

TOURISM EXPERIENCE MANAGEMENT PLAN FOR NURTURE WELLNESS VILLAGE

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Abstract: People are becoming more conscious about over all wellness. Caring about the state of health body and mind. With this, Nurture Wellness Village is an establishment that specializes in this area. It is a hotel, resort and spa that can be found in Tagaytay. It boasts a Filipino spa and pampering that provides local and foreign way of massaging, venue for all occasions, alternative medicines for chronic disease, wide span of landscape where friends and family can pay and bond, pools, bonfire places, a delightful restaurant and various hotel accommodation fit for a traveller's budget and taste.

This study is about determining the push and pull factors of visiting the establishment as to create a management plan. The information gathered by the researcher is obtained via the website of Tripadvisor. Tripadvisor was chosen as it has been used for other studies and the most prominent site in the sector of travel. The data used in the study is from 2018-2019 and the respondents were gathered through random sampling as we rely on the site and is limited to the information given to the public. The visitors of the establishment were satisfied with the resort and found it over-all relaxing. In contrast with this, there were still challenges in each sector. The output was in line with the researcher's objective as to pave way for improvement and enhance customer experience.

Keywords: Nurture Wellness Village, delightful restaurant, hotel, resort, customer experience.

1. INTRODUCTION

Wellness Tourism is a present day and rapidly developing trend all around the globe. It is the type of tourism that is linked with the improvement of personal welfare and health. Health and wellness tourism is currently a recognized international craze for customers who are apprehensive of their overall well-being and are still deeming for development (Stara & Peterson, 2017).

As claimed by Swain & Karn (2017), the expanding stress in this modern, fast moving environment and increasing consciousness in terms of health has cultivated the need for welfare connected vacation and breaks. In this age, wellness is an obligation to oneself. With all the fundamental changes in the modern era, wellness and health has been given more attention and explanation. The aim of taking wellness breaks is to give way for relaxation, taking away stress for physical and mental state. Usually, these breaks are taken by travellers who are health sentient people.

It is presumed that your encounter with the nature is associated with the human experiences and contentment. The line-up of amenities and health therapy in terms of physical, mental and spiritual activities, communication and cultural in a pleasing location go together to provide wellness tourism. It does not only focus solely on the location nor the activities but goes hand in hand together.

Therefore the well-being of individual lies on the combination of inner and outer body harmony. This type of tourism is centred on good health. The topic of well-being is venerable subject and several studies have been dedicated to widen the podium for this and other aspects regarding the subject matter.

Weal customers look for variety of services which includes wide range of strands from sense of physique, sports, selection of food, mass control, aesthetic treatments, recreation, stress reduction, and meditation.

As stated by Tuzunukan (2018), health spa is one of the important factors in wellness tourism, as this field is developing there is also an increase of spas in the past decades. Establishments made in this field are to reach the needs of the tourists in terms of health and relaxation. These facilities are body therapies, massage, spa, healthy meals and clinical care, all are to enhance encourage travellers seeking wellness.

According to Cohen et al. (2017), the concept of wellness is still being developed, it is predominantly known that wellness is a comprehensive concept best presented as multidimensional and involves social, ecological, economic and mental dimensions.

International phenomenon of health-conscious consumers are growing. Health and wellness tourism is now popular for health-conscious travelers looking to maximize their overall well-being by visiting wellness facilities. This class of visitors aims not only to look good physically but also to maintain a good mental health condition. They want to improve their appearance as well as their state of mind, change their weight according to their preference, slowly decrease signs of aging and learn how to relax. Life quality is equivalent to life well-being, too. To do this one has to choose a healthy lifestyle to live and make it a habit. (Diaconescu et al., 2015)

As said on the website of the Department of Tourism, we also have our original way of providing wellness. These methods of relaxation have been passed from one generation to another and is a big part of our heritage and these genre of wellness is still being currently used in this modern age. We offer different varieties of providing wellness. These ways have been passed through our culture.

One example is the well-known “hilot,” an instinctive type of massage designed to the demands of the customers to release body tensions as to attain a restored condition of wellness. What makes it different from the other kinds of massage and therapies offered is the application of coconut oil, to be specific is virgin coconut oil and using of preheated piece of banana leaves before and after the therapy. Another one is the classic foot massage called “Dagayday.” This method uses two bamboo sticks and it was first done by the tribes that originated from the Highland Cordillera Region. Before the actual “dagayday” massage, an herbal foot bath will be done to cleanse and relax the feet. Other bona fide Filipino spas use other types or methods of relaxation such as Banos, Ventos, Su-ob, etc. Currently, DOT is looking forward into the reinvigorating of the Philippines as wellness and medical destination for the present year. Although there are still numerous difficulties with the data regarding medical and wellness tourist flows currently encountered. As of now, the government is having a problem encouraging the medical establishments to be accredited on the international level and for their facilities to provide over-all welfare and other sound choices including Halal food.

In accordance with this, the Department of Tourism stated that resorts should be a place with a pleasant surroundings that provides comfort, relaxation, food and accommodation.

Nurture Wellness Village is a hotel, spa and resort situated in Tagaytay. Tagaytay is a place where you almost everything is presented in front of you. The location is the best place for relaxation, adventure and the picturesque of views you can find just by looking outside of your window. This place is the so called City of Character. Not only because of what the place has to offer but because Tagaytay is an experience too. Always considered as one of the best place for a weekend getaway where they can provide both food and nature at best. It is just a few hours drive away from the city of Manila, great way for escape from the city life.

Due to the increasing number of potential customers in the field of wellness tourism, this study is determined to find out the factors that motivate tourists in visiting Nurture Wellness Village in Tagaytay. Considering the travellers behaviour and their travel decision making on why they chose the establishment. This includes the satisfaction and the notable determinant of the intention of the revisit. Data and reviews online of the past wellness customers shall present the motivational factors thus, will be the foundation of improvement.

The aim of this study is to analyse the motivational factors of the tourists in visiting the Nurture Wellness village thus to provide plan for improvement. It focuses on both lowest positive and negative commentaries online as these made it visible on what areas are need to be improve. The researcher aims to find out the strengths and what areas to improve with the selected establishment.

The push and pull theory was used in the study. Various push and pull factors determine a person to travel and choose on what place to visit correspondingly. This theory has two level procedure. The first one is known as the push factor or what encourages the traveller to take a trip away from home while the pull factor is what captivates the tourist to choose a certain location. The pull factors affects the choice of destination. It is a combination of amenities and services offered

that play significant parts. It includes palpable reserves such as amenities, the attraction itself, beaches and amusement. It also includes the person's view and assumptions about the place like how the place is being marketed and uniqueness. In general, pull factors are the locations characteristics that correlate with the push factors. (Wong et al., 2017)

As applied in the study done in Malaysia by Hashemi et al. (2015), the theory is used in stating that Pull factor are the independent variables. The framework was chosen to analyse the immediate correlation of the push and pull elements that affects the motivation and satisfaction in Nurture Wellness Village in Tagaytay. Medical in this study is applied to the massage and treatments offered to the tourists.

Massage belongs to the oldest and most common procedure of healing. It is not only used by the ancient civilization to relieve pain hence to enhance their physical wellness and health condition. Massage is one of the oldest, natural method of healing. It includes improving emotions and physical state. (Cetkin et al, 2019)

Experience in this study is used as an overall encounter of the customer that occurred. According to Razak et al. (2019), experience is about giving significance to the needs and wants of the visitors. Service has big influence on this element and atmospheric experiences which include facilities. It is a combination of all the interaction with the destination. It talks about the general satisfaction of the guests and their disappointments in regards with their encounter.

In this, adventure is defined as the activities done by the travellers outside their home. As stated by Koshy et al. (2019), adventure is numerous outdoor activities that has interaction with the natural environment. This may include tours and may need for sporting or equipment. In this, Nurture wellness village has activities and itinerary prepared for the visitors. The itinerary includes yoga session, coffee making, healthy juice making, paghahabi, pot making and farm tour. There are also other adventures such as swimming and the glamping.

Fitness in this study is used as the consumption of food by the tourists. According Maffetone & Laursen (2019) to health and fitness talks about taking healthy products this includes the selection of food taken and the amount. It is also about a sound lifestyle about the conscious choice over foods and products corned as these are concerned with fitness, stress, nutrition and over-all being.

Attraction in the study is defined as the natural environment that motivates the tourists to choose the destination. As defined by Bhati & Agarwal (2019), this influences the people to visit the place also known as the attraction. It answers the question "where to go?"

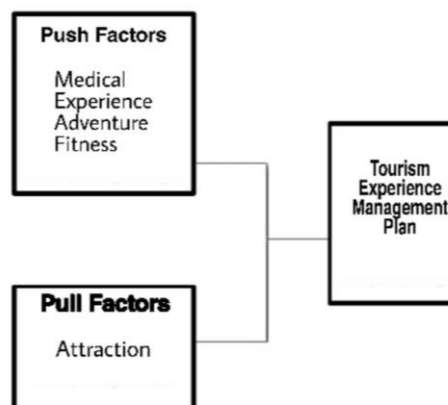


Figure 1: Conceptual Research Framework using Push and Pull Theory

The general objective problem of the study is to examine the motivational factors the customers of the Nurture Wellness Village as to provide recommendation on what areas to improve.

Specific Problems:

1. How do the tripadvisor reviewers assess their tourism experience relative to:

1.1 Push Factors

a. Medical

- b. Experience
- c. Adventure
- d. Fitness

1.2 Pull Factors

- a. Attraction
2. What tourism experience management plan can be proposed?

2. METHODOLOGY

The researcher used the Qualitative Method. In Qualitative method, content analysis was used. This method was used to include observation and reviews of the guests of Nurture Wellness Village.

Reviews and comments on the site of Tripadvisor were used to gather information, it was also used in collecting data in which to test the hypothesis and to answer the concerning current questions that the researcher has for the study. In this study content analysis was used. The foundation of the interpretation were the logs of exchange used online suchlike statements, expressions, messages, archives and threads. Information gathered were interpreted accordingly to achieve the desired answers for the research problem.

The trip website that was chosen is Tripadvisor. Based on the study done by Banerjee & Chua in 2016, numerous researchers have already looked into the site and chose it for data gathering for their studies in the past few years. Also the most well-known platform on the web in the field of travelling. Accounts were verified via their email which requires their information in order to confirm the validity of their information.

As the researcher went through the reviews online there were number of 199 reviews in the span of one year, from 2018-2019. The researcher used all these reviews which were available online. Therefore, the sampling method that was used by the researcher was Random Sampling since it was only based on the reviews given by the random people in the online community of Tripadvisor.

In analysing the data, the analysed data were put into table if they are positive or negative and how frequent the event happened. The framework that was selected will be used to interpret the data accordingly and the information of participants shall be limited to what data they will be giving online. Personal information such as names or email addresses that can be found online were kept confidential.

3. RESULTS AND DISCUSSIONS

Experiences by Guest in the establishment: Presentation of Results and Discussions

The first area that was examined in the data was the product Push factors on how did the respondents assess their tourism experience in relevance to their with the medical, adventure, relaxation and sports/ fitness sector of the establishment.

PUSH FACTORS

Table 1: Push factor in terms of Medical

Positive Comments	Frequency	Percentage	Negative comments	Frequency	Percentage
Massage was great	35	17.59	Treatments are costly	14	7.04
It was very relaxing	21	10.55	It was nothing out of the ordinary	12	6.03
			Therapists are lazy	7	3.52
Total	56	28.14		33	16.58

Based on table 1, visitors find the massage treatments relaxing but quite expensive. Positive customer said, "We had an awesome small cottage for ourselves and a relaxing whole body massage." Even though some of the guests were satisfied with the different kinds of massage and treatments that are being offered, there are still problems when it comes equivalent price of the service. Prices of the various packages of massage were not up to the service being given. "The price for their massage is really expensive...I have gone to more better massage/spa in Manila with a third of their price, and got better massage.." as commented by one of the visitors who found the treatment on the expensive side.

According to Chen et al. (2019), massage therapy reduces discomfort, relieves physical tiredness and has a positive therapeutic outcome on under health.

It can relieve anxiety and depression, encourage patient psychosomatic satisfaction and has a sufficient regulatory result on the symptoms of mental health.

Researcher observed that the overall treatment was praised but aside from the problem with the price, there were also problems in regards to how the therapists do the job. The experience of the relaxing massage depends on the therapist assigned to the visitor. Based on the experience of the researcher, that the massage was very relaxing but lacks the time of execution. The researcher experienced only 30 minutes massage.

Table 2: Push factor in terms of Experience

Positive Comments	Frequency	Percentage	Negative comments	Frequency	Percentage
Staff are accommodating	71	35	Accommodation needs improvement	15	7.5
Overall a relaxing experience	37	18.59	Facilities should be closer to each other	11	5.5
Employees are approachable	32	16.08	Noisy neighbours from other tents	9	4.5
Service was great	16	8.04	Bathroom experience was not recommendable	8	4.02
Total	156	78.40		43	21.6

In table number 2, numerous respondents find the overall experience relaxing experience. The combination of the place, activities, treatments and experience made it all relaxing. The lowest rate on the comment is about the service, one client said that “the service is superb.” Although there needs to be improvement with the rooms. One respondent said, “We can hear repairs they were doing from the other room. We can also hear staff passing by our room...People can peep easily in the window from outside, no privacy...We will defo come back to the place and see if there improvement.”

Tourist experience can be divided into two: attraction and industry elements. In industry elements it is consisted of services,

accommodation, food and souvenir. Customer satisfaction relies on these elements and accommodation plays a significant role in this. (Arjana & Sitawa, 2019).

Researcher observed that there was no problem in the work of staff. They are highly praised for their warm welcoming and most especially being accommodating. It was perceived that visitors found the rooms uncomfortable since there were problems with some and some facilities are far away from each other because of the wide landscape of the location. Researcher experienced difficulty in transferring from one facility to another as they are far away from each other.

Table 3: Push factor in terms of Adventure

Positive Comments	Frequency	Percentage	Negative comments	Frequency	Percentage
Enjoyed the tour	20	10.05	Request for a heated pool.	12	6.03
Activities promote healthy living	12	6.03	We're not able to experience the itinerary	4	2.01
Programs are informative	11	5.56			
Had a good time with glamping	11	5.56			
Activities are interesting	6	3.02			
Total	60	30.15		16	30.15

According to the table, respondents enjoyed the tour but wants a heated pool. The lowest ranking of the positive side is about how interesting the activities. Customer reviewed as “interesting location and local filipino activities.” Highest problem is about the temperature. Visitor said, “Weather can get a bit chilly so it would be nice if they would have a heated pool...”

As stated by Koshy et al. (2019) there may be the need for some equipment and facilities in regards with the adventure encountered by the tourist.

Table 4: Push factor in terms of Fitness

Positive Comments	Frequency	Percentage	Negative comments	Frequency	Percentage
Meals provided were organic and healthy	16	8.04	Meals are expensive	14	7.04
Food was great	34	17.09	Foods that presented were typical	7	3.52
Cuisine provided was a delight	6	3.02	Food selection was limited	6	3.02
It was priced at reasonable rate.	4	2.01	Meals are not enjoyed.	3	1.51
Total	60	30.15		30	15.06

Respondents praised the use of healthy and organic foods which were freshly picked from their own farm but it was not enough to compensate for the high value of them. Lowest positive comment stated that, “Food and price was okay.” Also, people found the meals expensive. “The food is a bit pricey and serving is good for one.”

As stated by Serhan & Serhan (2019), in the food sector, to satisfy a customer these things are being speculated, first the food and beverage quality. Second, the variety of selection to choose from.

It was recognized by the researcher that the temperature of the pool contributes to the adventure experience of the respondents, also some activities were not experienced by other visitors for some reason. Activities should also be interesting for a wide variety of travellers. Researcher also emerged with the activities and was not able to experience some of the activities and can attest to the cold temperature of the pool.

Third is how well the food prepared in terms of cleanliness was and last, is its fair price according to its value.

It came to the attention of the researcher that aside from the price concerns of the respondents, there was also a problem with regards to the variety of choices in food but aside from this; tourists enjoyed that the foods provided were organic and fresh. Researcher observed based on experience that they pride huge portion of food.

PULL FACTORS

The second area tackled is the pull factor which is the reason what convinced the people to visit the place.

Table 5: Pull factor in terms of Attraction

Positive Comments	Frequency	Percentage	Negative comments	Frequency	Percentage
The place is perfect for relaxation.	80	40.2	Mosquitoes and other insects are abundant.	22	11.06
This place will be recommended.	33	16.58	Price is quite high	18	9.05
Brings you closer to nature.	22	11.06	The site is hard to find	11	5.53
Away from the hustle and bustle of the city.	21	10.55	The whole attraction is overrated	2	1
Location is peaceful and serene.	24	12.06			
Overall place is clean.	17	8.54			
Total	197	98.99		53	26.63

On table number 5 we can see that people are pleased with the location as said by one of the customers, “beautiful place; peaceful and clean environment.” The most problem encountered were insects and mosquitoes found in the area since it is a place of nature. One respondent even said, “Avoid heading to the dinner at twilight as this is when HORDES of ‘jurassic mosquitoes come out...”

Being exposed to nature or the green landscape enhances our overall well-being. It lessens stress, promotes movements and prevents illness. With exposure to nature and greeneries, there is greater chance of improvement with physical and mental wealth. This promotes improved relationship ties, happier emotions and better overall state. (Mackenzie & Hodge, 2019).

The garden, trees, quiet, serene and located just outside the busy area of Manila. With all of these combined, people find the attraction perfect for relaxation. Researcher noticed that although there were only 2 respondents when it comes to the place being

PWD ready, it is still one of the major problem the establishment has to face. Researcher observed that the place is need of a glamping accommodation near the lobby to give consideration to people with PWDs who want to experience it.

4. CONCLUSION

Anchored with the main objective of the research which was examine the motivational factors as to provide tourism experience management plan for Nurture Wellness Village, the following conclusions were derived in terms of Push factors: medical, experience, adventure, fitness and Pull factor: attraction.

Based on the medical findings, the tourists found the massage relaxing but high on the price. Also there was no uniformity when it comes to the massage of the therapists.

With their experience, staff and management were really praised. It is clearly seen that the tourists were satisfied with the services provided to them during their stay but the rooms and other facilities were not well taken care of and are in need of repair.

In terms of fitness, foods provided in terms of quality were good as they are healthy and organic but were sold at high price.

Regarding the attraction, it is a perfect place to get away from stress hence, it was coined as the perfect place for relaxation. But because of the location and the numerous plants in the landscape the problem with insects and mosquitoes cannot be fully resolved as this is also the theme of the location- being with the nature.

PROPOSED ENHANCED TOURISM MANAGEMENT PLAN FOR NURTURE WELLNESS VILLAGE IN TAGAYTAY

Medical

It is evident that that even though the tourists find the massage relaxing, they claim it to be on the expensive side. The researcher recommends that there should be a promo when they lower the price on specific time. Management should implement this on time such as weekdays at noon 12:00-2:00 pm as these are the lean days and hours. In addition to this, some treatments are only done for 30 minutes, they should extend the time of massage as one hour for the least.



Figure 1: A promo created for Nurture Wellness Village for their Filipino Spa and Pampering. Adapted from: Massage . (n.d.). photograph, Tagaytay. Retrieved from <http://www.nurturewellnessvillage.com/>

Experience

The establishment provided an overall experience the most frequent problem encountered that affected their stay was the accommodation. Some problems with the accommodation were with the doorknob and curtains being broken, paint starting to fade. It is recommended that the management should do a room check before and after a guest checks out. Not only to see if things in the room are complete but also to check if there are damages that are in need of repair. A checklist of what to inspect inside the room. In addition to this, they should have a recommendation form that shall be collected by the guard at the gate during check-out to keep track of problems encountered and to address the situation. Inspecting of all the facilities and accommodation should also be done at least once a week including rooms that were not recently used.



Figure 2: A photo of one of the room accommodations that needs improvement. Adapted from: Room sample. (n.d.). photograph, Tagaytay. Retrieved from <http://www.nurturewellnessvillage.com/gallery/>

Adventure

As for the adventure, tourists find the activities fun and enjoyable but requests to have the pool heated. The management should get a heat pump swimming pool heater. This kind of pool heater uses electricity to control the temperature of the pool water. They can use this heater during cold time such as at night and rainy season. This type of heater will not only provide satisfaction to the customers but will also be cost efficient to save money and energy for the establishment as they can use it only as needed.



Figure 3: A photo of the pool that needs heating system. Adapted from: Pool . (n.d.). photograph, Tagaytay. Retrieved from <http://www.nurturewellnessvillage.com/>

Fitness

For the food, to reduce the selling price they also have to reduce their food cost. To lower food cost they should monitor how much food goes to waste and control the portions of food. They should also create voucher for loyal customers. A voucher when customers have been to the restaurant for 5 times and consumed at least 350 per receipt, they will receive a free breakfast for 2. Customers will be encouraged to revisit the establishment.



Figure 4: A voucher created for loyal customers. Adapted from: Food . (n.d.). photograph, Tagaytay . Retrieved from <https://www.chuckiedreyfus.ph/2016/07/nurture-wellness-village-glamping/>

Attraction

The natural scenery of the location provides a very relaxing ambience for the tourists yet the plentiful presence of insects and mosquitoes at the place was a very serious problem. It is prescribed that the management provide insect repellent oil such as citronella oil. Since the attraction has their own farm, this oil should also be coming from their own and shall be provided as a package from any service the tourist shall avail. This can be provided as a souvenir or a freebie by the management for visiting their destination.



Figure 5: A photo sample of citronella oil that can be provided by the establishment. Adapted From: Oil . (n.d.). photograph. Retrieved from <https://aunaturalorganics.com/shop/citronella-oil-100ml/>

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