

# Push-pull Motivating Factors that Influence Local Tourists to Travel within their Country Case Study of the District of Tirana, Albania

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*Abstract:* - The tourism industry is the fastest-growing industry in the global economy. Tourism is always related to human beings and human nature, so it is important to investigate why people travel and analyze their tourism experiences. This paper focuses on the study of motivational factors that influence the decision of Albanians to travel within their country, the importance of domestic tourism, and the degree of influence of these factors on tourism demand. Understanding tourists' motivations for visiting destinations is important as it helps the market segmentation and allows tourism stakeholders to target them correctly. Data were collected through a well-structured and randomly administered questionnaire. Data were analyzed using descriptive and inferential statistics. Several 250 questionnaires were distributed in the city of Tirana, but only 200 were collected in total, which can be considered a limitation of the study in generalizing the findings to the entire study population. The study identified four main driving motives when residents travel within the country that proved to be important for the interviewers such as relaxation, local food, language, economic price of housing, and also five attractive factors such as beach, climate, knowledge, entertainment, and culture when traveling to Albanian destinations. These findings can benefit stakeholders in identifying the internal motivations of their potential customers, as well as help marketers who, knowing what motivates local tourists, can create a positive image of the destination, as well as products to attract domestic tourists to these destinations.

*Key-Words:* - domestic tourism, tourist motivation, push-pull factors, tourist destination, tourist behavior, attractiveness, business, Albania.

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## 1 Introduction

Tourism in all countries is considered to be an important industry. Its importance lies in the generation of employment, the increase of income, and the development of many fields. As one of the most massive phenomena involving millions of people around the world, it constitutes the most important economic branch which provides countries with developed tourism millions of dollars in income. According to UNWTO, tourism can be categorized as international and domestic tourism. Domestic tourism refers to the travel of resident visitors within their own country. UNWTO has categorized as domestic tourists: "Any person with a fixed residence, who travels within his country, outside his usual environment for a period that does not exceed 12 months and does not have the main purpose of

exercising an economic activity within the visited country", [1].

Since 1978, the economic effects created by the growth of domestic tourism have been evidenced, referring to various case studies, [2]. He also points out the political, social, cultural, moral, and environmental factors that favor and hinder the development of local tourism. Nearly a decade later, Jafari presented a list of sociocultural, and economic perspectives on domestic tourism to generate discussion and encourage its study, both in developed and developing countries, arguing that "a country can gradually and effectively enter the international tourism trade through domestic tourism", [3].

In 2023, tourism has become one of the most important sectors of the global economy. WTTC estimates that the travel and tourism sector contributes 9.1% to global GDP; an increase of

23.2% from 2022 and only 4.1% below the 2019 level. In 2023, there were 27 million new jobs, which represents an increase of 9.1% compared to 2022 and only 1.4% below the 2019 level. Domestic visitor spending grew by 18.1% in 2023, surpassing the 2019 level. "International visitor spending recorded a 33.1% increase in 2023, but remained 14.4% below the 2019 total", [4].

New trends in tourism, the situation created during the COVID-19 crisis in the tourism industry, require much more attention for domestic tourism. Although domestic tourism is the largest part of tourism, it remains unaddressed and left in the shadows compared to international tourism, in terms of scientific research and policies. Domestic tourism has often been overlooked by tourism industry players even though its importance in creating a sustainable tourism industry has been widely recognized. There are limited studies on this topic and policies on tourism development include very little domestic tourism, neglecting its potential.

Even in the case of Albania, tourism has become one of the most important sectors of the Albanian economy, thus being considered as one of the main engines of the country's economic development and growth. "According to data published by INSTAT, the number of foreign nationals entered Albania in 2023 is 10,155,640, increasing by 35%, compared with the year 2022 ", [5]. Tourism is transforming into one of the most important sectors of the Albanian economy. The data of the Bank of Albania have confirmed that during 2023 revenues from tourism reached 4.1 billion euros.

Tourism is a rapidly growing sector in the Albanian economy, mainly due to the wealth of attractive resources, the strategic geographical position, and the promotional efforts of the government. For this reason, accurate demand modeling and forecasting have become important for many actors in the tourism industry. Albania, a developing country, to rebuild itself economically, socially, and politically has chosen tourism as one of the main sectors of economic development. Like many developing countries in the world, domestic tourism in Albania is almost forgotten as a development issue and a valuable field of research, even though this tourism has increased year by year. The motivations of domestic tourists as well as the direct and indirect effects of travel motivations on the behavior of domestic tourists remain almost unstudied.

During the review of the literature, we will get to know the theoretical concepts of domestic tourism and its importance in the world and Albania, motivation theories, and specifically the push-pull motivational factors. Studies by different authors have been brought to attention case by case, taking into consideration many of the important factors that have been identified to serve as reference points for the study. Accordingly, a classification is developed in this study to describe the main characteristics of residents as potential tourists, based on the data found. This classification is related to the motivation variable, where the study examines the motivating and attractive factors that influence the decision of tourists to choose a holiday destination, the behavior of tourists, their preferences, and perceptions. By doing a deep and comparative analysis of the findings in the literature, significant factors have been identified and highlighted which have served as the basis for constructing the research questions of the study function of the purpose of identifying: "What are the motivating factors that push and pull Albanians when traveling within the country?"

Tourism is always related to human beings and human nature, so it is important to research why people travel and analyze their tourism experiences. The research questions, which aim to help us achieve the purpose and objectives of this article, are presented through a self-administered questionnaire divided into three sections as follows. The first section includes socio-demographic motivational factors (age, education, country of origin) and personal motivational factors (income, purpose of travel, and family size). The second section deals with the importance of domestic tourism to each individual. Based on the literature review and discussion with scientific research colleagues in the second section of the questionnaire, 13 sub-questions were defined for the identification of motivational factors. The third section deals with the question: "What are the most important factors that attract you when you choose a destination within the country?" 17 sub-questions have been defined that highlight the pull motivational factors according to the literature review. For data collection, 250 questionnaires were used which were distributed to residents of the city of Tirana who had undertaken trips within Albania during 2023.

In total, only 200 questionnaires were collected, which limits the generalization of the findings for the entire population of Albania. Based on the review of

the literature and the findings of the primary research, it was concluded that domestic tourism is a growing and developing phenomenon. The necessity of travel is the primary motivation for availing tourism services. Primary research has identified four main driving motives when residents travel within the country that proved to be important to the interviewees which are: relaxation, local food, language, lower price of accommodation, and are influenced by attraction factors such as beach, climate, knowledge, entertainment, and culture when traveling to Albanian destinations. The findings show that there exist commonalities and differences between the motives in traveling of Albanian tourists and tourists from other countries as per the literature review, which will be addressed in the fourth part of the study - Data Analysis. Marketers, knowing what motivates local tourists, can create an image of the destination as well as products that can attract them to these destinations, matching the products they offer accordingly and more efficiently.

## 2 Literature Review

Domestic tourism, like international tourism, is of fundamental importance to the economy of many countries. Its importance in the economic and social context is reflected in the Declaration of World Tourism. In this Declaration, the following is quoted: "Within each country, domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income", [6]. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favorable to the general economy of the country. Thus, the development of tourism from abroad should be accompanied by a similar effort to expand domestic tourism. Domestic tourism also increases the awareness of the common interest and contributes to the development of activities to generally favor the economy of the country, the right to vacation, the opportunity for citizens to know their country, the deeper recognition of the national identity that connects the individual with his compatriots as well as the sense of belonging to the national culture.

In many developing countries, a significant proportion of domestic tourism consists of visits to friends and relatives (VFR). "VFR is a cause and effect of international migration patterns and their change will create a continuing pattern of change like

tourism in Australia", [7]. In addition to VFR, "travel for religious reasons within the country is quite pronounced in some developing countries", [8]. Recent studies in domestic tourism have focused on understanding and analyzing the different segments of this market, on travel and spending patterns through market segmentation techniques. Many researchers have tried to explain the reasons why domestic tourism is still low, despite its importance, and to suggest ways to improve the situation. "The promotion of domestic tourism will encourage citizens to see the beauties of their country and increase the formation and preservation of national identity through visits to national heritage sites ", [9].

Tourism researchers have long recognized the importance of studying the reason for travel, motives, and attitudes towards tourist destinations to better understand and predict travel decisions and the behavior of tourists in the consumption of tourism products and services. They have developed and applied several motivational theories to explain tourist behavior. Maslow's Hierarchy of Needs is the most well-known theory of human motivation and includes six basic levels of needs in a hierarchical manner. These needs, in order of importance, are physiological, safety, social, status, self-esteem, and self-actualization. Research presented his theory of the hierarchy of needs and the means to explain them, [10]. He proposed that consumers seek to satisfy lower-level needs before moving up to the higher levels of the hierarchy of needs. The model recognizes that there is some overlap between the levels. A motivated person acts through psychological or physiological stimuli to satisfy feelings of need or to achieve an anticipated goal.

Researchers have defined four motivational components, [11]. Firstly, the intellectual component consists of learning, exploring, discovering, thinking, or imagining, secondly, the social component which includes the need to make friends and create interpersonal relationships. Third, the self-esteem component includes the need to compete, to challenge, and the stimulus avoidance component which is related to the need to escape and get away from the routine.

Researchers have seen travel as a means through which the individual has needs and wants to satisfy them. According to them "an individual may need affection, and this need may be met by visiting family and friends", [12]. "Tourism and leisure should be seen as an experience and that this

experience originates from the interaction of two motivational forces: to escape from routine and stressful environments and to looking for recreational opportunities", [13]. According to tourism motivations [14] can be defined "as a network of global integration of biological and cultural forces that give value and direction to the choice to travel, behavior and experience" [15], argued that the motives for travel are to overcome the feeling of isolation and loneliness, "feeling away from it all."

Tourists are "motivated to go away rather than to something", [16]. He used to say that relaxation and escape are the two most important psychological motives that people experience before they decide to take an overseas holiday. In [17], the effect of experience on motivation and the influence of socio-demographic variables on the perception of the tourist destination were analyzed. Similarly, the division model into, (allocentric and psychocentric), implies the existing interaction between the push and pull factors of travel behavior. The model determines that "at one extreme are the allocentric, who prefer independent vacation experiences in destinations that have not yet developed as a market, and at the other extreme are the psychocentric, who tend to visit popular tourist sites and prefer to travel in groups", [18]. Model helped explain what types of destinations tourists prefer based on their psychographic characteristics.

Introduced the concept of push and pull factors of tourist motivation in tourism studies, answering the question "What makes tourists travel?" he showed that there are differences between "push" factors and "pull" factors, [19]. To study the motives of vacationers' satisfaction that influence the choice of a destination, researchers noted that "imbalance in an individual's cultural, social, and psychological needs may constitute a primary motivation to travel", [20]. He has empirically identified nine motives. Seven are classified as socio-psychological (driving factors), escape from a perceived mundane environment, seeking and valuing oneself, relaxation, prestige, increased kinship, and social interaction. The two remaining motives (pull factors) were innovations and education, which are separate factors. Many studies have been developed to identify push and pull motives in different nationalities, destinations, and countries. In [21], identified that "the motives that drive people to travel escape from the routine of the environment, mastery, and competence. He also suggested that tourists do

their best to avoid mental and physical fatigue and stimulation that leads to boredom."

Attraction factors are those that attract tourists to the specific destination (e.g., good weather, sea, beautiful nature, quality of service, cultural monuments, etc.) and whose value depends on objective travel factors. Whereas, the driving factors refer to the tourist as a subject and the need of his desire to travel (e.g., escape from routine, nostalgia, meeting friends, etc.). This theory suggests that people travel because they are "pushed" by internal forces and "pulled" by external forces. Researchers emphasized that "the driving factors are related and refer to the individual internal desires of the traveler such as the desire to escape from routine, rest, relaxation, adventure, health and prestige, [22]. Pull factors are primarily related to the attractiveness of a particular destination and tangible characteristics such as beaches, housing, recreational facilities, and cultural and historical resources."

According to [23], in push factors serve to create the desire to travel while pull factors explain the actual destination choice. The driving factors, the needs and desires of the traveler, are the reasons why people travel away from their country. "Attractive factors are the reasons to go to certain destinations. These factors are generally characterized as two decisions made at two separate points and times, one focusing on the motive for going and the other on where to go." Although these are separate decisions, they do not operate independently of each other. The driving factors are considered to be the socio-psychological constructs of tourists and their environments that predispose the individual to travel or to participate in leisure activities, influencing decisions and demand to travel. Attractive factors, on the other hand, are those that emerge as a result of the attractiveness of a destination and help to create and choose the destination. The following model shows that "the travel route of the tourist from the origin, based on the driving factors and attraction forces of a destination, is conceived by the design and development of a locomotive with two engines on the double stimulus curve", [24].

This stimulus is studied by analyzing the tourism trips of foreign and domestic tourists in the destination of Andhra Pradesh of India which is well known as an ancient place with all the natural attractions

This study revealed that the origin of both factors, pushing and pulling, is from a single source,

the mind of the tourist. Thus, these two factors should be considered as a single integral unit, without denying the importance of the destination and the energy of the human mind. In the concept of these two factors that the author cites as a single integral unit, the tourism market is characterized by a high heterogeneity and together with increasing globalization shows their impact on consumer behavior, causing a changing and growing demand that needs to be segmented. In this scenario, it is clear that trying to meet the demands of all individuals with the same offer will hardly lead to satisfying their needs. Unlike other business activities, tourism is considered the business of selling unforgettable experiences, where the tourist's satisfaction at the destination is one of the most important motivators of tourists' future behavior or loyalty.

In recent years, with the consolidation of the market economy in Albania, the increase in family disposable income and leisure time are two factors that have contributed to the flourishing of tourism in Albania. Tourism in Albania mainly consists of inbound tourism, outbound tourism, and domestic tourism. Domestic tourism has played a key role in the development of tourism in Albania after the 1990s. In this process, the increase in the demand of Albanian residents has stimulated the development and growth of tourism. The fulfillment of this demand has led to the birth and growth of diverse and new forms of tourism. Among them, it is worth mentioning: "The pleasure trip, which is organized independently by individuals and by tourist agencies. In general, pleasure trips tend to be spread over multiple destinations. The concept of tourism in Albania has started to change", [25].

Before, when you thought about vacations, they were directly related to the sea. Now many destinations for a weekend or even longer have started to be massively liked. Business trips, another form of tourism, are defined through concepts such as meetings, conferences and conventions, training and sales missions, general promotion, or professional work with people who are concentrated in key economic centers. Vacations in the sun and the sea, with a chosen destination on the coast of an area where the climate is usually good, which is known as mass tourism, is an important place in the travels of Albanians, within the country.

Cultural tourism that focuses on artistic events, monuments, museums, exhibitions, visits to historical

and archaeological sites, festivals, or folklore events, responds to the cultural and artistic motivations of individuals involved in this type of tourism. Sports tourism where the motivation is either to participate in a sport (water, mountain, golf, hunting, fishing, and so on) or to attend a sporting event. Health tourism where the purpose of such travel is to undergo certain forms of medical treatment and care, normally involves personnel qualified for this service. This category includes visits to health farms, spas, and thermal baths. Rural tourism is concerned with the planned use of resources in a rural area to increase the general well-being of the community and visitors together, as well as preserving the living environment. Apart from those mentioned above, there are many other types of tourism of interest such as religious pilgrimages, adventure holidays, alternative tourism, tour holidays, and so on. These forms and those noted above are not mutually exclusive, because in many cases tourists can enjoy several forms at the same time, in response to the combination of a variety of motives.

So, as can be seen in the Albanian reality, motivation covers all the reasons that influence the way an individual acts. Without a motive to travel, there would be no travel industry. However, each destination is becoming more and more competitive, and each individual has the opportunity and freedom to choose from several destinations. Although motivation is only one of the variables that explains tourist behavior, it is considered to be one of the primary elements, due to its commitment and persuasive force. Destination marketers and planners are making significant efforts to study and understand the tourism process and why people engage in travel to a particular destination or place. Effective tourism marketing would be impossible without a good understanding of consumer motivations. Thus, motivation appears to be a critical variable because it stands as the persuasive force behind all behavior. Marketers and promoters of tourism destinations should remember that the most successful products are those that best respond to the needs within a given market segment and should make more marketing efforts to match a destination's attributes with the different psychological needs of tourists.

### 3 Methodology

To achieve the goals and objectives presented in this study, empirical research was done on the proposed methodology. For research to cover all its aspects, both primary and secondary data are used. Primary data were collected directly through a structured questionnaire with closed questions, from the sample taken in the study, for the specific purpose of the research. Secondary data such as data collected in the past by other researchers, or other subjects for their purposes, served for this research by using them in a combined manner according to the needs of the study. Regarding the topic addressed, we can say that there was a significant lack of data on local tourism in our country. Perhaps this became the starting point for the realization of in-depth primary research in this field. This paper is based on the data collected on the preferences of Albanian tourists towards domestic tourism, focusing on their motivation to travel, the reason "why" they travel, and "to where". The study consists of a quantitative analysis, where the push-push and pull-pull factors that determine the tourists' decision to travel are taken into consideration. Such factors are active in the decision-making process for a certain destination.

The survey was conducted by a self-administered questionnaire made at the home of subjects who were selected as a sample through random routes and family acquaintances. Hereby we have tried to make sure that the selection process is completely random. The entirety of the study is based on persons over the age of 16 who are residents of the city of Tirana and who have made at least one trip in 2023 within the country, outside of its usual environment for a period not exceeding 12 months and not having the main purpose of exercising an economic activity within the visited country. As it was very difficult for the study to be carried out throughout Albania and represent its entire population, it was decided that the study would include the urban resident population in Tirana divided by gender. So, the population was initially divided into two strata or subgroups according to gender. The selection was random but making sure to cover and represent the subgroups as best as possible. Tirana was chosen as the city with the largest urban population. According to INSTAT, on January 1, 2023, the population of Tirana was 925,268 inhabitants, corresponding to 33.5% of the total population of Albania of 2,761,785 inhabitants. "There is no single formula that can tell us which measure of choice is best as there are many factors

that influence the measure of choice. For this reason, the researcher must limit the research to a small and as representative part of the population as possible and not to the entire population", [26]. "A sample size of at least 30 and at most 500 is adequate to conduct most studies", [27].

A total of 250 questionnaires were distributed and 200 questionnaires were collected, which were completed without errors.

### 4 Data Analysis

The data in this study were collected through the method of quantitative research through questionnaires, carrying out the description and comparison of the phenomenon with the review of the studied literature through the received answers. Quantitative data analysis is more effective when the indication of different variables is done in the form of statistical and numerical predictions. The data obtained from the questionnaires were analyzed using SPSS 22. The following is a descriptive analysis of the data according to the parts of the questionnaire, namely: The first part (socio-demographic characteristics), and the second part (motivational push-pull factors). Descriptive analysis will give us an overview of the characteristics of the sample taken in the study. Based on the literature review and primary research findings, it was concluded that domestic tourism is a growing and developing phenomenon. The study has identified that the main drivers when residents decide to take vacations are relaxation and are influenced by attractive factors such as entertainment, luxury, safety/experience, beach/relaxation, and culture when traveling to Albanian destinations. The necessity of travel is the primary motivation to benefit from tourist services. Data management was performed with the SPSS 22 statistical package. The analysis is descriptive.

Age is a very important factor that directly affects consumer behavior. According to [28], age is also considered as the most important demographic variable that affects consumer demand. Based on the questionnaire data, the participants in this study consist of 76 individuals, or (38%) of the participants are aged 26-35 years, 54 individuals, or (27%) of the participants are aged 36-45, 30 individuals or (15%) of participants are aged 46-55, 24 individuals or (12%) of participants are aged 16-25 and 16 individuals or (8%) of participants are aged 56-65

and over 65 years old. We see that the sample taken in the study is represented by relatively young active ages from 26-45 years old with 130 individuals or (65%), which enables their inclusion in tourist trips.

Gender, many studies as in [29] have shown that gender affects the behavior of tourists. In this study, 110 individuals (55%) of the interviewees belong to the female gender, and 90 individuals (45%) of the participants belong to the male gender. So, the selection of individuals, although random, has provided us with good coverage and representation of the female and male subgroups.

Education is one of the main determinants of everyone's activities and social class. According to the level of education has been determined as the main factor that affects the income and further the expenses of an individual, [30]. The participants in this study consist of 108 individuals (54 %) with higher education, 70 individuals (35 %) with secondary education, 8 individuals (4 %) with postgraduate education, and 14 individuals (7 %) with no education.

Employment status is a very important element in determining the preferences and decisions of tourists to take vacations. Often the workplace forces us to make certain decisions, or the status it gives us, becomes a determinant of the choice of destination, the way of travel, and the tourist expenses that we will carry out. 90 individuals or (45%) of the participants in this study are employed in the public sector, 46 individuals, or (23%) of the participants in this study are employed in the private sector, 30 individuals, or (15%) of the participants in this study are self-employed, 20 individuals or (10%) of the participants in this study are students, 10 individuals or (5%) of the participants in this study are retired and 4 individuals or (2%) of the participants are unemployed.

Income is another key dimension in determining consumer behavior, as well as the ability to spend. Income is a personal budget constraint that determines tourism spending. Income is a very good predictor of vacation-taking behavior. The empirical literature as in [31] shows that middle- and high-income groups are more likely to take vacations. "This result confirms the idea that tourism in general behaves as a normal good with positive elasticity of demand, increasing its consumption as income increases", [32].

"The average gross monthly salary for a salaried employee, during the first quarter of 2023, is ALL

64,706", [33], something that stimulates Albanians to travel more. The participants in this study consist of 104 individuals or (52 %) are the majority of interviewees who live in families with an average monthly income of less than 60,000 ALL, followed by 72 individuals, or (36 %) with an income of 60,001- 100,000 and 24 individuals or (12%) with income over 100,000 ALL. Country of origin, this variable represents the country in which the participants in this study are residents. The needs of consumers vary depending on their location, starting from climate, terrain, natural resources, etc. According to [34], the size of the city of residence can also justify the decision to go on vacation. This is because residents of high-density urban populations have a greater need to get away in search of relaxation. The sample of questionnaires was completed in Tirana and 200 valid questionnaires out of 250 distributed were received, so the return rate is 80%. This is closely related to the fact that Tirana is the largest city in Albania, based on the number of inhabitants it has.

The purpose of making the trip determines the reason why individuals have decided to make the trip. According to the results, most of the interviewees travel within the country: for leisure vacations (42%), to visit relatives (32%), followed by religious trips (9%), for business (5%), seminars or training courses (4%), conferences (3%), medical treatment (3%) Shopping (2%). According to some authors in [34] "an individual may need love and this need may be supplemented by visiting family and friends." The number of individuals on the trip is another variable taken in the study where the interviewees prefer to go as a couple (37%), alone (27%), families with children (21%), and groups (15%) on vacation. Such a division gives a clear panorama for businesses to target certain groups with tourist services and products.

In the following, several opinions were obtained for the identification of the factors that motivate Albanians when they take vacations within the country and how important they are for the interviewees, that is, the first one from the point of view of the Albanian tourist consumer with a Likert scale from 1-5 (strongly agree, somewhat agree, neutral, agree, completely agree). Knowing the opinions on the importance of vacations within the country, especially in developing countries like Albania is a must because the tourism industry is focused on the effects of tourism in the country,

providing us with a broad background on the impact of tourism and its potential for increase the country's economy. Economic benefits arising from the tourism industry, such as increased foreign exchange earnings, employment, and income generation, can overcome many resource problems as well as create opportunities to improve the quality of life of the local population. The descriptive analysis for the identification of the motivational factors is defined by 13 sub-questions which are as follows. "A vacation in my country will help me to rest and relax." "The journey within the country will be an opportunity to meet friends and relatives". "Language as a means of communication makes me choose my place for vacation". "Affordable prices in the tourist destination. "Because the vacation places are close to my home, I don't need to spend a lot." Spending vacations within the country will help the country's economy." "Personal safety in my country is considered a factor in vacation decision-making." "Hospitality and generosity towards tourists in Albania". "Domestic tourism will protect our children from anti-values". "Holidays in the country preserve national traditions and customs." "Internal vacations suit the family more than vacations in foreign countries." "To be close to historical and cultural places" and "Local food is preferred by the family during holidays".

#### Why are domestic holidays important to you?

As for the first group of push factors, the results for each factor are presented in Table 1. A total of 13 factors were considered, which answer the question: Why are vacations within the country important for the interviewees? If they were listed according to their importance, the factors that the majority of the respondents answered "Completely agree" (fifth scale of Likert), are: The first most important driving factor to take vacations in Albania is: "A holiday in my country will help me to rest and relax" with a frequency of 108 individuals or (54%). the second factor is: "Local food is preferred by the family during holidays" with a frequency of 106 individuals or (53%). The third factor is: "Hospitality and generosity towards tourists in Albania" with a frequency of 100 individuals or (50%). The fourth factor "Travel within the country will be an opportunity to meet friends and relatives" with a frequency of 96 individuals or (43%). The fifth factor is: "Expenses for vacations within the country will

help the economy of the country" with a frequency of 85 individuals or (42.5%) The sixth factor-"Language as a means of communication makes me choose my vacation destination" with a frequency of 80 individuals or (40%).

Table 1. Descriptive analysis of push variables (N = 200)

| PUSH factors   | %  | %  | %  | %    | %    |
|--|----|----|----|------|------|
| (1=Do not agree at all, 2=Somewhat agree, 3=Neutral, 4=Agree, 5=Strongly agree) Frequency in % | 1  | 2  | 3  | 4    | 5    |
| 1-A holiday in my country will help me to rest and relax                                       | 0  | 9  | 7  | 30   | 54   |
| 2- Traveling within the country will be an opportunity to meet friends and relatives           | 17 | 10 | 15 | 10   | 48   |
| 3-Language as a means of communication makes me choose my place for vacation.                  | 5  | 7  | 9  | 39   | 40   |
| 4-Affordable prices in the tourist destination.  | 11 | 10 | 10 | 32   | 37   |
| 5-Because the holidays are near my house, I don't need to spend much                           | 15 | 12 | 15 | 27   | 31   |
| 6. Expenditures for vacations within the country will help the country economically            | 7  | 13 | 14 | 24,5 | 42,5 |
| 7- Personal safety in my country is considered a factor in the decision-making for holidays    | 5  | 12 | 16 | 40   | 27   |
| 8-Hospitality and generosity towards tourists in Albania.                                      | 0  | 5  | 10 | 35   | 50   |
| 9-Domestic tourism will protect our children from anti-values                                  | 14 | 13 | 16 | 25   | 32   |
| 10-Holidays in the country preserve national traditions and customs.                           | 2  | 7  | 14 | 38   | 39   |
| 11-Holidays at home suit the family better than holidays in foreign countries.                 | 7  | 7  | 20 | 31   | 35   |
| 12. To be close to historical and cultural places  | 3  | 10 | 16 | 50   | 21   |
| 13. Local food is preferred by the family during holidays                                      | 2  | 5  | 10 | 30   | 53   |

Source: Author

The seventh factor - is "Holidays in the country preserve national traditions and customs" with a frequency of 78 individuals or (39%) The eighth factor is: "Affordable prices in the tourist destination" with a frequency of 74 individuals or (37%). The ninth factor is: "Domestic vacations suit the family more than vacations in foreign countries" with a frequency of 70 individuals or (35%). The



tenth factor is: "Domestic tourism will protect our children from anti-values" with a frequency of 64 individuals or (32%). The eleventh factor is: "Because the vacation places are close to my home, I don't need to spend much" with a frequency of 64 individuals or (32%).

The least important factors, which the interviewees answered "Agree" (fourth Likert scale), are: The first least important factor is: "To be close to historical and cultural places" with a frequency of 100 individuals or (50%). The second least important factor is: "Personal safety in my country is considered a factor in the decision-making for vacations" with a frequency of 80 individuals or (40%). Another important conclusion that also relates to the literature and at the same time is the fact that 85 individuals or 42.5% of the respondents think of contributing to the local economy by spending part of their income on vacations within the country. Evidence of these factors shows us that when Albanians travel within the country, they are encouraged to travel with their family, are loyal to Albanian destinations, explore culture, and relax, spending why not even less.

As for the second group of pull factors, the results for each factor are presented in Table 2 and the evidence of pull motivational factors is determined by 17 sub-questions. A total of 17 factors were taken into consideration, which answer the question: When you are on vacation, how important are the items listed below in choosing a destination?

If we were to list them in order of importance, the factors that the interviewees answered "Completely agree" (fifth scale of Likert), are: The first most important attractive factor to rest in the destinations within Albania is: "To going and staying on the beach" with a frequency of 120 individuals or (60%), the second factor is: "For the good weather and climate" with a frequency of 116 individuals or (58%). The third factor is: "To see unknown places" with a frequency of 94 individuals or (47%). The fourth factor is: "To go to places of entertainment and entertainment" with a frequency of 80 individuals or (40%). The fifth factor is: "To see typical handicrafts of the country" with a frequency of 76 individuals or (38%). The sixth factor is: "High standards of hygiene and cleanliness" with a frequency of 70 individuals or (35%).

The least important factors, which the majority of respondents answered "Agree" (fourth scale of Likert), are: The first least important attraction factor

is: "To visit the country" with a frequency of 112 individuals or (56%). The second factor is: "To be an easily accessible destination" with a frequency of 106 individuals or (53%). The third factor is: "I feel a warm welcome in the tourist destination." with a frequency of 104 individuals or (52%). The fourth factor is "To visit the old historical city" with a frequency of 98 individuals or (49%). The fifth factor is: "For the safety of the chosen destination" with a frequency of 90 individuals or (45%). The sixth factor is: "Participating in outdoor activities" with a frequency of 84 individuals or (42%) The seventh factor is: "For high standards of hygiene and cleanliness" with a frequency of 70 individuals or (35%). The eighth factor is: "To stay in a high standard apartment" with a frequency of 64 individuals or (32%). The ninth factor is: "To go shopping" with a frequency of 56 individuals or (28%).

As can be seen from the values noted in the table, most of the interviewees answered "agree" or "completely agree", which shows that the mentioned factors are important for our sample. The main factors that the interviewees take into consideration when choosing their vacation destination are The desire to be in tourist places that offer beach scenery, the desire to visit and get to know the country, the suitable climate of that country, being easily accessible destination accessibility, the hospitality offered by the host country, the safety of the destination and the desire to go to places of entertainment and entertainment and to see handicrafts typical of the country.

When you are on vacation, tell us how important the items listed below are in choosing a destination. (Pull).

Other factors attract the interviewees to a destination as we can mention: history and culture, visiting a city, these places, various activities developed, the services offered, or even the opportunities they offer for activities. like shopping or mountain climbing. Referring to the question "To visit the old historical city" a frequency of 98 individuals who answered "Agree" and 56 individuals who answered "Completely agree" is a good sample to be considered an important factor. The factor "To go shopping" with a frequency of 56 individuals who answered "Agree" and 32 individuals who answered "Completely agree" results in a good sample to be considered a factor.

Table 2. Descriptive analysis of pull variables (N=200)

| PULL Factors  | %  | %  | %    | %    | %  |
|---|----|----|------|------|----|
| (1=Do not agree at all, 2=Somewhat agree, 3=Neutral, 4=Agree, 5=Strongly agree)<br>Frequency in % | 1  | 2  | 3    | 4    | 5  |
| 1-To go and stay on the beach   | 1  | 2  | 7    | 30   | 60 |
| 2-To visit the country  | 0  | 4  | 6    | 56   | 34 |
| 3-To visit the old historical city  | 1  | 5  | 17   | 49   | 28 |
| 4-To go to places of entertainment and entertainment  | 4  | 9  | 12   | 35   | 40 |
| 5-To go shopping  | 11 | 21 | 24   | 28   | 16 |
| 6-For high standards of hygiene and cleanliness   | 13 | 12 | 30   | 15   | 35 |
| 7-For the safety of the chosen destination  | 2  | 7  | 12   | 45   | 34 |
| 8-I feel a warm welcome in the tourist place  | 1  | 2  | 20   | 48.1 | 25 |
| 9-To see unknown places.  | 1  | 4  | 8    | 40   | 47 |
| 10-To see handicrafts typical of the country  | 5  | 14 | 20   | 23   | 38 |
| 11-To stay in a first-class hotel   | 16 | 21 | 20.5 | 23   | 20 |
| 12-To stay in high standard apartment   | 7  | 16 | 20   | 37   | 25 |
| 13-To frequent good restaurants   | 5  | 17 | 21   | 37   | 20 |
| 14-Be an easily accessible destination.   | 0  | 5  | 11   | 53   | 31 |
| 15-To participate in outdoor activities   | 1  | 14 | 15   | 42   | 28 |
| 16-For good weather and climate   | 0  | 1  | 3    | 38   | 58 |
| 17-Mountain Climbing  | 14 | 20 | 21   | 25   | 22 |

Source: Author

"Mountain climbing" factor. With a frequency of 46 individuals who answered "Agree" and 44 individuals who answered "Completely agree" turns out to be an important factor. The driving factor "To be near historical and cultural places" of 100 individuals who answered "Agree" and 42 individuals who answered "Completely agree" highlights the importance of the cultural factor. The cultural factor in the study has to do with the

recognition of the cultural values and traditions of our country. Local Albanian tourists are also influenced by the attractive factors of luxury when they travel to Albanian destinations.

This factor is highlighted by testing the three sub-questions "To stay in a first-class hotel" with a frequency of 46 individuals who answered "Agree" and 40 individuals who answered "Completely agree", "To frequent good restaurants" with a frequency of 74 individuals who answered "Agree" and 40 individuals who answered "Totally agree", "To stay in apartments with high standards" with a frequency of 64 individuals who answered "Agree" and 50 individuals who answered, "Totally agree". The luxury factor that attracts Albanians when they take vacations shows once again the psychology and desire of Albanians to consume luxury products and services in tourism.

So, we can conclude that the factors identified in the literature are also confirmed for Albanian tourists who are motivated to travel because they are driven by certain internal psychological forces and attracted by external forces of the destination's attributes. They are driven to travel to escape routine and seek authentic experiences. Tourists are attracted by the attractions of the destination such as beaches, recreational, cultural, and entertainment facilities, scenery, parks, and shopping. Push factors have served to create the desire to travel while pull factors explain the actual choice of destination. Motivating factors, the needs and wants of the traveler, are the reasons why people travel away from their place of residence. The light of the originality and characteristics of tourism and tourist demand. Other factors attract the interviewees to a destination as we can mention: history and culture, visiting a city, these places, various activities developed, the services offered, or even the opportunities they offer for activities, such as shopping or mountain climbing.

This analysis shows that the motives of Albanian tourists and those of tourists from other countries in the literature have an approach to the motives discovered by other earlier studies which examined the effects of motivation on satisfaction and loyalty to the destination. They identified eight driving motives such as excitement, knowledge and education, relaxation, achievement, together with family, safety, and fun, being away from home, and ten attractive motives such as modern atmosphere and activities, large spaces and activities, small size and reliable weather, natural scenery, diverse

cultures, cleanliness and shopping, nightlife and cuisine, interesting towns and villages, water activities, etc. which examined the effects of motivation on destination satisfaction and loyalty.

Evidence of these factors shows us that when Albanians travel within the country, they are attracted to travel to Albanian destinations to relax on the beaches, have fun with the nightlife, go shopping, have an interest in artisanal products of the area, spend money on luxury products, feel safe and spend unforgettable experiences enjoying the culture of their country. At the end of the review of the assessment of the factors that push and attract Albanians when they travel within the country, it was possible to answer the research question "What are the motivating factors that push and attract Albanians when they travel within the country", from the results achieved it is recommended to the actors of tourism in Albania to be aware of the most important driving and attractive motives for local Albanian tourists that appeared in this study. As a result of this, better products and services should be planned to develop tourism in Albania by targeting domestic tourists. Albania is full of attractions that can meet all these factors like most countries that have significant tourism potential, further developing the necessary infrastructure.

## 5 Conclusions

- The tourism industry is the sector with the fastest economic growth in Europe and worldwide. The intensity and direction of tourism development depend mainly on the demographic characteristics (size and structure of the population), economic resources, political movements, and the culture of the country.
- Domestic tourism is a development opportunity for countries highly dependent on international tourism, therefore the need to improve the domestic tourism sector is a necessity, especially in developing countries, including Albania.
- The development of domestic tourism should not be considered as an antagonistic alternative to international tourism, but as complementary to each other.
- Measuring the effects of domestic tourism is difficult because the collection of primary data for domestic tourism involves internal movement, unlike international travel, which

means crossing borders, so it is easier to observe, while domestic tourism is more difficult to study.

- A better understanding of travel motives would help segment markets, allowing tourism marketers to allocate tourism resources efficiently while providing insight into the development and promotion of their tourism destinations.
- The study has identified that the main motives when residents decide to take vacations are relaxation, local food, language, and the economic price of accommodation where the most important are relaxation, visiting places they have not been before, nature, and staying with family.
- The study shows that Albanian tourists when traveling to the local market, give importance to family tradition, visits to friends and relatives, as well as the desire to get to know the historical places of Albania.
- Local Albanian tourists are influenced by attractive factors such as beaches, climate, knowledge, entertainment, and culture when traveling to Albanian destinations.
- Evidence of these factors shows us that when Albanians travel within the country, they are attracted to travel to Albanian destinations to relax on the beaches, have fun with the nightlife, go shopping, have an interest in local handicraft products, feel safe, and have unforgettable experiences enjoying the culture of their country.
- Understanding what motivates tourists to visit a particular destination can help destination planners to develop effective marketing strategies. Focusing on tourist demographics to explain travel motivations is vital to empirically examine tourist motivations to attempt to identify markets in which tourist motives match the destination.

## 6 Recommendations

- The findings of this study suggest several recommendations that may be useful for those involved in the tourism industry such as marketers, investors, businesses, and governmental and non-governmental tourism organizations in Albania.
- The main purpose of the study is focused on travel motives for residents, especially for urban residents of Albania. We recommend continuing

the exploration of travel motives in other countries of Albania not only for urban but also for rural residents or the study of motivational factors for specific types of domestic and international tourism.

- It is recommended that tourism actors in Albania be aware of the most important driving and attractive motives for local Albanian tourists that appeared in this study, such as loyalty, relaxation, luxury, and culture. As a result of this, better products and services should be planned to develop tourism in Albania by targeting domestic tourists.
- Development of means of transport that are suitable for domestic tourism such as road network and highways, accommodation, family hotels, seasonal rental residences, developing quality standards and encouraging the creation of voluntary chains for sales and promotion, camps, rural guesthouses, especially through the renovation of old buildings.
- It is necessary to compile a survey by the government and relevant bodies for domestic tourists to record their travels within the country to accurately determine the effects of domestic tourism on the economic development of a country.
- Actors responsible for the tourism sector in Albania should start taking all measures to support the domestic market of this sector, as a powerful potential that will make Albania a coveted tourist destination. To turn this opportunity into reality, marketing with promotional activities is a prerequisite.

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