

Understanding the relationship of push and pull motivations in rural tourism

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Abstract

Purpose – The purpose of this study is to investigate the differences and relationships of push and pull motivations in two different rural tourism destinations.

Design/methodology/approach– Data was collected from tourists visiting rural tourism companies in Finland and in Tyrol (Austria). Data was analyzed using analysis of variance and correlation coefficients

Findings – The results indicate significant differences of push and pull motivations in the two regions. In addition, tourists motivated by different variables obviously search for different destination attributes. For example tourists motivated by the search of once in a lifetime experience expect different destination attributes than those respondents searching for a sense of comfort or an opportunity to relax.

Research limitations – The low sample size in both Tyrol and Finland reduces generalizability of the results.

Practical implications - The findings of this study can be used by rural tourism companies and practitioners to understand how push and pull motivations affect tourist behaviour. Based on this information marketing initiatives can be customized for various target segments in this particular market.

Originality/value – This is the first study to examine interrelationship between push and pull motivations in rural tourism and one of the most detailed studies on rural tourist motivations. Additionally, the comparison of the two countries underlines the assumption, that cultural or macro-economic variables strongly influence push and pull motivations of consumers.

Keywords – push motivation, pull motivation, rural tourism, Tyrol, Finland

Paper type - Research paper

INTRODUCTION

In several European countries rural tourism is a relatively important sector of the tourism industry. Rural tourism can be defined as at least one overnight leisure trip to a place situated in a rural setting or in a setting outside cities and tourist centres, aiming to participate especially in other than urban activities (e.g. shopping). The clientele for rural tourism is often mostly domestic, although lots of efforts are targeted to improve rural tourism internationalisation. In Austria, the association "Urlaub am Bauernhof" (Farm Vacation) is very successful as can be seen by increasing number of members and beds: in 2009 3.200 agricultural tourism enterprises offered about 38.000 beds (Grimm, 2009). The demand for rural tourism has grown over the last years and the market does not seem to be saturated yet (Pinkel, 2007).

A typical Finnish rural holiday includes accommodation in a cottage, local food, sauna and some kind of nature activities, most often swimming, rowing and walking in the forest. Rural tourism establishments are often located in remote countryside, far away from neighbors. Villages and services (shops, restaurants etc.) are often in a distance of several kilometers from the site. According to a study conducted by Komppula (2005) Finnish rural tourists expect to have a peaceful, quiet and rush-free rural holiday. For many Finns, nature, particularly lake and forest scenery, is a self-evident part of a country holiday.

According to a study carried out in Austria, the main reasons for choosing a rural tourism destination are positive prior experience with rural tourism, the suitability of rural tourism for the whole family, provides an instructive experience for children, rural tourism is relaxing, and rural tourism destinations are quieter than urban destinations. For Austrian rural tourism, Germany is still the main target market (Egger *et al.*, 2008). These potential farm tourists associate farms with nature and animals as well as with relaxation and silence. Nature-experience becomes more and more important for over 90% of German tourists (Herrmann *et al.*, 2008).

Internationalization of rural tourism businesses calls for a better understanding of what potential rural tourists in foreign market may value and expect of their rural holiday. It can be argued that what is regarded as a typical rural tourism offering in a mind of a Finnish rural tourist may not necessarily hold true for a German or Austrian consumer. Motivations and expectations of rural tourism customers have been investigated in several studies, but the focus has been on travellers in one country or destination at a time, e.g. Scotland (Frochot 2005), Spain (Royo-Vela, 2009; Molera and Albaladejo, 2007), Korea (Park and Yoon, 2009). Studies on rural tourists have been context-specific, and no comparisons between different destinations were found. Also the variables used especially measuring the factors that attract people to a certain destination do vary being context specific in most of the studies.

According to Leiper (1990), tourists are pushed by their own motivation towards places where they expect their needs to be satisfied. The push motivations 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). Pull motivations are those that attract people to a specific destination once the decision to travel has been made. They are destination-specific attributes, such as natural attractions, food, people, recreation facilities, or activities. Thus, pull motivations determine which destination traveler will choose to go from those destinations that match travelers' motivations.

As push and pull motivations have clearly connection, it is important to understand the relationship between them (Baloglu and Uysal, 1996). This study aims to understand this relationship in the

context of rural tourism, which is a valued tourism sector worldwide (Oh and Schuett, 2010). This study uses two different kind of rural destinations, namely farm tourism enterprises in Finland and rural companies situated in Tyrol, Alps, to examine how push and pull motivations and their relationship is dependent on the destination and tourists visiting there. The second part of the paper will examine the literature regarding to push and pull motivations in tourism, especially rural tourism. In Section 3 measurements for push and pull motivations are developed from existing literature. After presenting and discussing the results the authors derive implications for tourism practitioners and recommendations for further research.

PUSH AND PULL MOTIVATIONS IN RURAL TOURISM

Several rural tourism segmentation studies have studied what motivates the traveller to take a rural tourism holiday. Especially in benefit segmentation studies push and pull motivations are often incorporated into same factor analysis, which according to Snepenger *et al.* (2006) is not recommended. Instead, they suggest that researchers who are interested in the link between push and pull motivations, should develop motivational structures and benefit structures independently in separate factor analyses (Snepenger *et al.* 2006). Since recent rural tourism studies tend to use context specific variables and incorporate items from travel motivation research with destination attributes, in this study separate measures are developed. Earlier findings of travel motivation and customer value in tourism studies are utilised for the push construct, and studies in rural tourism context are utilised for the pull construct.

Results of Frochot (2005) in Scotland, Royo-Vela (2009), Molera and Albaladejo (2007) and Perales (2002) in Spain, Kastenholzet *et al.*, (1999) in Portugal, Park and Yoon (2009) in Korea, Komppula (2005) and Pesonen, Komppula and Laukkanen (2009) in Finland, and the literature review of Cai and Li (2009) based on earlier literature show that rural tourists have several similarities: they are most often motivated by opportunities to learn and explore nature or different cultures, participate in outdoor activities, search for peace and solitude. They may expect family togetherness, peace and quiet, friendly reception, change from routine and good food. Beautiful landscapes, opportunities for outdoor activity and hassle-free environments tend to attract rural tourists. But also differences can be found especially in relation to expectations towards farming activities, heritage or other destination attributes.

Empirical tests on push or pull motives were examined by Fodness (1994), Cha, McCleary, and Uysal (1995), Hobson and Josiam (1996) and Sirikaya and McLelland (1997). Baloglu and Uysal (1996) and Oh, Uysal, and Weaver (1995) used canonical correlation analysis. Klenosky (2002) and Cha, McCleary, and Uysal (1995) suggested that further research is needed in the comparison between push and pull motivations.

Push and pull motivations were also analysed in several studies referring to customer value construct in tourism, which has been studied e.g. by Duman and Mattila 2005, Gallarza and Gil (2008), Komppula (2005), Tapachai and Waryszack (2000), Taylor and Shanka (2008) and Williams and Soutar (2000). Taylor and Shanka (2008) studied perceived visitor value in a context of heritage tourism site development. Tapachai and Waryszack (2000) used the consumption value model of Sheth *et al.* (1991) in developing a measure of beneficial destination image. Williams and Soutar (2000) following Sheth *et al.* (1991) identified several functional, emotional, social and epistemic value dimensions as areas for future research. Komppula's (2005) qualitative study was focused on the expected customer value in rural tourism.

Duman and Mattila's (2005) empirical study was mainly based basically on study by Otto and Ritchie (1996) which purpose was to investigate the affective components of a tourist experience. Referring to the literature of experiential perspectives in tourism Otto and Ritchie (1996) suggested a construct of service experience, which according to their results consists of four dimensions, namely hedonics, peace of mind, involvement and recognition. Duman and Mattila's (2005) findings indicate that hedonics, or the pleasurable aspects of the consumption experience are strongly linked to perceived value.

Bansal and Eiselt (2004) studied the relationship between tourism motivations and planning in Canada. They used a survey that allowed space for qualitative answers and comments and found out five tourist motives: Climate, Relaxation, Adventure, Personal and Educational. The results of their study showed that tourist motivations affect the choice of region together with image of all regions and travel companions. After the region was chosen, tourists make detailed plans about their vacation and then decide the destination based on what the destination has to offer, i.e. pull motivations.

There have been only some studies examining the interrelationship between pull and push motivations in the travel and tourism literature (Kim *et al.*, 2003). According to Baloglu and Uysal (1996), it is necessary to understand both push and pull motivations and the relationship between them to effectively market a particular destination.

Kim *et al.* (2003) analyzed the correlations between push and pull motivations in six national parks in South Korea, aiming to examine the relationship in settings that involve more commonplace domestic travel decision. They found significant correlations between different push and pull factors and that age, occupation, gender and income affect these correlations. Even though understanding the relationship between push and pull motivations is important, there are not many studies examining the topic besides Kim *et al.* (2003).

In earlier studies certain push and pull motivations have been associated with rural tourism. Although these motivations have been investigated in plenty of rural tourism studies and several similarities between different studies have been found, there is still no research on what is the significance of the destination on the push and pull motivations. Therefore, the purpose of this study is to investigate the differences and relationships of push and pull motivations in two different rural tourism destinations, thus enhancing the understanding of rural tourism phenomenon. In this exploratory study the goals are

1. to compare the potential similarities and differences in push motivations in two rural destinations, namely Finland and Tyrol, and
2. to compare how push motivations in two destinations affect what destination attributes rural tourists value.

EMPIRICAL STUDY

Method and operationalisation

A questionnaire was developed for the empirical survey (Appendix 1). The questions consisted of three components: motivation component (push), destination attribute component (pull) and a set of respondent background information variables. 31 motivation statements based on the literature on

tourist motivation and customer value in tourism, especially in a rural tourism context were identified. The respondents were asked to assess, how important they find the statements when considering a holiday in the countryside. The variables were based on a literature review on aforementioned rural tourism segmentation studies as well as studies on customer value, and experiences in tourism (Otto & Ritchie, 1996; Tapachai & Waryszack, 2000; Williams & Soutar, 2000; Duman & Mattila, 2003; Komppula, 2005; Sánchez, Callarisa, Rodríguez & Molinar, 2006; Gallarza & Gil, 2008).

The destination attribute component consisted of 27 pull items, which were in the questionnaire divided into two separate questions. The items were created by collecting and combining attributes and expected activity opportunities from the above mentioned studies. The background information component included information about gender, age, education, income and rural origin. According to Zamora *et al.* (2004) individuals with rural origins are more interested in rural holidays than those with urban origins.

Data collection and sample description

This study reported herein utilized data collected in rural tourism companies in Finland and in Tyrol, Austria. In Finland data were collected using two different methods to obtain minimum 155 responses to satisfy requirements of the principal component analysis (Hair *et al.*, 2010). Altogether 270 questionnaires in Finnish were sent to 20 rural companies in various parts in Finland in June 2009. Altogether 86 questionnaires were returned by the end of August, of which four were in English, seven in German and 12 in Russian. Data were also collected by three students from two Finnish polytechnics. Students interviewed altogether 100 Finnish tourists in 16 rural tourism companies located near student's schools. Eight cases were deleted as they had too many missing answers to be useful. In the end 156 cases in Finnish and 23 by foreign tourists were used in the analysis. Foreign tourists account for 12.8 % of total cases in this study, which is quite close to the 14 % share of foreign customers in rural tourism businesses in Finland (Komppula and Saraniemi, 2007).

The data collection in North and Southern Tyrol was carried out in the time from July to September 2009. To archive satisfying return rate of questionnaires two types of distribution were used. A total of 120 questionnaires were distributed directly to farm tourists by a student of the University of Innsbruck. In addition to that further 130 questionnaires were distributed amongst 12 rural tourism businesses. These 12 tourism enterprises were selected using a quota method that means for being selected the enterprises had to fulfill certain criteria, that is operating in a rural area. The entrepreneurs were asked to provide the questionnaires to their customers and send them back to the University of Innsbruck. In total, 183 questionnaires could be collected in the area of North and South Tyrol. However, only 154 could be used for statistical analysis because of either high number of missing values (more than 5 % of all answers) or single answer patterns. The nationality distribution of respondents was compared with statistics from Tirol Tourism Research (2009) and no statistical differences were found ($p=0.495$). The companies chosen for this study are quite similar within destinations. That is, Tyrolean companies have similar offerings and surroundings with each other, as do the Finnish companies. This was done to minimize within destination differences.

Altogether 333 filled questionnaires were available for the analysis of this study. Missing values were replaced with respondent mean scores. To minimize the effect of response style in multinational studies (Dolnicar and Grün, 2007) all the items measured using Likert-scale (push and pull-items) were standardized by calculating each respondents mean score for both motivation and

destination attributes. After this new scores for both push and pull items were calculated by subtracting this mean score from original scores (Hair *et al.*, 2010).

First the motivations of rural tourists were compared by using analysis of variance (ANOVA). Graphical representation of results is presented in Figure 1. Five motivation items that differ the most between rural tourists in Tyrol and Finland were chosen to be further examined by comparing their correlations to different destination attributes. These were 'Feeling of romance', 'Once in a lifetime experience', 'Feel at home away from home', 'Sense of comfort', and 'Doing something I really like to do'. Also, five important motivations were chosen to be examined based on earlier research on rural tourism motivations (e.g. Park and Yoon, 2009). These were 'Relax away from the ordinary', 'I would escape busy everyday life', 'Opportunity to be physically active', 'I would explore new places', and 'I would experience different culture'. Motivation 'There would be an opportunity to be together as family' was also included examining correlations as it is one of the most important motivations for rural tourists in both destinations. Motivations' relationships between different destination attributes were examined using Pearson's correlation.

Results

Sample profile

In Finnish data there are significantly more female respondents (71.5 %) in the sample whereas in Tyrol males are majority (Table 1). All age groups are well represented in Finnish data but in Tyrolean data there are more middle-aged tourists. The Finns are better educated and have higher annual income. Most Finns are familiar with rural settings in contrary to the respondents in Tirol.

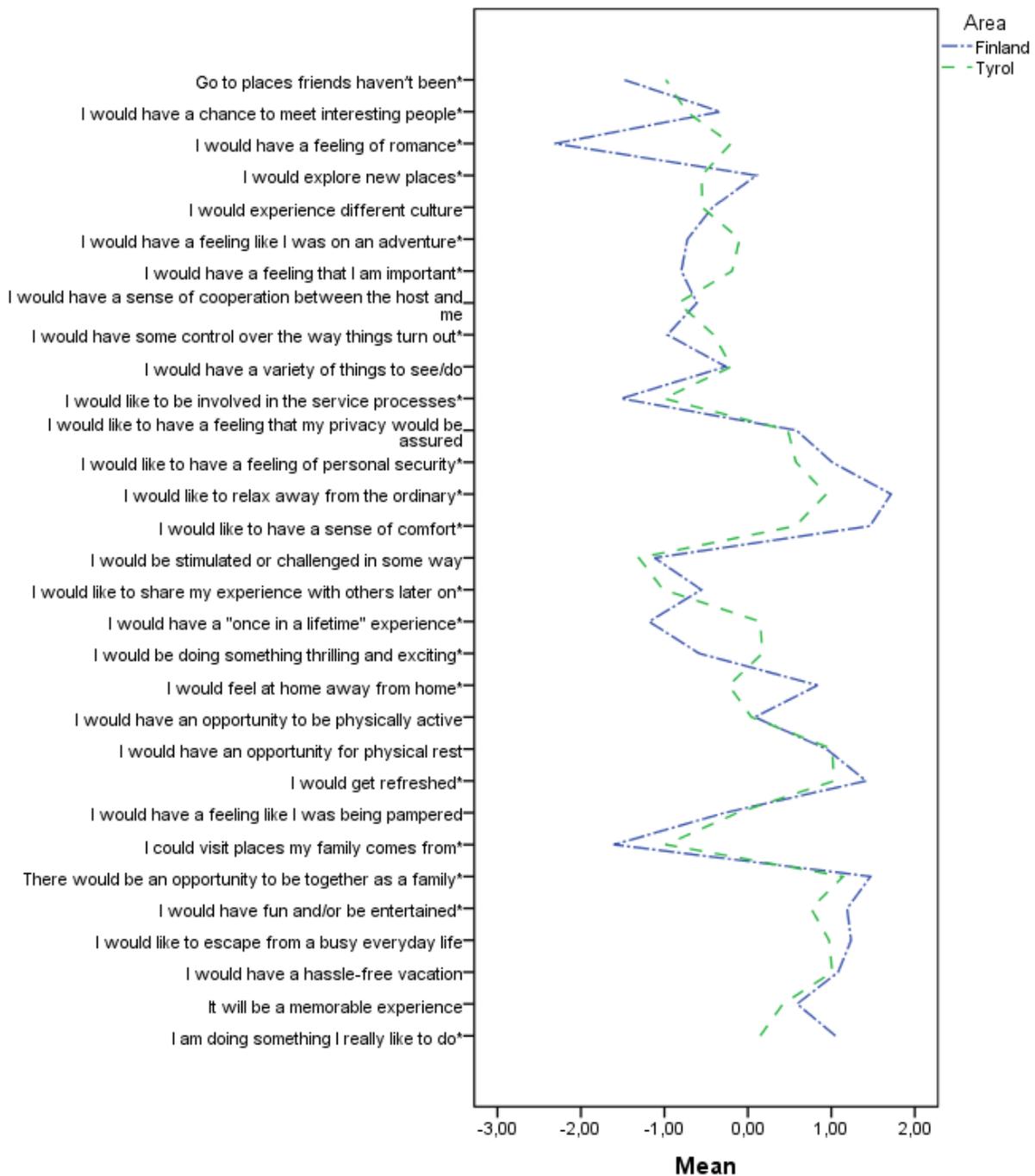
Table 1. Sample profiles

	Rural tourists in Finland	Rural tourists in Tyrol
Gender		
Male	43 (28.5%)	96 (58.9%)
Female	108 (71.5%)	67 (41.1%)
Age		
Under 25	10 (7.0%)	0
25-34	27 (19.0%)	39 (24.5%)
35-44	37 (26.1%)	64 (40.3%)
45-54	36 (25.4%)	45 (28.3%)
55-64	28 (19.7%)	11 (6.9%)
65 or older	4 (2.8%)	0
Education		
University degree	31 (20.4%)	0
Technical / Trade school / Vocational	91 (59.9%)	50 (30.7%)
Upper secondary school	9 (5.9%)	64 (39.3%)
Elementary school	21 (13.8%)	45 (27.6%)
Annual income		
Less than 15 000 €	7 (5.2%)	43 (26.4%)
15 000 – 29 999 €	12 (8.9%)	100 (61.3%)
30 000 – 44 999 €	27 (20.0%)	16 (9.8%)
45 000 – 59 999 €	26 (19.3%)	4 (2.5%)
60 000 – 74 999 €	25 (18.5%)	0
75 000 – 89 999 €	16 (11.9%)	0
At least 90 000 €	22 (16.3%)	0
Rural origins		
I lived during my childhood and/or adolescence in a rural area	79 (51.0%)	26 (16.0%)
I did not live during my childhood/adolescence in a rural area, but I visited rural areas often to see my relatives	58 (37.4%)	1 (0.6%)
I have no roots in the countryside	18 (11.6%)	136 (83.4%)

Comparing push motivations in Tyrol and Finland

Relative importance of motivations for rural tourists in Tyrol and in Finland is presented in Figure 1. As can be seen from the figure, there are statistical differences ($p < 0.05$) between the respondents in most of the motivations items. For rural tourists in Finland most important motivations were 'I would relax away from the ordinary' and 'There would be an opportunity to be together as family', whereas for rural tourists in Tyrol most important motivations were 'There would be an opportunity to be together as family' and 'I would get refreshed'. For rural tourists in Finland the feeling of romance is most unimportant motivation whereas in Tyrol it is somewhat in the middle. For both destinations motivation to visit a place their family comes from is very unimportant.

Figure 1. Relative importance of motivations for rural tourists in Tyrol and Finland



*difference is statistically significant ($p < 0.05$)

Similarities and differences between push and pull motivations

Table 2 presents statistically very significant ($p < 0.01$) correlations between five motivations that differ the most between the two destinations of this study. All other correlations have been excluded to increase the clarity of results. Table 3 depicts correlations of important rural motivations, derived from earlier literature, and destination attributes. The results enable a comparison of rural tourists in Tyrol and Finland and demonstrate how motivations affect what destination attributes tourists value or do not value. It can be revealed that tourists motivated by different things seek different destination attributes. For example tourists motivated by the search of “once in a lifetime

experience” want different things from a destination than people looking for a sense of comfort or an opportunity to relax (see Table 2 and 3).

There are also distinct differences between the two destinations of this study. For example comparing the motivation to explore new places in Table 3 reveals that in Finland daytrips, culture and local traditional food are important and family, relaxation and sauna are unimportant whereas rural tourists in Tyrol value variety of things to see and do, historic sites, picnic in the countryside, meeting local people, making handicrafts and privacy and do not value landscapes, nature and walking among others.

This study confirms that relaxation is one of the most important rural tourist motivations. But obviously relaxation can be interpreted very differently by various tourists. Rural tourists in Finland motivated by relaxation want that the destination is not crowded, it is safe for everybody in the family, they can enjoy beautiful landscapes, spend time outside in nature and especially that there are no schedules and atmosphere is calm. Also in Tyrol relaxation is closely related to family and rush-free calm atmosphere, but in addition it is about making short walks, learning about the local nature and that they don't need to worry about what to do as daily program should be available as well as organized trips and other packages.

There are also other areas where rural tourists in Finland are completely different from rural tourists in Tyrol. For example in Tyrol daily organized program and trips have clear positive correlation with relaxation and escape whereas in Finland the correlations are negative. When looking for a “once in a lifetime experience” rural tourists in Tyrol value that they can have good time with their family but in Finland to have “once in a lifetime experience” clearly does not include family.

Even though there are many differences, there are also many similarities in the two destinations. In rural destinations the ‘opportunity to be physically active’ correlates with ‘spending time outside in nature’, but particularly in Tyrol. In both destinations to do something tourists really like to do is closely related to spending time outside in nature and experiencing original, unspoiled rural landscapes.

Table 2. Correlations of most differentiating motivations and destination attributes

Push / Pull	Tyrol					Finland				
	Feeling of romance	"Once in a lifetime" experience	Feel at home away from home	Sense of comfort	Doing something I really like to do	Feeling of romance	"Once in a lifetime" experience	Feel at home away from home	Sense of comfort	Doing something I really like to do
Price of accommodation is low					-0.340					-0.227
The price for travelling is low				-0.248						
The destination is accessible by public transport					-0.318		0.205			-0.226
The destination gives children an opportunity to have a good time							-0.215			
The destination is not crowded	-0.256			0.234	-0.364		-0.291		0.278	
In the destination there is a variety of things to see/do	-0.277	0.462	-0.364		0.409					
The destination is safe for everybody in the family		-0.215		0.366			-0.284	0.243	0.272	
The destination gives an opportunity to have good time together as a family	-0.233	0.263	-0.278	0.264			-0.354		0.404	
The destination gives an opportunity to socialize with other people	-0.285				-0.235					
Make daytrips to the neighboring countryside		0.426			0.511					
Enjoy beautiful landscapes		0.314		0.255					0.224	0.258
Enjoy a landscape with lakes/rivers/seas	-0.264		0.519	0.286	-0.225					0.282
Enjoy mountain landscapes			0.522	0.391		0.268	0.320	-0.250	-0.202	
Spend time outside in nature		0.318		0.324	0.298	-0.245				0.427
Experience original/unspoiled rural landscapes		0.244		0.313	0.311	-0.278				0.303
Enjoy the forest	-0.245		0.456	0.348						0.253
Visit historic sites		-0.334		-0.326	-0.238	0.202	0.225	-0.233		
Visit cultural attractions		-0.254		-0.361						
Experience a different culture		-0.243		-0.289						
Enjoy local traditional food	0.341	-0.301								
Participate local festivals/events	0.257	-0.339								
Make long walks and hikes	0.447									
Have a picnic in the countryside				-0.455						
Make short walks		-0.434	0.226		-0.315					0.214
Get familiar with the original rural lifestyle		-0.304			-0.352	-0.203				
Meet local people				-0.314	0.244					
Handicraft making				-0.432		0.222		-0.243	-0.231	
Learn about the local nature	0.210									

Table 2. (Continued)

Push Pull	Tyrol					Finland				
	Feeling of romance	"Once in a lifetime" experience	Feel at home away from home	Sense of comfort	Doing something I really like to do	Feeling of romance	"Once in a lifetime" experience	Feel at home away from home	Sense of comfort	Doing something I really like to do
See traditional live-stock pasturing	-0.375	0.238								
The hosting company is environmentally qualified (shows environmental responsibility)							-0.265		0.244	
The hosts spend time with the guests/are available				-0.321						
My privacy would be assured if I wanted it		-0.389			-0.431					
I would have a feeling like I have some choice in the way things are done		-0.286			-0.462					
I do not need to rush according to schedules					-0.334		-0.280		0.264	
There is a calm atmosphere					-0.225		-0.203		0.269	
I can feel relaxed there	0.255						-0.325		0.389	
No language barriers				0.265						
Opportunity to go to sauna every day				-0.222			-0.210			
Half board (breakfast and dinner) available	0.222									
Full board available (three meals/day)		-0.357			-0.240					
A variety of restaurants available in walking distance		0.398			0.368				-0.205	
Local food available					0.231				-0.194	
Accommodation gives you an opportunity for full time self catering		0.312	-0.250		0.346					
Daily organized program available		0.277	-0.375							
Organized trips and other packages available		0.315	-0.360	-0.235						
Bicycles, boats etc. for rent	0.215		-0.535		0.214					

Table 3. Correlations of important motivations and destination attributes

		Tyrol					Finland						
Push	Pull	Relax away from the ordinary	I would escape busy everyday life	Opportunity to be physically active	I would explore new places	I would experience a different culture	There would be an opportunity to be together with a family	Relax away from the ordinary	I would escape busy everyday life	Opportunity to be physically active	I would explore new places	I would experience a different culture	There would be an opportunity to be together with a family
		The price for travelling is low											
The destination is accessible by public transport				-0.313		0.243			-0.256				
The destination gives children an opportunity to have a good time	0.269											-0.224	0.348
The destination is not crowded						0.340		0.384					
In the destination there is a variety of things to see/do					0.221	-0.340	0.274						
The destination is safe for everybody in the family				-0.210		0.211		0.205	0.199			-0.259	0.340
The destination gives an opportunity to have good time together as a family	0.214			-0.233			0.310	0.352	0.259		-0.263	-0.254	0.618
The destination gives an opportunity to socialize with other people	-0.291					0.349	-0.251						
Make daytrips to the neighboring countryside				0.359		-0.585					0.195		
Enjoy beautiful landscapes					-0.350	-0.292		0.270					
Enjoy a landscape with lakes/rivers/seas	-0.283	-0.244	0.266				-0.431						
Enjoy mountain landscapes	-0.243	-0.294	0.380	-0.291			-0.372	-0.202				0.264	-0.203
Spend time outside in nature			0.544	-0.437	-0.362			0.195	0.208	0.230			
Experience original/unspoiled rural landscapes			0.585	-0.422	-0.350								
Enjoy the forest	-0.267	-0.241	0.438	-0.301			-0.325						
Visit historic sites				0.223	0.300							0.270	
Visit cultural attractions											0.226	0.330	
Experience a different culture					0.228						0.283	0.476	
Enjoy local traditional food					0.257						0.218	0.195	
Participate local festivals/events								-0.227			0.227	0.206	
Make long walks and hikes				-0.304			-0.221						
Have a picnic in the countryside	-0.268	-0.245		0.256			-0.255						
Make short walks	0.310		-0.239		0.354				0.284				

Table 3. (Continued)

	Tyrol						Finland					
Push / Pull	Relax away from the ordinary	I would escape busy everyday life	Opportunity to be physically active	I would explore new places	I would experience a different culture	There would be an opportunity to be together with a family	Relax away from the ordinary	I would escape busy everyday life	Opportunity to be physically active	I would explore new places	I would experience a different culture	There would be an opportunity to be together with a family
Learn about the local nature	0.341	0.230				0.349						
Get familiar with the original rural lifestyle					0.293							-0.197
Meet local people				0.266								-0.199
Handicraft making	-0.331	-0.254		0.309		-0.383	-0.239					
See traditional live-stock pasturing	-0.290											
The hosting company is environmentally qualified (shows environmental responsibility)							0.288					
The hosts have pets	-0.307	-0.318				-0.313						
The hosts spend time with the guests/are available	-0.256		-0.353	0.231								-0.266
My privacy would be assured if I wanted it		0.274	-0.386	0.246	0.390			0.241			-0.294	
I would have a feeling like I have some choice in the way things are done	0.209	0.301	-0.543	0.273	0.344							
I do not need to rush according to schedules	0.233	0.340	-0.415				0.317	0.346				0.200
There is a calm atmosphere	0.255						0.320	0.287				0.244
I can feel relaxed there	0.427	0.284		-0.359	-0.294	0.427	0.385	0.380		-0.260	-0.227	0.210
No language barriers			0.275									
Opportunity to go to sauna every day										-0.222		0.198
Half board (breakfast and dinner) available				-0.227								
Full board available (three meals/day)					0.238							
A variety of restaurants available in walking distance	-0.220	-0.418	0.432	-0.275	-0.376		-0.266					
Local food available		-0.208										
Accommodation gives you an opportunity for full time self catering					-0.298							
Daily organized program available	0.238	0.221	-0.262		-0.237	0.468	-0.201	-0.282				
Organized trips and other packages available	0.253	0.236	-0.256		-0.281	0.475						

CONCLUSIONS AND IMPLICATIONS

For decades, push and pull motivations have been the cornerstones of tourism behavior research (Baloglu and Uysal 1996). A vast majority of studies in this field have examined either push or pull motivations. Dozens of different statements to measure push and pull motivations have been used, as can be seen from the literature review of this study. However, there is a need to examine the relationship of push and pull motivations, which can be considered very important from destination marketing perspective (Baloglu and Uysal 1996).

There were two goals for this study. First was to examine what are the similarities and differences in rural tourist motivations in two different destinations. The results revealed that there are both differences as well as similarities in motivations of rural tourists in Tyrol and Finland. Rural tourists in Tyrol seem to be more active, valuing experiences and adventure more than rural tourists in Finland, who seem to value relaxation and peace of mind more than rural tourists in Tyrol. Being together with family is important in both destinations, as is getting refreshed.

The second goal was to examine how motivations affect destination attributes rural tourists value and also what is the role of the destination in this relationship. The results show that effects of motivations to valued destination attributes are destination dependent. For example tourists in Tyrol seeking “once in a lifetime experience” value variety of things to see and do, possibility to make daytrips to the neighboring countryside and variety of restaurants within walking distance among others. For rural tourists in Finland “once in a lifetime experience” is about visiting historic sites and enjoying mountain landscape. Relaxation is important push motivation for tourists in both destinations and even though there are some differences, many similarities can be found: relaxation seems to be about enjoying calm, rush-free atmosphere without schedules with family close to nature.

Rural tourists in Finland do not perceive mountains as value creating attribute whereas rural tourists in Tyrol do. This is clearly related to the scenery at the destinations. Mountains are important brand symbols for Tyrolean and might be used by destination marketing to create a positive attitude towards rural tourism products. Furthermore and based on the analysis of the customer demographics rural tourism in Finland is a tourism product for the entire market whereas in the area of Tyrol rural tourism seems to be more attractive for a certain customer segment.

A deep understanding of push and pull motivations of tourist is crucial for destination marketing: As the results show, product and service bundles can be designed to focus on special segments with multi-optional demand pattern. For instance, Tyrolean visitors seek ‘once in a lifetime’ experiences together with their family members. Whilst today adventure and sports packages strongly focus on individual entertainment seeking travelers, destinations marketing should investigate whether there is a certain segment of family-experience seeking rural tourists. The results underline the multi-optional demand structure of tourists and as a consequence challenge rural tourism. While rural tourism is dominated by small and/or family businesses the creation of many options is limited due to lacking economies of scale and scope. A flexible but strongly marketed supplier network is a prerequisite for competitive rural tourism in Tyrol and in Finland. Therefore, tourism policy should support co-operative marketing and product development initiatives in this particular industry. The outcome of this research can be seen as impulse for both destination and enterprise managers and marketers to adopt their marketing strategies and products/services.

Because results are destination dependent the practical findings of this research are limited to rural accommodation companies in Finland in Tyrol. It can be argued that because the two destinations in this study differ so much from each other, there are also differences in other destinations. This suggests that results from studies examining push or pull factors are very destination specific and theoretically these findings are very important in understanding the relationship of push and pull motivations in tourism.

There are some limitations to this research. The sample sizes are quite small and this affects the generalizability of the results. However, most of the results are logical and as such reliable. A word of warning should nevertheless be given when interpreting the results of correlation analysis. Even though statistically significant correlations exist, the reasons are unknown. It is known that push motivations affect the destination attributes tourists seek and results are interpreted this in mind. There might be also other factors not analyzed in this study that affect the correlations. The results of this study prove that even though examining push and pull motivations is very useful, the results are destination specific.

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APPENDIX 1

Push statements for the question “When you are/were considering a holiday in the countryside (a rural tourism holiday), how important do you/did you find the following travel motivations?”

1	That I am doing something I really like to do	Otto and Ritchie 1996, Duman and Mattila 2005
2	That it will be a memorable experience	Otto and Ritchie 1996, Duman and Mattila 2005
3	That I would have a hassle-free vacation	Duman and Mattila 2005, Kastenholz et. al. 1999; Park and Yoon 2008
4	That I would like to escape from a busy everyday life	Otto and Ritchie 1996, Duman and Mattila 2005, Park and Yoon 2008, Frochot 2005
5	That I would have fun and/or be entertained	Duman and Mattila 2005, Kastenholz et. al. 1999; Park and Yoon 2008, Tapachai and Waryszack 2000
6	That there would be an opportunity to be together as a family	Duman and Mattila 2005, Park and Yoon 2008, Molera and Albaladejo 2007, Kemperman and Timmermans 2006
7	That I could visit places my family comes from	Zamora <i>et al.</i> (2004)
8	That I would have a feeling like I was being pampered	Duman and Mattila 2005,
9	That I would get refreshed	Park and Yoon 2008
10	That I would have an opportunity for physical rest	Frochot 2005
11	That I would have an opportunity to be physically active	Kastenholz et. al. 1999; Park and Yoon 2008
12	That I would feel at home away from home	Park and Yoon 2008
13	That I would be doing something thrilling and exciting	Otto and Ritchie 1996, Duman and Mattila 2005, Park and Yoon 2008, Williams and Soutar 2000
14	That I would have a “once in a lifetime” experience	Otto and Ritchie 1996, Duman and Mattila 2005
15	That I would like to share my experience with others later on	Otto and Ritchie 1996, Duman and Mattila 2005, Park and Yoon 2008
16	That I would be stimulated or challenged in some way	Otto and Ritchie 1996, Duman and Mattila 2005
17	That I would like to have a sense of comfort	Otto and Ritchie 1996, Duman and Mattila 2005
18	That I would like to relax away from the ordinary	Otto and Ritchie 1996, Duman and Mattila 2005, Tapachai and Waryszack 2000, Molera and Albaladejo 2007
19	That I would like to have a feeling of personal security	Otto and Ritchie 1996, Duman and Mattila 2005, Park and Yoon 2008
20	That I would like to have a feeling that my privacy would be assured	Otto and Ritchie 1996, Duman and Mattila 2005
21	That I would like to be involved in the service processes	Otto and Ritchie 1996, Duman and Mattila 2005
22	That I would have a variety of things to see/do	Otto and Ritchie 1996, Duman and Mattila 2005, Tapachai and Waryszack 2000, Molera and Albaladejo 2007, Frochot 2005, Williams and Soutar 2000
23	That I would have some control over the way things turn out	Otto and Ritchie 1996, Duman and Mattila 2005
24	That I would have a sense of cooperation between the host and me	Otto and Ritchie 1996, Duman and Mattila 2005
25	That I would have a feeling that I am important	Otto and Ritchie 1996
26	That I would have a feeling like I was on an adventure	Duman and Mattila 2005, Frochot 2005
27	That I would experience different culture	Frochot 2005
28	That I would explore new places	Duman and Mattila 2005, Park and Yoon 2008, Tapachai and Waryszack 2000, Frochot 2005
29	That I would have a feeling of romance	Duman and Mattila 2005

- 30 That I would have a chance to meet interesting people Duman and Mattila 2005
- 31 Go to places friends haven't been Park and Yoon 2008

Pull statements for the question "How important do you consider the following attributes of the destination/site and the services available during your countryside/rural holiday, in order to make a successful holiday?"

1	The destination is accessible by public transport	Kemperman and Timmermans 2006
2	The destination gives children an opportunity to have a good time	Kastenholz et. al. 1999; Kemperman and Timmermans 2006; Komppula 2005
3	The destination is not crowded	Molera and Albaladejo 2007
4	In the destination there is a variety of things to see/do	Kemperman and Timmermans 2006; Komppula 2005;
5	The destination is safe for everybody in the family	Kemperman and Timmermans 2006; Le
6	The destination gives an opportunity to have good time together as a family	Kastenholz et. al. 1999; Komppula 2005; Molera and Albaladejo 2007; Tapachai and Waryszack 2000;
7	The destination gives an opportunity to socialize with other people	Kastenholz et. al. 1999; Kemperman and Timmermans 2006; Komppula 2005

Pull statements for the question "How important do you consider that at the destination, there is an opportunity to...?"

8	make daytrips to the neighboring countryside	Frochot 2005; Komppula 2005
9	enjoy beautiful landscapes	Frochot 2005; Kemperman and Timmermans 2006; Komppula 2005; Leisen 2001; Molera and Albaladejo 2007; Park and Yoon 2008; Tapachai and Waryszack 2000; Williams and Soutar 2000
10	enjoy a landscape with lakes/rivers/sea	Kemperman and Timmermans 2006; Komppula 2005
11	enjoy mountain landscapes	Leisen 2001
12	spend time outside in nature	Frochot 2005; Kemperman and Timmermans 2006; Komppula 2005
13	experience original/unspoiled rural landscapes	Frochot 2005; Komppula 2005; Leisen 2001; Tapachai and Waryszack 2000
14	enjoy the forest	Komppula 2005
15	visit historic sites	Frochot 2005; Leisen 2001; Molera and Albaladejo 2007; Park and Yoon 2008 ; Tapachai and Waryszack 2000
16	visit cultural attractions	Kastenholz et. al. 1999; Leisen 2001; Molera and Albaladejo 2007; Park and Yoon 2008
17	experience a different culture	Frochot 2005
18	enjoy local traditional food	Frochot 2005; Komppula 2005; Leisen 2001; Molera and Albaladejo 2007; Park and Yoon 2008; Tapachai and Waryszack 2000
19	participate local festivals/events	Kastenholz et. al. 1999; Leisen 2001; Park and Yoon 2008
20	make long walks and hikes	Frochot 2005
21	have a picnic in the countryside	Frochot 2005; Kemperman and Timmermans 2006
22	make short walks	Frochot 2005; Kemperman and

23	learn about the local nature	Timmermans 2006
24	get familiar with the original rural lifestyle	Frochot 2005; Park and Yoon 2008 Kastenholz et. al. 1999; Frochot 2005; Kastenholz et. al. 1999; Leisen 2001; Molera and Albaladejo 2007; Park and Yoon 2008 ;
25	meet local people	Frochot 2005; Komppula 2005; Molera and Albaladejo 2007; Tapachai and Waryszack 2000
26	handicraft making	Leisen 2001; Park and Yoon 2008
27	see traditional live-stock pasturing	Komppula 2005