



Uncovering Tourist Satisfaction through Push and Pull Motivations: Insights from the Wari-Bateshwar Heritage Experience

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Abstract – Bangladesh has a massive potential to flourish in its tourism sector, especially in historical places like Wari-Bateshwar, as it has spectacular resources to present. This study analyzes the effects of motivation (push and pull) on tourists' satisfaction with choosing Wari-Bateshwar as a destination. One hundred questionnaires were completed using Google Docs. Data were gathered from the tourists who visited outside of Narsingdi and the Dhaka University campus by structured questionnaires. The study demonstrates that accommodation availability in the tourist spot gains the highest importance. Gradual importance is attained from the elements- easily reached and cleanliness of the destination, pleasant and safe accommodation, personal security, prices of different products, availability of hygienic food and beverages, availability of recreation facilities, reasonable rent of accommodation, and shopping facility. After examining the post-visit opinion, some elements are treated negatively, e.g., the price of various products (food, drink, handicrafts, etc.), public toilet availability, different recreation facilities (Water Park, sports facility, nightlife, etc.), and shopping facility. This study has extensive implications for further research in tourism.

Keywords - Tourist Motivation, Push factors, Pull factors, Tourist Satisfaction, Heritage Tourism, Wari-Bateshwar, Travel Behavior.

I. INTRODUCTION

Heritage sites and archaeological places are major tourist attractions worldwide. In the last few years, visits to historical sites have ranked third—after dining in restaurants and shopping—among activities undertaken by people traveling abroad Cengizci (Cengizci et al., 2020). The number of people visiting heritage archaeological sites rises yearly, and the increase in traffic can damage sites. In extreme cases, sites have been closed to the public to prevent further damage. Heritage sites are fascinating destinations to visit in almost every country, so the gravity & importance of heritage tourism is increasing gradually. Heritage tourism is traveling abroad to places of historical or cultural interest to acquire knowledge or entertainment (Sunı & Pesonen, 2019). The researchers chose this topic based on the importance and relevancy of the demands of the current time. It is selected because today's heritage sites & tourism marketing in Bangladesh have great potential. It is becoming a more lucrative and valuable sector for attracting both national & international tourists & visitors and earning from this heritage and tourism industry (Monoarfa et al., 2022). So, to know the current service quality and customer satisfaction level, constructive research is needed, and that's why the researchers are eager to work on this matter, which is to provide a guideline to the policymakers. The study will help readers by giving adequate, justified information about the push and pull motivation on satisfaction based on Wari-Bateshwar (Dyvette et al., 2022).

Bangladesh is a small South Asian country with a rich culture, history, and archaeological sites, which are significant heritage destinations in the world, and this

country has great potential to become an important heritage destination in the world (Mzimela et al., 2024). A well-planned marketing program is essential to attract tourists to heritage destinations. Many developed and developing countries have successfully used marketing concepts and tools to attract heritage tourists to their countries. However, heritage tourism marketing has not been given proper attention in Bangladesh. Therefore, the number of heritage tourists is much less in this country than in neighboring countries such as Nepal, Malaysia, Singapore, Maldives, India, and Bhutan (Aridayanti et al., 2020). This study investigates the effects of motivation (Push and Pull) on tourists' satisfaction based on Wari-Bateshwar. This research paper can be limited by the accuracy of the information and the required skills and expertise of researchers to analyze gathered data. The literature review includes a critical analysis of related articles, and the methodology shows how the researcher will conduct the entire study later. A questionnaire surveyed some targeted respondents to have the required information to draw concluding remarks about the issue and provide guidelines to the beneficiaries (Acharya & Lillywhite, 2021).

The Rationale of the Study

The reason for undertaking this study is that the authors are intensely eager to improve the customer experience of visiting Wari-Bateshwar. So, it's the researcher's interest to know the level of customer satisfaction based on the effects of different dimensions of the motivational factors like push and pull factors, thus helping the authority provide more justified information about the gaps to improve. So, the researchers found it essential to conduct descriptive research on the stated issue. Besides this, as customer satisfaction & loyalty are considered demand and



profit-generating tools to sustain in a competitive world, the efficacy of achieving customer loyalty is an important issue worth studying because serving without knowing the natural expectation of consumers can't be justified from profitability ground.

Objectives of the Study

This study's main objective is to investigate the effects of motivation (Push and Pull) on tourists' satisfaction based on Wari-Bateshwar. The specific objectives are:

- To find out the impact of pull motivation on satisfaction
- To find out the effect of push motivation on satisfaction
- To measure the satisfaction level of the visitors of Wari-Bateshwar.

II. LITERATURE REVIEW

There are several studies on motivation in the tourism and travel industry: Gray's Sun lust and Wanderlust typology of tourists, Dann's Pull and Push Theory, Optimal Arousal Theory, and Pearce's Travel Career Ladder, among many others and adapted versions. Motivation can be considered a viable method to decrypt human behavior, more specifically, that of travelers. However, referring to both the demand (tourists) and supply (destination) side, the Push and Pull theory has been used by several authors to explain the subject matter and attempted to explain why people travel to exotic places using push and pull motivations (Kabir et al., 2024).

The results showed the influence of push and pull factors on how tourists perceive the destination and allowed comprehension of why tourists adopt specific behaviors. Another research study applied push and pull motivations to investigate travel motivations. The study identified the influencing needs and wants while examining these regarding sociodemographic variables and psychological well-being factors. Both studies used the push and pull theory to explain why travelers opt for a particular destination and comprehensively viewed the salient features of travelers from different market segments and the destination. Lee argues that identifying motivations is critical to understanding travelers' desires and segment markets. Crompton and McKay identified three key reasons for putting effort into research on tourist motivation. First, motives are the key to designing offerings for tourists; Second, motives directly relate to the subsequent satisfaction that the tourist assesses; Finally, identifying and prioritizing motives allows tourism marketers and planners to understand visitors' decision processes (Talukder et al., 2024b).

Although motivation is only one variable explaining tourist behavior, it is often regarded as one of the essential variables because it is both an impelling and compelling force behind all behavior. People travel because they are pushed into making this decision by internal forces and pulled by external forces of the destination attributes. The

push factors for a vacation are socio-psychological motives, while the pull factors are motives aroused by the destination rather than emerging exclusively from within the traveler himself. Crompton identified twelve motivations for traveling, which can be categorized as being either toward the socio-psychological or cultural end of the continuum. Examples of socio-psychological motives are escaping a mundane environment, relaxing, indulging in luxury, leisure, and adventure, and enhancing family kinship (Kabir and Talukder, 2024a). Cultural motives (the pull factors) include expansive space and activities, modern atmosphere, different cultures, etc. Much research is directed towards pull factors to explain why people travel to a particular destination. For example, Chen and Hsu focused on image attributes measuring the total attractiveness of overseas destinations to Korean tourists. Hu and Ritchie, on the other hand, seek to determine the relative importance of selected characteristics in contributing to the overall attractiveness of a tourism destination. These studies, however, ignore the socio-psychological motives behind destination selection. Crompton noticed that several travel motives are not place-specific. Also, motivation is multidimensional. Tourists seek to satisfy not one single need but several distinct needs simultaneously. Hence, analyzing the push and pull factors would yield a more comprehensive picture of travel motivations (Talukder et al., 2024).

No studies have examined Bangladeshi tourists' motivation to travel to Wari-Bateshwar using a framework of push and pull factors. Fatema Farjana Hani identified Bangladeshi travelers' motives for traveling to the Sylhet region utilizing the push and pull factors as a conceptual model. They discovered how different their motivations were compared to travelers from other markets and looked for patterns among travel motivations and social demographic attributes. Their approach focused not just on the pull factors as in other research, but also on the role of the push factors (Kabir et al., 2024b). Based on such an analytical framework of push and pull factors, this paper will attempt to uncover the relationship between travel motivations and social demographic factors. This will, in turn, help the tourism marketers/managers better understand the Bangladeshi visitors' needs and expectations so that different marketing segmentation programs can be designed to attract more Bangladeshi visitors to repeat their visits. In this paper, the researchers tried to uncover the relationship between travel motivation (Push and Pull) and tourist satisfaction.

Push Factors

According to Uysal and Hagnan, push and pull forces act separately, and people travel because they are moved by motivation variables when making travel decisions. Yoon and Uysal added that push motivations are emotional and internal aspects of the individual that lead to travel decisions (Cifci et al., 2021). Push motivations can be socio-psychological influences on leisure travelers about their choice of a destination. Dann suggested two factors



as push travel motives: anomie and ego-enhancement. Anomie means the desire to transcend the feeling of isolation obtained in everyday life, where the tourist wishes to escape routine. On the other hand, ego enhancement originates from the need for recognition, which is gained through the status conferred by travel (Fodness, 1994). Crompton developed a conceptual framework based on Dann's (1977) study that would integrate the push motivations of travelers. He found the influencing factors to be the desire to escape from a perceived mundane environment, relaxation, prestige, regression, health and fitness, adventure and social interaction, enhancement of kinship relationships, exploration and evaluation of self, and excitement. Yuan and McDonald (1990) identified five push factors from 17 motivational items in their study throughout the country. The push dimensions were

- Indulging in luxury
- Family togetherness
- Escape and relaxation
- Leisure and adventure

Pull Factors

Pull motivations are external, situational, or cognitive aspects of the tourist that compel the latter to travel to a destination. To be more explicit, the tourist is attracted by the destination attributes affected by publicity or promotion or any other means, thus giving a perceived image of the particular destination (Nordbø et al., 2023). Indeed, it is evident that pull motivations play an important role in shaping tourist travel motivations. This may boost the needs of the individual to have an experience at the particular destination, as indicated by Dann (1981), who argued that pull factors of the historical place are natural beauty, cleanliness and shopping, modern atmosphere, different culture, transport facilities, safety and security, relaxed tempo, and friendly natives both respond to and reinforce push factor motivation. McGee et al. (1996) confirmed that pull motivations are inspired by a destination's attractiveness, such as recreation facilities, cultural attractions, entertainment, natural scenery, shopping, and parks, which may stimulate and reinforce inherent push motivations (Ding & Xu 2024). In a study carried out from 28 attraction items, Yuan and McDonald (1990) identified eight pull factors:

- Natural beauty
- Cleanness and shopping
- Modern atmosphere
- Different culture
- Accessibility and transport facilities
- Accommodation
- Banqueting facilities
- Safety and Security

Several researchers suggested linking activities between travelers and destinations (Hamdy et al., 2023). Additionally, You et al. (2000) attach travel infrastructures with environmental quality and safety as significant dimensions of destination attributes.

Hypothesis Development

Several variables influence a visit to a historical place like Wari-Bateshwar. Here, the researchers have identified variables that affect motivation (push and pull) on tourist satisfaction. "Push & Pull factors have been widely accepted to explain tourist behavior and travel motivations." Dann (1997) explains push factors as the motive that drives a tourist away from home and pull factors that drive a tourist towards a destination. However, with more complexity, the push factors encouraging a person to travel are the socio-psychological needs, and the pull factors are the motivations arousing a person to visit a particular destination. Alternative wanderlust is described as the "essential trait in human nature that causes some individuals to want to leave things with which they are familiar and to go and see at first hand different existing cultures and places (Carvache-Franco et al., 2022).

Research Hypothesis

Various conceptual and empirical research have proved destination satisfaction's direct and indirect influence on push and pull motivation. The following hypothesis is developed to identify the effects of motivation on tourist satisfaction.

- H1: Indulging in luxury positively affects tourist satisfaction to visit Wari-Bateshwar.
- H2: Family togetherness positively affects tourist satisfaction when visiting Wari-Bateshwar.
- H3: Knowledge positively affects tourist satisfaction when visiting Wari-Bateshwar.
- H4: Escape and relaxation positively affect tourist satisfaction when visiting Wari-Bateshwar.
- H5: Leisure and Adventure positively affect tourist satisfaction when visiting Wari-Bateshwar.
- H6: Natural beauty positively affects tourist satisfaction when visiting Wari-Bateshwar.
- H7: Cleanness and shopping positively affect tourist satisfaction when visiting Wari-Bateshwar.
- H8: The modern atmosphere positively affects tourist satisfaction when visiting Wari-Bateshwar.
- H9: Different cultures positively affect tourist satisfaction when visiting Wari-Bateshwar.
- H10: Accessibility and transportable facilities positively affect tourist satisfaction when visiting Wari-Bateshwar.
- H11: Accommodation and banqueting facilities positively affect tourist satisfaction when visiting Wari-Bateshwar.
- H12: Safety and security positively affect tourist satisfaction when visiting Wari-Bateshwar.

III. METHODOLOGY

As many present students and ex-students have visited Wari-Bateshwar, the researchers have selected the Dhaka University campus to collect data. The data were collected using the systematic random sampling scheme. Respondents were asked to complete a questionnaire to determine travelers' motivations and demographic profiles. The questionnaire is divided into two sections. Section A



deals with the respondents' travel motives, while Section B covers the demographic factors. The travel motivation variables are adopted from Zhang and Lam's Study on Chinese visitors. Due to the geographical and cultural differences, some minor item changes have been made. The survey consisted of 55 questions and was divided into 12 groups. The first group was demographics, that contained questions to determine the structure of the sample to be used as control variables. These questions determined the respondents' age, gender, income, and profession.

Sampling Size

According to Kotler, sampling size means the number of people who should be surveyed to represent the target

population. The respondents are 100 in this study, which represents the target population. This study implements the sampling process through online and face-to-face interviews. The data were collected from the respondents willing to participate in the questionnaire and who had visited Wari-Bateshwar.

Result and Discussion

In this study, a descriptive method has been used to find the research results. In this research, 100 samples were used to conclude. Total number of sample is 100. So, the valid gender and age ranges are equal to 100.

Table 1: Gender of the Respondents

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	42	42.0	42.0	42.0
	Male	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

Among the 100 genders, females are 42 and males are 58; in percentage, 42% are female and 58% are male.

Table 2: Age of the Respondents

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	75	75.0	75.0	75.0
	26-35	16	16.0	16.0	91.0
	36-45	7	7.0	7.0	98.0
	46-55	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Among the 100 samples, 75 samples belong to the age range of 18 to 25, and 16 samples belong to the age range of 26 to 35. In percentage, 75% is from the age range of 18 to 22 & 16% is from the age range of 23 to 27.

Table 3: Relationship Status of the Respondents

RELATIONSHIP STATUS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	In a relationship	6	6.0	6.0	6.0
	Married	26	26.0	26.0	32.0
	Single	68	68.0	68.0	100.0
	Total	100	100.0	100.0	



Among 100 samples, six belong to a relationship, 26 belong to married, and 68 belong to single. In percentage, 6% are in a relationship, 26% are married, and 68% are single.

Frequency Statistics

H1: Indulging in Luxury

Table 4: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.244a	.060	.050	.77216

We have found that the R square is .060, and the adjusted R square is .050. This value expresses that .060 of the variance in tourist satisfaction can be forecast from indulging in luxury.

Table 5: Anova Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.702	1	3.702	6.209	.014b
	Residual	58.430	98	.596		
	Total	62.132	99			

Here, the F statistic is 6.209. As the value of the F statistic is more than 1.0, the null hypothesis is rejected. Here, the P value is considered to be an alpha level of .05 in testing the null hypothesis, and the entire model coefficients are

.014. The outputs are statistically significant as the P value is less than .05. Indulging luxury can consistently forecast tourist satisfaction.

Table 6: Coefficients

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.038	.345		8.816	.000
	Indulging in luxury	.228	.091	.244	2.492	.014

Here, the coefficient of indulging in luxury is .228. So we can predict that every unit increases indulging in luxury, and tourist satisfaction will increase by .228, keeping all other variables constant. Here, the p-value of Indulging in luxury is .014, less than .05. So we can say that the

coefficient of Indulging in luxury (.000) is statistically significant. So, we can say that the null hypothesis is rejected, and the coefficient significantly differs from 0.

H2: Knowledge



Table7:Model.Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.331a	.109	.100	.75146

Here, we have found that the R square is .109 and the adjusted R square is .100. This value expresses that .109 of the variance in tourist satisfaction can be forecast from knowledge.

Table 8: Anova Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.793	1	6.793	12.029	.001b
	Residual	55.339	98	.565		
	Total	62.132	99			

Here, the F statistic is 12.029. As the value of the F statistic is more than 1.0, the null hypothesis is rejected. Here, the P value is considered an alpha of .05 in testing the null hypothesis of the entire model. The coefficients are .001. The outputs are statistically significant as the P value is less than .05. Knowledge can consistently forecast tourist satisfaction.

Table 9: Coefficients

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.758	.331		8.338	.000
	knowledge	.289	.083	.331	3.468	.001

Here, the coefficient of knowledge is .289. So, we can predict that with every unit increase in expertise, tourist satisfaction will increase by .289, keeping all other variables constant. Here, the p-value of knowledge is .001, less than .05. So we can say that the coefficient of knowledge (.000) is statistically significant. So, considering all of the findings, the null hypothesis is rejected, and the coefficient is significantly different from 0.

H3: Family Togetherness

Table 10: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.294a	.086	.077	.76115

Here, we have found that the R square is .086, and the adjusted R square is .077. This value expresses that .086 of the variance in tourist satisfaction can be forecast from family togetherness.



Table 11: Anova

hypothesis that the entire model coefficients are .003. The outputs are statistically significant as the P value is less

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.355	1	5.355	9.244	.003b
	Residual	56.777	98	.579		
	Total	62.132	99			

Here, the F statistic is 9.244. As the value of the F statistic is more than 1.0, the null hypothesis is rejected. Here, the P value is an alpha level of .05 in testing the null

than .05. Family togetherness can consistently forecast tourist satisfaction.

Table 12: Coefficients

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.956	.312	-	9.477	.000
	Family togetherness	.247	.081	.294	3.040	.003

Here, the coefficient of Family togetherness is .247. So we can predict that tourist satisfaction will increase for every unit increase in family togetherness, followed by .247, keeping all other variables constant. Here, the p-value of family togetherness is .003, less than .05. So, we can say

that the coefficient of family togetherness (.000) is statistically significant. So, considering all of the findings, the null hypothesis is rejected, and the coefficient is significantly different from 0.

H4: Escape and Relaxation

Table 13: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.218a	.048	.038	.77708

Here, we have found that the R square is .048, and the adjusted R square is .038. This value shows that .048 of

the variance in tourist satisfaction can be forecasted from Escape and relaxation.

Table 14: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.954	1	2.954	4.893	.029b
	Residual	59.178	98	.604		
	Total	62.132	99	-		

Here, the F statistic is 4.893. As the value of the F statistic is more than 1.0, the null hypothesis is rejected. Here, the P value is an alpha level of .05 in testing the null hypothesis that the entire model coefficients are .029. The

outputs are statistically significant as the P value is less than .05. Escape and relaxation can consistently forecast tourist satisfaction.



Table 15: Anova

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.219	.306		10.505	.000
	Escape and relaxation	.184	.083	.218	2.212	.029

Here, the coefficient of Escape and relaxation is .184. So, we can predict that tourist satisfaction will increase with every unit increase in Escape and relaxation, followed by .184, keeping all other variables constant. Here, the p-value of Escape and relaxation is .003, less than .05. So,

we can say that the coefficient of Escape and relaxation (.000) is statistically significant. So, considering all the findings, the null hypothesis is rejected, and the coefficient is significantly different from 0.

H5: Leisure and Adventure

Table 16: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.032a	.001	-.009	.79582

Here, we have found that the R square is .001, and the adjusted R square is -.009. This value expresses that .001

of the variance in tourist satisfaction can be forecast for leisure and adventure.

Table 17: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.065	1	.065	.103	.749b
	Residual	62.067	98	.633		
	Total	62.132	99			

Here, the F statistic is .103. The value of the F statistic is not more than 1.0, so the null hypothesis is not rejected. Here, the P value is an alpha level of .05 in testing the null hypothesis that the entire model coefficients are .749. The

outputs are not statistically significant because the P value is more than .05. Leisure and adventure cannot consistently predict tourist satisfaction.

Table 18: Coefficients

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.772	.331		11.406	.000
	Leisure and adventure	.030	.092	.032	.321	.749

Here, the coefficient of leisure and adventure is .030. So we can predict that every unit increase in leisure and adventure tourist's satisfaction will increase by .030, keeping all other variables constant. Here, the p-value of

leisure and adventure is .749, more than .05. So we can say that the coefficient of leisure and adventure (.000) is not statistically significant. So, considering all of the findings,



the null hypothesis is not rejected, and the coefficient is not significantly different from 0. H6: Natural Beauty

Table 19: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.271a	.074	.064	.76639

Here, we have found that the R square is .074, and the adjusted R square is .064. This value expresses that .074 of the variance in tourist satisfaction can be forecasted as natural beauty.

Table 20: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.572	1	4.572	7.784	.006b
	Residual	57.560	98	.587		
	Total	62.132	99			

Here, the F statistic is 7.784. As the value of the F statistic is more than 1.0, the null hypothesis is not rejected. Here, the P value is an alpha level of .05 in testing the null hypothesis that the entire model coefficients are .006. The outputs are statistically significant as the P value is not more than .05. Natural beauty can consistently predict tourist satisfaction.

Table 21: Coefficients

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.984	.328		9.090	.000
	Natural beauty	.259	.093	.271	2.790	.006

Here, the coefficient of natural beauty is .259. So, we can predict that with every unit increase in natural beauty, tourist satisfaction will increase by .259, keeping all other variables constant. Here, the p-value of natural beauty is .006, which is not more than .05. So, we can say that the coefficient of natural beauty (.000) is statistically significant. So, considering all of the findings, the null hypothesis is rejected, and the coefficient is significantly different from 0.

H7: Cleanness and Shopping

Table 22: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.060a	.004	-.007	.79483

Here, we have found that the R square is .004, and the adjusted R square is -.007. This value shows that .004 of the variance in tourist satisfaction can be forecasted for cleanliness and shopping.

Table 23: Anova

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.



1	Regression	.220	1	.220	.349	.556b
	Residual	61.911	98	.632		
	Total	62.132	99			

Here, the F statistic is .349. The value of the F statistic is not more than 1.0, so the null hypothesis is not rejected. Here, the P value is an alpha level of .05 in testing the null hypothesis that the entire model coefficients are .556. The

outputs are not statistically significant because the P value is more than .05. Cleanness and shopping cannot consistently predict tourist satisfaction.

Table 24: Coefficients

COEFFICIENTS					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	3.714	.284		13.097
	Cleanness and shopping	.052	.088	.060	.591

Coefficients		
Model		Sig.
1	(Constant)	.000
	Cleanness and shopping	.556

Here, the coefficient of cleanliness and shopping is .052. So we can predict that every unit increase in cleanliness and shopping tourist satisfaction will increase by .052, keeping all other variables constant. Here, the p of cleanliness and shopping is .556, more than .05. So we can say that the

coefficient of cleanliness and shopping (.000) is not statistically significant. So, considering all of the findings, the null hypothesis is not rejected, and the coefficient is not significantly different from 0.

H8: Modern Atmosphere

Table 25: Coefficients

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.168a	.028	.018	.78493

Here, we have found that the R square is .028, and the adjusted R square is .018. This value expresses that .028

of the variance in tourist satisfaction can be the modern atmosphere.

Table 26: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.753	1	1.753	2.845	.095b
	Residual	60.379	98	.616		
	Total	62.132	99			



Here, the F statistic is 2.845. As the value of the F statistic is more than 1.0, the null hypothesis is rejected. Here, the P value is considered to be an alpha level of .05 in testing the null hypothesis, and the entire model coefficients are

.095. The outputs are not statistically significant because the P value is more than .05. Modern atmosphere cannot consistently predict tourist satisfaction.

Table 27: Coefficients

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.247	.381		8.531	.000
	Modern atmosphere	.211	.125	.168	1.687	.095

Here, the coefficient of the modern atmosphere is .211. So we can predict that with every unit increase in the contemporary atmosphere, tourist satisfaction will increase by .211, keeping all other variables constant. Here, the p-value of the modern atmosphere is .095, which is more than .05. So, we can say that the coefficient of the

contemporary atmosphere (.000) is not statistically significant. So, considering all of the findings, the null hypothesis is not rejected, and the coefficient is not significantly different from 0.

H9: Different Culture

Table 28: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.563a	.317	.310	.65803

Here, we have found that the R square is .317, and the adjusted R square is .310. This value expresses that .317

of the variance in tourist satisfaction can be different cultures.

Table 29: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.697	1	19.697	45.490	.000b
	Residual	42.435	98	.433		
	Total	62.132	99			

Here, the F statistic is 45.490. As the value of the F statistic is more than 1.0, the null hypothesis is rejected. Here, the P value is considered alpha level, which is .05, in testing the null hypothesis that the entire model

coefficients are .000. As the P value is not more than .05, the outputs are statistically significant. Different cultures cannot consistently predict tourist satisfaction.

Table 30: Coefficients

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.034	.426		2.425	.017
	Different culture	.759	.113	.563	6.745	.000



Here, the coefficient of different cultures is .759. So we can predict that every unit increase in tourists' satisfaction in various cultures will increase by .759, keeping all other variables constant. Here, the p-value of varying cultures is .000, which is not more than .05. So, we can say that the

coefficient of varying cultures (.000) is statistically significant. So, considering all of the findings, the null hypothesis is rejected, and the coefficient is significantly different from 0.

H10: Accessibility and Transportation

Table 31: Model Summary
MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496a	.246	.238	.69155

Here, we have found that the R square is .246, and the adjusted R square is .238. This value expresses that .246

of the variance in tourist satisfaction can be accessibility and transportation.

Table 32: Anova
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.264	1	15.264	31.916	.000b
	Residual	46.868	98	.478		
	Total	62.132	99			

Here, the F statistic is 31.916. As the value of the F statistic is more than 1.0, the null hypothesis is rejected. Here, the P value is considered an alpha level of .05 in testing the null hypothesis that the entire model

coefficients are .000. As the P value is not more than .05. The outputs are statistically significant. Accessibility and transportation cannot consistently predict tourist satisfaction.

Table 33: Coefficients
COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2.237	.298		7.507
	Accessibility and Transportation	.485	.086	.496	5.649

Table 34: Coefficients
COEFFICIENTS

Model		Sig.
1	(Constant)	.000
	Accessibility and Transportation	.000

Here, the coefficient of accessibility and transportation is .485. So we can predict that with every unit increase in accessibility and transportation, tourist satisfaction will be increased by .485, keeping all other variables constant. Here, the p-value of accessibility and transportation is

.000, which is not more than .05. So, we can say that the coefficient of accessibility and transportation (.000) is statistically significant. So, considering all of the findings, the null hypothesis is rejected, and the coefficient significantly differs from 0.



H11: Accommodation

Table 35: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.207a	.043	.033	.77900

Here, we have found that the R square is .043, and the adjusted R square is .033. This value expresses that .043 of the variance in tourist satisfaction can be accommodation.

Table 36: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.662	1	2.662	4.386	.039b
	Residual	59.470	98	.607		
	Total	62.132	99			

Here, the F statistic is 4.386. As the value of the F statistic is more than 1.0, the null hypothesis is rejected. Here, the P value is an alpha level of .05 in testing the null hypothesis that the entire model's coefficients are .039. The outputs are statistically significant as the P value is not more than .05. Accommodation cannot consistently predict tourist satisfaction.

Table 37: Coefficients

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.275	.297		11.029	.000
	accommodation	.197	.094	.207	2.094	.039

Here, the coefficient of accommodation is .193. So we can predict that with every unit increase in accommodation, tourists' satisfaction will increase by .193, keeping all other variables constant. Here, the p-value of accommodation is .039, which is not more than .05. So, we can say that the accommodation coefficient (.000) is statistically significant—so, considering all of the findings, the null hypothesis is rejected, and the coefficient is significantly different from 0.

H12: Safety and Security

Table 38: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668a	.447	.441	.59220

Here, we have found that the R square is .447, and the adjusted R square is .441. This value expresses that .043 of the variance in tourist satisfaction can be safety and security.

Table 39: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.763	1	27.763	79.164	.000b



	Residual	34.369	98	.351		
	Total	62.132	99			

Here, the F statistic is 79.164. As the value of the F statistic is more than 1.0, the null hypothesis is rejected. Here, the P value is considered the alpha level, that is, .05, in testing the null hypothesis that the entire model

coefficients are .000. As the P value is not more than .05, the outputs are statistically significant. Safety and security cannot consistently predict tourist satisfaction.

Table 40: Coefficients

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.698	.252		6.747	.000
	Safety and Security	.604	.068	.668	8.897	.000

Here, the coefficient of safety and security is .604. So we can predict that with every unit increase in safety and security, tourist satisfaction will increase, followed by .604, keeping all other variables constant. Here, the p-value of safety and security is .000, which is not more than .05. So, we can say that the coefficient of safety and security (.000) is statistically significant. So, considering all of the findings, the null hypothesis is rejected, and the coefficient significantly differs from 0.

Findings

The researchers interpret the model summary based on the R square and adjust the R square. That means what variance occurred in tourist satisfaction considering particular variables. Secondly, the researchers interpret the ANOVA table based on the value of F statistics and the p-value of this specific variable to identify whether it is significant (Talukder et al., 2024a). Lastly, the researchers interpret the coefficient based on its coefficient value to measure every change unit, considering the changes of a particular variable. Then, they decide whether the test statistics are rejected or not to determine whether they are statistically significant or insignificant. The researchers chose this based on the value of the significance of the coefficient. If the p-value is less than .05, the null hypothesis is not rejected, and the coefficient of a particular variable is significant.

Implications

Key issues for rising heritage business marketing are effective conservation and protection of historic and archeological resources. By actively distinguishing and registering the heritage of Wari-Bateshwar at the native and international levels, particularly with the World Heritage Organization, some preservation and protection of those historic resources will be ensured. Conservation clubs ought to be shaped to protect necessary heritage places. Promotion is vital for prospering heritage business marketing (Kalpidis et al., 2023). Ancient media like TV,

newspapers, radio, and signs will significantly push heritage destinations like Wari-Bateshwar. Posters, leaflets, and data packages regarding heritage destinations and attendant tourist facilities should be created and distributed to key areas like hotels, airports, and foreign embassies. Government organizations and personal tour operators ought to be interactive and made with videos, photos, and articles on historical and archeological places of Wari-Bateshwar. Social media marketing tools like Facebook and Twitter should be used with alternative ancient Media. Marketing tools prospering in some European countries to push heritage destinations so Bangladesh can even use these tools (Ha & Cho, 2024). Tour guides who are well trained and possess theoretical and practical knowledge can easily interpret heritage sites & destinations creatively and make a tourism experience more successful.

These skillful guides can play a significant role in advertising and marketing Bangladesh's archaeological and heritage sites. Delivering quality services to visitors or tourists is vital to heritage promotion (Talukder et al., 2024c). Therefore, adequate or proper security and safety of the tourists or visitors should be ensured to eliminate the negative image. Commercial enterprise facilities and services like transport facilities, accommodation, food and drinkables, entertainment, travel agents, tour operations, looking malls, supermarkets, and transporters ought to be established in smart range in international customary for heritage places by public and personal sectors (Goet, 2021). Unexplored heritage sites & archaeological places of Wari-Bateshwar should be considered to be explored adequately, and all traveler or tourist facilities should be there for the event of commercial enterprise. They have to be promoted, and a lot of analysis should be conducted and executed in these places. To make each promoting project flourish, all the relevant parties & stakeholders of heritage tourism should be concerned with developing and implementing promoting programs. Heritage officers



should assume absolute concern in promoting ideas in heritage destinations, undertake marketing strategy, and plan cautiously. The government ought to be a central co-coordinator to link all relevant stakeholders. Representatives from native residents ought to be taken into each promoting project due to the need for information concerning the location. Tour operators and tourism-connected business house owners sought to attempt to produce new expertise in both the private sector and government investment. Funding is insufficient for heritage sites and tourism marketing in Bangladesh. So funds must be raised, and effective & efficient use of investments must be ensured with the assistance of tourism & tourist marketing experts. Destination marketing and professional marketing experts must be appointed to develop and implement successful heritage tourism marketing strategies. Academic or institutional research on heritage sites and tourism marketing must be encouraged. Universities and institutions must provide emphasis & importance on tourism marketing.

The new focus of sustainable development and management of tourism should be on promoting economic incentives, environmental education, and local capacity building rather than merely on establishing rules and regulations, which proved to be largely ineffective (Arissaputra & Sentika, 2022). Developing and raising tourism-oriented education. This will help change people's perceptions regarding tourism and raise their awareness of its opportunities and challenges. This should be accompanied by efficiently using mass media and other promotional facilities to publicize and promote existing attractions and available resources. Providing training and education programs on different aspects of tourism, particularly to the people and personnel directly engaged in the sector activities (Talukder et al., 2024e). These should cover a broad range of subjects such as foreign languages, business and tourism techniques, the environmental and socio-cultural impacts of tourism, history, culture, local and national flora and fauna, etc. To facilitate those programs, steps must be taken to provide local communities with financial and technical backing, a field in which governments and NGOs have a key role to play. Physical planning and strengthening the sustainability of tourism destinations, in general, and ecotourism products, in particular, in order to preserve the environmental and cultural quality of those destinations. Planning of the tourism sector should be based on international standards and regulations. These should underpin the integration of regional proposals and joint marketing activities (Carvache-Franco et al., 2022). There should be improvement in the quality and efficiency of the basic tourism-related infrastructures and services such as hotels, roads, public amenities, transportation, and communication to provide world-class services to visitors and tourists. These also include tourism information, immigration and visa, and police services. In this regard, the necessary laws and regulations should be implemented to control the quality of the tourist services. Efforts should

be made to find and obtain access to funding for tourism projects. Steps must be taken to improve and optimize a broad range of funding resources, including the public and private sectors and other sources such as NGOs, academic institutions, and international foundations. The necessary steps must be taken to strengthen public-private sector cooperation to establish policies, strategies, and regulations relative to sustainable tourism development and strengthen institutional tourism management (Tang et al., 2022). Tourism products (tourism supply) must be diversified by including socio-cultural programs and traditional activities involving local communities. In this regard, efforts should be made to improve the planning, management, and marketing of ecotourism, not only as a sector with a great potential for economic development—especially in remote areas where few other possibilities exist—but also as a significant tool for conservation of the natural environment. One of the most important elements of strengthening and promoting intra-OIC touristic activity is to design and implement effective joint programs and projects in the field of tourism marketing and publicity. Developing and applying scientific methods of joint tourism marketing and advertisement supported by tools that have a major impact on consumers, e.g. the Internet. In addition to its capacity for the massive dissemination of information, the Internet also facilitates direct transactions between suppliers and consumers (Güzel et al., 2020). There is a need for developing tourism websites for the dissemination of information regarding tourism to render familiar their natural, historical, and cultural heritage assets.

IV. CONCLUSIONS

Bangladesh's wealthy & rich culture and history have all the potential and enormous ingredients for heritage sites & tourism development. Heritage tourism marketing can contribute significantly to Bangladesh's economy. Well-planned, efficient, and effective marketing strategies and plans for heritage sites & destinations are essential to attract & motivate a sufficient number of visitors & tourists. However, thriving & fruitful heritage sites & tourism marketing plan strategies cannot be taken alone. Unexplored heritage sites & archaeological places of Wari-Bateshwar should be considered to be explored adequately, and all traveler or tourist facilities should be established. They have to be promoted, and a lot of analysis should be conducted and executed in these places. Government organizations and personal tour operators should be interactive and made with videos, photos, and articles on Wari-Bateshwar (Talukder and Hossain, 2021d). Social media marketing tools like Facebook and Twitter should be used with alternative ancient Media. Marketing tools are prospering in some European countries to push heritage destinations, so Bangladesh can even use these tools. It needs proper coordination and combination among all the active & relevant stakeholders, infrastructural development, and creative promotional program. Various tourist & visitor facilities, such as transportation,



accommodation, food, shopping, etc., should be developed & delivered to meet the visitors' and tourists' fundamental wants and needs. Most importantly, in both the public & private sectors, relevant stakeholders must come forward to develop the infrastructure of the Wari-Bateshwar.

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