culture, rural/inexpensive	Re-experiencing family and togetherness, sports, cultural experience, escape	Uysal and Jurowski (1994)
Heritage/culture, city enclave, comfort/ relaxation, beach resort, outdoor resources, rural and inexpensive	Cultural experiences, escape, re-experiencing family, sports, prestige	Turnbull and Uysal (1995)
Historical/cultural, sports/activity, safety/upscale, nature/outdoor, inexpensive/budget	Knowledge/intellectual, kinship/social interaction, novelty/adventure, entertainment/prestige, sports, escape/rest	Oh, Uysal, and Weaver (1995)
	Relaxation, knowledge, adventure, travel bragging, family, sports	Cha, McCleary, and Uysal (1995)
	Four canonical variate pairs of push and pull items were identified but were not labeled. These variates were used to identify four market segments labeled sports/activity seekers, novelty seekers,	Baloglu and Uysal (1996)

	urban-life seekers, beach/resort seekers	
Local hospitality and services, trip cost and convenience, perceptions of a safe/secure environment, change in daily life environment, recreation and sporting activities, entertainment and drinking opportunities, personal and historical link, cultural and shopping services, unusual and distant vacation spot		Sirakaya and McLellan (1997)
Safety, beach sports/activities, activity, nature/outdoor, historical/cultural, religious, budget, leisure and upscale.	Culture value, utilitarian, knowledge, social, economical, relaxation, interest, family togetherness and convenience of facilities	Bogari, Crowther and Marr (2003)
Accommodation facilities, weather, level of price(cost), location of destination (or resort), sea and beach	Culture, pleasure seeking/fantasy, relaxation and physical	Kozak (2002)
Events and activities,	Fulfilling prestige,	Mohammad and

affordable and easy access, culture and history, variety seeking, adventure, natural resources, and heritage sites	seeking relaxation, enhancing relation, enhancing social circle, fulfilling spiritual needs , sightseeing variety, escaping from daily routine, and gaining knowledge	Som (2010)
Environment and atmosphere, affordability, professionalism	Escape, relax and pamper, enjoyment, distress, unwind	Azman and Chan (2012)
Environmental safety, tourism facilities, historical and cultural attractions	Novelty and knowledge, seeking rest, ego enhancement and relaxation	Yousefi and Marzuki(2012)
Easy access to educational resources, destination information and facilities, relaxation and nature appreciation	Escape, curiosity and weather, appreciation cultural and natural, family togetherness and health	Lee, Phau, and Quintal (2012)
Historical temples, art and tradition, affordable tourists destination, safe destination, value of money, beautiful beaches, mount	Enhance communication with local community, experience new different life style, exchange custom and tradition, increase	Shantika (2013)

climbing, natural reserves, festival and events, entertainment, outstanding scenery, outdoor activities, exotic atmosphere.	knowledge, to see how people of different cultures live, sightseeing, satisfy desire, self-exploratory, be away from home, seek solitude, participate new activities, meet new people, natural resources	
Good physical amenities, festival and special event, weather, historical and cultural art, variety food, beautiful natural scenery and landscape.	Learn something new and interesting, self-exploratory, meet new people, and escape from daily routine.	Khuong and Ha (2014)
Novelty, self-development, natural resources, easy access and affordable	Socialization, prestige, entertainment, self-exploration, relaxation, escapism	Chen and Mo (2014)
Attractions	Novelty seeking, cultural experience, adventure, escape, social contact, relaxation	Dayour and Adongo (2015)
Adventure, events and activities, easy access	Relaxation, enhancing relation, prestige,	Baniya and Paudel (2016)

and affordability, history and culture, variety seeking, and natural resource	knowledge gain, escaping daily, routine, spiritual needs, sightseeing variety	
Safety and accessibility, accommodation, transportation and recreation facilities, historical and cultural art, natural scenery and landscapes, value for money	Special interest in earthquake, fun and recreation, escape and relaxation, socialization, novelty seeking, prestige	Shrestha and Phuyal (2016)
Natural landscape, events and activities, history and culture, food tourism	Self exploratory, relaxation, social interaction	Joo, Seang, Hong(2017)

Annex II
Structured Questionnaire



Addis Ababa University
College of Business and Economics
M.BA in Management

Questionnaire for Tourists

Dear participants

Thank you very much for your openness and willingness to participate in this study. This questionnaire is designed to conduct a research work entitled as “*The effect tourism push and pull motivational factors on leisure tourists’ return intention: The case of Bishoftu town- A mediating analysis of tourist satisfaction*” is used only for collecting comprehensive data for research work. The study will be used only to meet the criteria set by the MBA in Management in the Business Administration of Addis Ababa University, which will be used solely for educational purposes. Therefore, the information is strictly confidential and is used exclusively for educational purposes. So, you are kindly requested to take few minutes of your busy schedule and genuinely fill this questionnaire.

Thank you very much for your cooperation!

Section One: General Information

Please choose the most appropriate answer

1. Gender:
☐ Male ☐ Female
2. Place of origin
☐ Ethiopian ☐ Foreign
3. Age:
☐ 18-25 years old
☐ 26-35 years old
☐ 36-45 years old
☐ 46-55 years old
☐ Over 55 years old
4. Educational back ground
☐ Uneducated ☐ Diploma ☐ degree ☐ masters and above
5. Employment status
☐ Student ☐ Employed ☐ Unemployed ☐ Retired
6. Marital Status:
☐ Single ☐ Married ☐ Divorced
7. How frequently do you travel?
☐ 1 month ☐ 6 months ☐ 1 year ☐ More than 1 year
8. How long is your travel period?
☐ One day trip ☐ 2-5 days ☐ 1 week ☐ More than 1 week
9. Have you been to Bishoftu before?
☐ Yes ☐ No

Section Two: Push and Pull Factors that Affects leisure tourists' return to Bishoftu

This section is calling for you to put your view on the push and pull factors that indicate its relation with your return intention to Bishoftu. Please indicate your accord with each

statement based on the 5 point scale [(1) = strongly disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree].

A. Question related to push motivational factors

Self-Exploratory	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly agree(5)
Travel to Bishoftu can enhance my knowledge and experience about a destination					
I can fulfill my dream and travel curiosity when I travel to Bishoftu					
I can learn something new and interesting while travelling to Bishoftu					
I can experience new or different cultures, lifestyle or traditions when I travel to Bishoftu					
Relaxation	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly agree(5)
I travel because I can temporarily release myself from feeling stress which could emerge in my daily life					
I travel because I can experience a different lifestyle in Bishoftu					
I travel because I can have a rest and relax myself visiting Bishoftu					
I travel because I would feel happy and excited in things I see in Bishoftu					
I travel because I want to find thrills and excitement					
I travel because I want to get a break					
Social Interaction	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly agree(5)
I like to meet people with similar interests when I travel					

I like to share my life experience with people whom I will meet in Bishoftu during my travel					
I think I would increase my social status (or my personal standing or importance compared to other people within my society) if I travel					
I believe that travel could enhance or enrich my relationships with family members/ friends/ acquaintances					
I like to communicate with local communities or other tourists when I travel to Bishoftu					
I think meeting and chatting with local people of destination areas					
I think meeting and chatting with other tourists could be entertaining					
I enjoy visiting friends/ acquaintances/relatives who lived in other places					

B. Question related to pull motivational factors

Natural landscape	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly disagree(5)
I enjoy visiting natural scenery and landscape of Bishoftu					
I love to visit crater lakes of Bishoftu					
I enjoy visiting natural landscape found in Bishoftu					
I enjoy visiting Mountainous areas					
I enjoy visiting flora and fauna of Bishoftu					
I love the natural landscape of Bishoftu					
Events and Activities	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly disagree(5)
I enjoy to experience the activities or events such as sports or cultural held in Bishoftu					

I enjoy to Experience the nightlife and entertainment activities held in Bishoftu					
I enjoy to shop at different places when I travel to Bishoftu					
I enjoy to visit local amusement/national park					
I am happy to Visit local spiritual festivities in bishoftu					
I enjoy to participate in the events that I never participated in before (such as sport events, carnivals, cultural activities and festivals)					
History and Culture	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly disagree(5)
I enjoy to view multicultural practices when I travel to Bishoftu					
I enjoy To visit cultural and historical places/ sites/ buildings when I travel to Bishoftu					
I enjoy to view and experience authentic local culture when I travel to Bishoftu					
I enjoy to explore local cultural resources of Bishoftu					
I enjoy to know about the history of Bishoftu					
I enjoy to see local arts and crafts when I travel to Bishoftu					
I enjoy to view outstanding scenery such as traditional or natural landscapes or features that is related to traditional practice at Bishoftu					
Food tourism	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly disagree(5)
I enjoy tasting variety of foods at Bishoftu					
I enjoy sampling new and different foods					
I enjoy tasting foods from different cultures at Bishoftu					
I enjoy tasting foods prepared by local people					
I enjoy chatting with friends about foods and beverages that I have tasted or going to taste					
I enjoy exploring foods availability in tourists destination before					

visiting the place					
I enjoy participating in food events and festivals					
Tourist satisfaction	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly disagree(5)
In general, I am satisfied with my decision to visit Bishoftu					
My choice to visit Bishoftu was a wise one and worth my time and effort					
I am satisfied with the natural scenery and environment in Bishoftu					
I am satisfied with the culture, history and art in Bishoftu					
I am satisfied with affordable price in Bishoftu					
I am satisfied with safety and security in Bishoftu					
I am satisfied with local cuisine and accommodation					
I believe that I met my expected demand					

A. Questionnaire related to Leisure tourists return intention

Leisure Tourists' Return Intention	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)
Bishoftu remains my first choice, if I travel to Ethiopia again				
Try more tourist products and services in the future				
In general, I will definitely return to Bishoftu in the near future I will keep contact with the people that I know in Bishoftu for the next time I visit				
I visit new destinations other than those that I previously visited in Bishoftu				
I always return to the same destinations that I previously visited in Bishoftu				
Compared to my last visit to Bishoftu, I stay longer period in the current visit				

THE END