



E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**

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PUSH AND PULL FACTORS OF TOURIST PARTICIPATE IN OUTDOOR ADVENTURE TOURISM

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ABSTRACT

This study is to investigate the push and pull factors that influence tourists' interest in outdoor adventure tourism. Travellers have been choosing outdoor adventure tourism to have exciting adventures and get away from their daily routines. This is because someone goes to travel to feel fun and joy. So, they go to travel where they will find a peaceful place to comfort themselves. In this study of achieving this research aim are to identify the relationship between push and pull factors towards participation in outdoor adventure tourism in Malaysia. The quantitative research will use sampling methods. The distribution of online surveys and questionnaires to gather information from existing and potential customers. The Google Form could be easier to use because it only sends the link via WhatsApp. The survey offers useful data about the motives and preferences of adventure travellers, empowering industry participants to create specific promotions and improve the overall tourism experience.

Keywords: Outdoor adventure tourism, push factors, pull factors, tourist interest, adventures

INTRODUCTION

The tourism industry includes both labor and products provided by the travel industry, as well as non-evaluated highlights that rouse the travel industry, such as common destinations (such as seashores, mountains, and woods), significant sites, and social elements. The greeting given to visitors by industry workers and the local population is also very important. The travel industry incorporates friendliness (for example, convenience, eateries), transportation (for example, aircrafts, car rental), travel support and data (for example, visit administrators, travel planners, and vacationer data centers), and attractions and entertainment (for example, heritage locales and theme, public, and wildlife) (Normann, 2013).

The term "push and pull" factors was initially mentioned in connection with travel industry inspirations through Dann (1977). It is possible that certain inner factors 'push' a person to look for travel industry knowledge, whereas the choice of which knowledge or item to seek out is influenced by external factors that 'pull' a person to seek out that experience. The desire to get away, rest, and take a break, prestige, tour, sports and recreation, and social interaction are the most typical push

factors. Pull factors emerge due to an attractiveness of the place, including its beaches, recreational spaces, and tourism attractions (Jurowski, 1994).

Another concept in the travel industry is adventure. The travel industry has embraced experience, but there is no specific definition of experience in the travel industry. However, there are many other speciality sectors in the travel industry that share the same characteristics as having worked in the travel industry, such as ecological tourism, adventure trips, or skilled travel. The majority of researchers Syuhada Farhana Adnan and Shida Irwana Omar, 2021, agree that having worked in the travel industry is a speciality part of the travel industry. Adventure travel is a troubling and confusing concept. According to the Adventure Travel Trade Association (ATTA), 1990, "experience in the travel industry is a vacationer action that incorporates active work, social trade, or exercises in nature. "Adventure tourism comes in two different forms. Which is a hard adventure and a soft adventure (Vijita S. Aggarwal, 2017).

Hard adventure refers to exercises with a diversity of danger that require extreme responsibility and high-level abilities. The travel industry includes exercises such as climbing mountains/rocks/ice, journeying, caving, and so on. Soft adventure relates to actions with an extreme risk but low degrees of danger, requiring little responsibility and beginner abilities; experienced guides lead the majority of these activities. Soft travel incorporates activities such as exploring, setting up camp, climbing, kayaking, and so on (Sato et al., 2018).

The objectives addressed in this study of achieving this research aim are:

1. To identify the relationship between push factors towards participation in outdoor adventure tourism in Malaysia.
2. To identify the relationship between pull factors towards participation in outdoor adventure tourism in Malaysia.

SIGNIFICANCE OF THE STUDY

To The Academic Field

Future scholars can generate and develop new knowledge and ideas based on the issues because of this study. Given that the researcher must consider all the potential outcomes of the circumstance when conducting the research, it can also help develop a more analytical thinking style. This study can be used as a guide by future academics to conduct additional research on Push and Pull in outdoor adventure tourism.

Practical

There are countless ways to evaluate how well tourists participate. Using push and pull factors is one such strategy. Internal and external motivational dimensions are both investigated using the

push and pull factor technique. This contains factors that motivate people to look for adventure activities and gives the chance to evaluate factors that motivate people to look for adventure experiences in a particular location. Due to the number of locations that currently provide roughly comparable adventure activities, this is becoming more and more significant. Additionally, it can be a crucial component of the marketing of adventure tourism destinations. Therefore, the purpose of this study is to reconsider the push and pull factors that drive adventure tourism.

More research is required to fully understand some of these dynamics, and this study makes some significant additions to that understanding. Few researchers have looked at the effects of this shift, even though previous studies have demonstrated the industry's transformation. The importance of these developments for the planning, development and management of adventure tourism must be further studied. This study starts to talk about some of the ways that the sector seems to be changing, but it has numerous limitations. It is crucial to carry on with this study in different geographic settings and potentially with different research methodologies.

LITERATURE REVIEW

Push Factor

Push factors are tourists' behavioral contracts that affect their decision to visit a location or attraction. An individual's internal reasons that propel them to seek out a certain travel experience are referred to as push factors. When someone travels, experiences new things, or satisfies wants and desires, it is a result of internal stimulation. Push factors have been seen to be useful in explaining the desire for travel, as they are recognized as the starting point of understanding tourists' behavior (Crompton, 1979). It is a psychological reason from within that drives a person's desire to travel. The majority of push factors are internal motivators, such as the need for solitude, leisure, status, physical fitness, adventure, and interpersonal contact.

Pull Factor

Pull factors are the elements that attract someone to travel. Pull factors are outside causes that have an impact on a person's effort to satisfy a desire or requirement. One will select a location based on their requirements and preferences. Pull factors are things that take people from other places to a new region. Once people have made the decision to travel, their motive is what drives them to a specific location. Pull factors emerge due to the attractiveness of a destination, including beaches, recreation facilities and cultural attractions (Uysal and Jurowski, 1994). Traditionally, pull factors are considered more decisive in explaining destination choice (Bello and Etzel, 1985).

Outdoor Adventure Tourism

Our emotional and mental health can be improved by being in nature. A Stanford University study (Jordan, 2016) found that spending time outdoors can reduce stress levels, reduce anxiety, and possibly even reduce the risk of depression. Hard adventure activities and soft adventure activities are two different categories of adventure tourism activities. A tourist vacation that combines at least two of the following three components, such as physical exercise, exposure to the outdoors, and cultural education, is referred to as adventure tourism. It is common for visitors to be exposed to risk and require some abilities.

The Relationship Between Independent Variable and Dependent Variable Participate in Outdoor Adventure Tourism

Let consider research into the relationship between the relaxation by events and activities that affect outdoor adventure tourism. In this case, the dependent variable is relaxation by events and activities, while the independent variable is the effect of outdoor adventure tourism. The benefits of relaxation by events and activities allow us to improve our physical and mental health. Engaging in challenging activities forces us to focus our energy on what we are doing at the time. For example, people can do yoga, meditation or music and art therapy. Ultimately, this helps relieve overall stress levels.

People traveled in ancient times to explore sea routes, new destinations, even new countries. Culture is a key factor in expressing the proper kind of connection, but there also must be enough communication for it to work. Commercial adventure travel, on the other hand, is a recent development in which tourists employ expert tour operators to offer a variety of technical assistance, equipment, and cultural and environmental interpretation. For instance, many want to escape their daily routine by participating in outdoor activities like cycling, hiking, and kayaking. They engage in this behaviour to decompress or get rid of stress.

Going outside helps people feel less stressed. As they travel through some of the most breathtaking landscapes on earth, all of life's burdens will vanish. Recent years have seen a quicker global growth in adventure tourism because of new tourist destinations. This makes it possible for new areas to advertise themselves as truly unique and attract travelers looking for unique and outstanding experiences. Everyone has a smile on their face when they go back after an adventure because they are happy as a result. Backpacking, camping, and sailing are a few examples. They may take in the surroundings while engaging in these hobbies, unwinding from the stress of the outside world.

Research Hypothesis

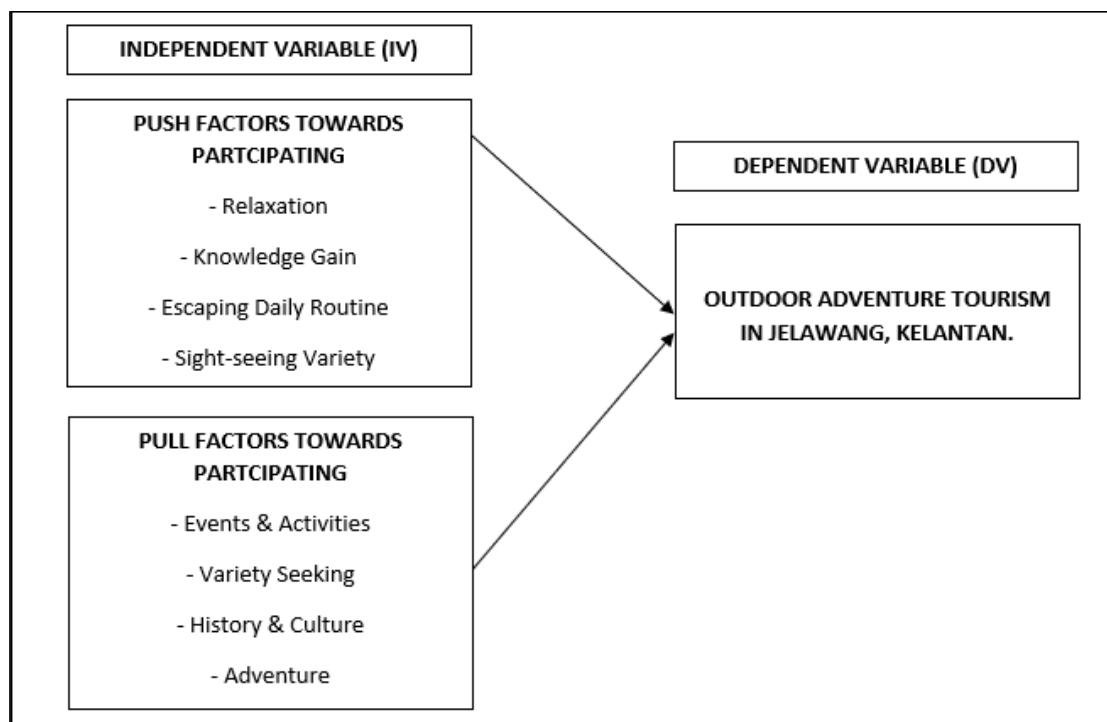
From the conceptual participating, independent variable was determined as push and pull factors of tourists participating and a dependent variable is outdoor adventure tourism. Based on the variable above, these hypotheses are defined as follows:

H1: There is a relationship between push factors towards participating in outdoor adventure tourism in Malaysia.

H2: There is a relationship between pull factors towards participating in outdoor adventure tourism in Malaysia.

Research Framework

The following is the conceptual framework for this study. The two factors which push and pull factors that will comprise the proposed independent variable (IV) are as follows. Outdoor adventure tourism in Malaysia is the dependent variable (DV).



Source: (Aref et al., 2010)

Figure 2.6: Conceptual Framework

METHODOLOGY

Research Design

This study uses a quantitative research design. Quantitative research is dealing with data, logic, and an objective point of view. It highlights numerical and static facts as well as intricate, convergent reasoning, in contrast to varied thinking, which is the unrestrained growth of multiple distinct opinions about a particular area in an unstructured manner. Quantitative research is the examination, analysis, and interpretation of the observations with the purpose of understanding the meanings and patterns of relationships. It is about asking people for their opinions through questionnaires in an efficient way so that the researcher can produce hard facts and statistics to guide. Descriptive, correlational, causal comparative/quasi-experimental, and experimental are the four subtypes of quantitative research. tries to prove cause-and-effect connections between variables. Data will be quantified using quantitative research, and outcomes from a sample will be applied to the entire 17 population. It can also be used to assess the presence of various points of view and suggestions in specific samples.

Finally, online surveys and questionnaires will be distributed to existing and potential customers as part of quantitative research to collect information. The outcomes can be represented numerically.

Data Collection

This survey used questionnaires to obtain data through a survey. A survey is a digital questionnaire that collects quantitative data. This method is to be employed because questionnaires are usually cheaper to conduct, relatively easy to administer because they are standardized and relatively free from several types of error and it is an efficient way of collecting information from a large number of respondents.

Sampling

Non-probability convenience characterizes the sampling strategy. It shows that the research population does not have the probability to be represented in the sample of Sekaran and Bougie (2013). As a result, this study will use the convenience sampling technique. The term "convenience sampling" refers to a method used by researchers to collect data from a readily accessible set of respondents for market research. Because it is so fast, simple, and affordable, it is the most frequently used sampling procedure. If members choose to be part of the sample, they are often easy to contact.

Data Analysis

Data analysis refers to the process of inspecting, cleansing, transforming, and modeling data to uncover meaningful insights, draw conclusions, and support decision-making. It involves the application of various statistical and computational techniques to analyze data sets and extract valuable information from them. To examine the primary data, researchers will use the programme

Statistical Programmers for Social Science (SPSS) version 26.0. SPSS is a data processing and analysis programme that lets you create tables and pie charts. Computers assisted researchers in reducing the amount of effort required to determine information and perform quantitative analysis quickly and easily. To evaluate quantitative data, the researcher employs descriptive statistics, reliability statistics, Pearson's correlation, and hypothesis testing.

FINDINGS

Response Rate

According to statistics, the "number of respondents who complete a questionnaire compared to the number assigned, usually expressed as a percentage," is known as the response rate. According to the 2009 edition of the OECD Glossary of Statistical Terms, "Response rate Definition," the response rate can also be applied to specific questions. Generally, the response rate refers to the quantity of replies a researcher receives after delivering questionnaires to participants. The response rates will also be calculated by separating the sample's total number of qualified participants by the quantity of valid responses.

A study's response rate is important since it establishes the validity of it. A low response rate might impact the reliability test and reduce the statistical power of the data obtained. As a consequence, it will have an impact on the study by providing the study's conclusions unreliable, which also shows that the findings of the research cannot be applied to the larger population. Therefore, a high response rate is partly influenced by how accessible and reachable the target audience is. The response rate will be low and vice versa if the reachability and availability are poor.

In this study, WhatsApp was used for spreading the surveys online. The surveys were answered by respondents with 217 questionnaires that distributed in total, which represents 100% of the questionnaires issued. Additionally, the researchers were able to compile all 217 completed surveys, total 217 dispersed questionnaires and a 100% response rate. There were neither any shared surveys that were not returned nor any received replies that were invalid. The identical number of surveys that were distributed were successfully collected, and there was a 100% response rate.

Demographics Characteristics of Respondent

There were 217 sets of valid questionnaires distributed and all the questionnaires were successfully collected back. In the frequency distribution analysis, there were 4 items of valid questionnaires that had been asked to the respondents including gender, age, income level, and platform to reach Jelawang, Kuala Krai, Kelantan. All the frequency distribution analysis was to category out the demographic profile of respondents.

Table 4.3: Demographics Characteristics of Respondent

		Frequency	Percentage	Cumulative Percentage (%)
GENDER	Male	85	39.0	39.0
	Female	132	61.0	100.0
	TOTAL	218	100.0	100.0
AGE	Under 18 years	2	0.9	0.9
	18 – 23 years	187	86.2	87.1
	24 -29 years	16	7.37	94.47
	30 – 35 years	5	2.31	96.78
	36 – 40 years	4	1.84	98.62
	41 years above	3	1.38	100.0
TOTAL	218	100.0	100.0	
INCOME LEVEL	No income	183	84.3	84.3
	Below RM1000	11	5.01	89.31
	RM1001 – RM2000	9	4.15	93.46
	RM2001 – RM3000	7	3.21	96.67
	RM3001 – RM4000	4	1.84	98.51
	Above RM4000	3	1.49	100.0
TOTAL	218	100.0	100.0	
PLATFORM TO REACH JELAWANG	Social media	83	38.2	38.2
	Friends	88	40.6	78.8
	Google search	38	17.5	96.3
	Others	8	3.7	100.0
	TOTAL	218	100.0	100.0

Male respondents accounted for 85 of the totals and that was 39% while female respondents accounted for 132 of the totals and that was 61%. Among respondents out of 217 respondents, the highest of respondents was female which is 132 that consists of 61%. While the lowest number of respondents was male which is 85 that consists of 39%.

The survey had 217 responses, with 2 respondents under the age of 18 (0.9%), 187 respondents between the ages of 18-23 (86.2%), 16 respondents between the ages 24-29 (7.37%), 5 respondents between the ages 30-35 (2.31%), 4 respondents between the ages 36-40 (1.84%), and 3 respondents above the age of 41 (1.38%). The highest of respondents were 18-23 years old that consists of 86.2% while the lowest number of respondents fall to 41 years above that consists of 1.38%.

They were 183 respondents (84%) who had no income. 11 respondents (5.01%) who had below RM1000 income and 9 respondents who had answered the questionnaire (4.15%) that income levels ranging from RM1001 to RM2000. There are 7 respondents (3.21%) who have an income between RM2001 to RM3000 already respond. There are 4 respondents who have answered the questionnaire, (1.84%) have an income level between RM3001 to RM4000 and 3 respondents (1.49%) an above-average income RM4000. The highest of respondents had no income that consists of 84.3% while the lowest was 3 that consists of 1.49%.

Social media respondents accounted for 83 of the totals and that was 38.2%. Friends' respondents for 88 of the totals and that consisted of 40.6%. Google search respondents accounted for 38 of the totals and that was 17.5%. Other respondents accounted for 8 of the totals and that was 3.7%.

The frequency and percentage of the responders based on the platform to reach Jelawang, Kelantan is the highest of respondents was friends which is 88 that consists of 40.6%. While the lowest number of respondents was others which is 8 that consists of 3.7%.

Descriptive Analysis

Table 4.4: Independent Variable and Dependent Variable

VARIABLE	N	MEAN	STANDARD DEVIATION
Push factor	217	4.3738	.57735
Pull factor	217	4.4055	.53913
Dependent variable	217	4.4597	.62670

The table displays the descriptive analysis for the independent variable (push and pull factors) and dependent variable. The pull factor has the highest mean score of any independent variable and that is 4.4055. The dependent variable, with a score of 4.4597, comes in second.

As we can see that district Jelawang, Kelantan is also one of the tourist destinations where visitors can explore its cultural resources such as the Geopark at Gunung Stong shows the highest mean score. The question indicates that the reasons will increase the demand of the place.

Reliability Test

A technique for examining a scale's internal consistency is the reliability test. To determine the level of consistency, we utilized Cronbach's alpha coefficient as the indication. Dependability analysis was used to examine the questionnaires' reliability. The survey's reliability and internal logic were confirmed using Cronbach's Alpha analysis. The reliability test measures how well test outcomes stand up over time from measurement of something. It covers how consistently the same set of test takers performs when the identical test is administered on several days (Rosaroso, 2015).

Table 4.5.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Reliability Cronbach's Alpha	Number of items	Results
Push Factor	0.931	8	Excellent
Pull Factor	0.902	8	Excellent
Outdoor Adventure Tourism	0.904	4	Excellent

Table 4.5.2 of the IBM SPSS Statistics version 26 findings revealed the importance of both independent and dependent variables in this analysis. The overall Cronbach's Alpha Coefficient for

the independent and dependent variables in this study was displayed in the table. All the variables, it may be considered, were more than 0.9. Consequently, the presented result is trustworthy and may be accepted in this analysis.

The push factor was assessed using eight questions. According to Table 4.5.2, Cronbach's Alpha for this section's question was 0.931, which was outstanding. As a result, the coefficients for the push factor were reliable. Following that, eight questions were asked to assess the pull factor. In this area, the Cronbach's Alpha value is 0.902, which is considered as excellent. Therefore, the coefficients generated for the pull factor were reliable.

In addition, four questions were used to evaluate the reliability variable, which influenced outdoor adventure tourism. Cronbach's Alpha was 0.904, which was regarded as excellent for this division's question. As a result, the coefficients calculated for the reliability factor were reliable. Since the Cronbach's Alpha value for such variables surpassed 0.9, the questionnaires are exceedingly reliable, as well as the research can move forward. Overall, the reliability found that the participants had a good understanding of the questions, implying that questionnaires were adequate for this investigation.

DISCUSSION AND RECOMMENDATION

Discussion

Most respondents agree the activities on adventure tourism were very extreme and attractive. The research explains more about the result of the factor study that showed that the respondent in this study perceived that pull factors had a major impact on outdoor adventure tourism. Based on other studies, the attention of arts, culture, history, and heritage was too common for a destination to attract more tourist arrival because typically tourists are more experienced with new things while learning about the destination through arts and history to increase their knowledge (Gunlu et. al, 2009).

Other than that, the arrival of tourists increases the economy, and it gives benefit to the region or country as it provides an opportunity for job creation and as money comes into the event destination areas which in turn encourage establishment of new enterprise and market a more positive image in an area (Zaei, M., 2013). But this result shows that pull factors affect economic impact but pull factors are considered as small issues of economic impact in this research. Besides, when cultural events are held, there are many stalls that promote job opportunities, especially for fresh graduates. For example, the fresh graduates around Bukit Jelawang area can take this opportunity to find their job opportunity for their future.

Through this, pull factors may affect outdoor adventure tourism. Beautiful natural resources, which also refer to the strategically relatedness of a place in the motivation of tourists, are usually a strong "pull" component in the idea of tourism resources. Researches that found a significant relationship between pull factors and outdoor adventure tourism.

Recommendation

Theoretically, this study has contributed to the literature by highlighting the push and pull factors of tourists participating in outdoor adventure tourism. Based on the survey conducted, to explore their motivation to engage in outdoor adventure tourism activities in Jelawang. There are several suggestions for improvement to increase overall visitor motivation.

The promotion of Jelawang's distinctive features, such as its picturesque landscapes, biodiversity, and cultural heritage, to draw tourists interested in adventure travel, is one of the push factors that encourage visitors to engage in outdoor adventure tourism in Jelawang, Kelantan. Additionally, design multiple adventure tourism packages that accommodate various interests and skill levels, including pursuits like hiking, rock climbing, river rafting, and wildlife observation. Additionally, increase accessibility. To make it simpler for travelers to reach Jelawang, improve connection and transportation infrastructure. For instance, improving roads. Enhance the standard and condition of the current roads going to Jelawang, making sure they are well-maintained, clearly marked, and appropriate for various vehicle types. Informational signs: To direct people to Jelawang, install clear signs at important transportation hubs and along main thoroughfares. Give precise and current information on available options, timetables, and costs for transit. Tourists will have easier access to Jelawang by improving transportation infrastructure and connectivity, which can draw more visitors and support the expansion of outdoor adventure tourism in the region.

Developing high-quality adventure facilities is one of the suggestions for the pull factors that entice visitors to partake in outdoor adventure tourism in Jelawang, Kelantan. To draw adventure seekers, make investments in the construction of well-maintained adventure amenities, such as hiking trails, climbing walls, and camping grounds. Next, offer qualified instructors and guides. Make sure that there are experienced and competent tour guides available who can give visitors engaging in outdoor adventure activities a safe and enjoyable experience. Last but not least, work with regional groups. Work with local groups to provide genuine cultural encounters for visitors, such as homestays, meals prepared according to tradition, and cultural performances.

CONCLUSION

In conclusion, the participation of tourists in outdoor adventure tourism is influenced by a combination of push and pull factors. Push factors represent the internal motivations and desires of individuals, including the desire for personal challenge, relaxation, knowledge gain, escaping daily

routine, sight-seeing variety. On the other hand, pull factors are external attractions that draw tourists to engage in outdoor adventure tourism, such events & activities, variety seeking, history & culture, and adventure.

Research on this topic has revealed that adventure tourists are driven by the desire for personal growth, the opportunity to escape and relax, the allure of scenic beauty and nature, the fascination with cultural immersion, the potential for social connections, the emphasis on environmental sustainability, and the pursuit of personal development and well-being.

Understanding this push and pull factors is essential for tourism stakeholders, as it enables them to tailor their offerings to meet the diverse motivations and preferences of adventure tourists. By highlighting the excitement, challenges, natural beauty, cultural richness, and sustainability of outdoor adventure tourism, destination marketers and operators can effectively attract and cater to the needs of this niche market. Ultimately, the fusion of personal motivations and external attractions creates fulfilling and memorable experiences for participants in outdoor adventure tourism.

(4374 words)

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