

A Study on Inbound Tourist Behavior of Nepal Post-Gorkha Earthquake

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Abstract—This study aims to investigate the international tourists' behavior after the massive Gorkha earthquake in Nepal. It attempts to cover the tourists' motivation to visit and experience the post disaster destination by analyzing the overall satisfaction with key aspects of their trip. A formally structured questionnaire was used for the data collection from a sample of non-Indian one hundred and twenty eight tourist respondents, encountering them at different tourist locations throughout the Kathmandu valley. The findings of both qualitative and quantitative analysis indicate that, even after the devastating earthquake, majority of the tourists the planned length of stay in Nepal was found to be two to four weeks, and most of them used lodges/ guest houses, budget hotels, and home stay for their accommodations.

The top push factors motivating them for visiting Nepal were 'Fun and recreation' and 'Need for escape and relaxation', and the top pull factors attracting them were 'Historical, cultural, art and religious attractions' and 'Beautiful natural scenery and landscapes'. It was found that most of the tourists were satisfied with their experience and were highly likely to re-visit and recommend Nepal to others.

Finally, it is recommended that Nepal must continue focusing on traditional leisure products even after the adversity meanwhile developing products related to dark attributes. Tourism businesses must focus on value rather than price cuts, come up with joint marketing plans, promote dark and volunteer tourism, promote adventure sports and further endorse its traditional heritages along with the development of infrastructures.

Keywords: tourist behavior, earthquake, push-pull motives, primary survey, descriptive and inferential statistics.

1. INTRODUCTION

Nepal has always been known for its rich cultural heritage and the panoramic natural beauty attracting huge number of travelers from around the globe. Nepal holds a number of precious monuments and ancient heritages recognized by UNESCO as world heritage sites.

It is estimated that the lives of eight million people, almost one-third of the population of Nepal, have been impacted by Gorkha earthquakes (7.6 magnitude) on 25 April 2015. Thirty-one of the country's 75 districts have been affected. Including

residential and government buildings, heritage sites, schools and health posts, rural roads, bridges, water supply systems, agricultural land, trekking routes, hydropower plants and sports facilities, the destruction was widespread. Further, post-quake the vulnerable areas became even more susceptible to problems like flooding and landslides as was experienced in some places during the recent monsoon.

More than 50% of existing private infrastructure was lost including the hotels, home stays, resorts, restaurants, shops, travel/trekking agencies and diverse tourism-related enterprises. While the destruction of major buildings at heritage sites also represents a significant loss to public infrastructure, several UNESCO World Heritage Sites and famous trekking routes were extensively damaged or destroyed, including temples and monasteries that are flagship destinations in Kathmandu, Lalitpur, and Bhaktapur. Some areas famous for trekking and adventure tourism, such as Manaslu and Langtang have been completely destroyed, and the local people have been forced to relocate. The cultures and settlements of certain ethnic groups in these areas were the primary attractions for many tourists previously.

The post-disaster exposure of Nepal in the international media almost completely destroyed the image of the country as a safe destination. Nepal was being strewn as the most vulnerable destination for travel at that moment over the social media and other travel advisory sites. Subsequently, this resulted in dramatic decrease in the number of tourists further significantly affecting directly and indirectly the tourism industry and the other related sectors of the economy.

Few of such business closed down and many of Such tangible losses in the tourism sector are projected to be accompanied by indirect and long term intangible losses in tourist confidence and interest. According to the Ministry of Culture, Tourism and Civil Aviation, some 55,000 tourists usually arrive in Nepal in May and June but in 2015 this number had dropped to close to zero.

In recent years, frequent world-wide natural disasters have brought about huge devastation to human society, life and property. To name a few major events, the Indian Ocean Tsunami, the earthquake in Chile and Haiti, and the most recent devastating earthquake and tsunami that hit northern Japan, such natural disasters have become a common challenge facing the world and have demonstrated the catastrophic impact on tourism industry. Many sectors of tourism, such as visitor arrivals, employment, private sector profits, and government revenues and eventually further investment, can be impacted negatively when a disaster occurs in a tourism destination (Huang, Tseng and Petrick, 2008).

In a country like Nepal, a proper timely research on these sectors is significantly lacking except those by some international agencies or few responsible institutions interested in the field. So far, a handful number of studies have been conducted to provide implication for post-disaster recovery planning. Most of these existing studies on post-disaster tourism focus on the supply side to provide guidelines for tourism recovery. Conversely, limited effort has been made on the demand side, especially the research of tourists' post-disaster behavior process, their motivations and its implication for the disaster recovery of tourism industry.

Thus, to address such issues and build a supportive base for the future tourism marketing strategies of Nepal and to rebrand Nepal globally, this study attempts to investigate the international tourists' behavior response after the massive Gorkha earthquake in Nepal. Attention is given to tourists' motivation to visit and experience the destination. Additionally, the relationships between primary travel motivation and the push-pull factors that stimulate tourists to visit post-disaster destinations are explored. Lastly, practical implications for recovery and resilience decision-making of inbound tourism industry in Nepal are provided.

This study, as also mentioned earlier is believed to be crucial to revive and bring back to life the currently stagnant tourism businesses across the country and Nepal's Tourism Industry as a whole.

According to the Post-Disaster Needs Assessment report the government has been urged to announce 2017 and 2018 as Visit Nepal Year to assure visitors that reconstruction and rehabilitation will be completed by then. Also, the comprehensive report recently prepared by the National Planning Commission has said that initially there is a need to re-build and re-brand the image of tourism for which significant efforts and resources is anticipated to be required. As the Nepal Tourism Board (NTB) and the private sector have been spending a combined Rs2.20 billion annually on tourism marketing and promotion during normal times, the report has claimed that the outlay is to be increased multiple fold to revive the market. To make all such initiative a success and to reap the most out of the efforts and resources invested for the same this research paper is also believed to be one of the most helpful documents.

More particularly it is believed that the outcomes examined in this research will primarily benefit the different stakeholders including the tourists themselves, the tourism promotional agencies, the tourism businesses, the investors, the policy makers and the destination community. Also it is believed to help the students pursuing the education in field related to tourism and the future researchers for conducting their study on some related areas. Moreover the paper would hold a high significance for tourism stakeholders globally in order to revive from such disasters in the future, if any.

As far known to the researcher, the study has used the most appropriate methods in order to derive the research findings. However, there are some challenges that were encountered while moving forward with the particular topic. Language problems, unawareness of respondents, hesitations and misinterpretations were also obvious. The remaining part of the study has been organized as follows.

2. REVIEW OF LITERATURE

In the tourism context, travel motivation is defined as "a set of attributes that cause a person to participate in a tourist activity in order to achieve his or her goals and expecting satisfaction (Pizam, Neumann, & Reichel, 1979). Travel motivation is influenced by two forces - the concepts of Push and Pull factors (Dann 1981). This concept has become one of the most popular and useful frameworks to study and analyze tourist behavior. Those two factors explain people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes. Crompton, John L., (1979) made a study on "Motivations for Pleasure Vacations" with an attempt to identify those motives of pleasure vacationers which influence their selection of a destination and further develop a conceptual framework capable of encompassing such motives.

Certain reasons for travel may correspond to certain benefits that are to be valued and obtained at the destination site. Further tourists from different parts of the world demonstrate different domains of behavior and have important marketing implications. Thus, marketers and destination promoters in tourism should keep in mind that most successful products are those which respond best to a bundle of needs within a given market segment, and should give more marketing efforts to matching a destination's major attributes to the tourists' diverse psychological needs.

Mohammad & Som (2010) made an attempt to analyze the push and pull travel motivations of foreign tourists to Jordan. Likewise (Uysal & Jurowski 1994; Kim and Lee 2002; Kim et al. 2003; Kanagaraj & Bindu 2013, Kassean & Gassita 2013; Yiamjanya & Wongleedee 2014) also concluded using comprehensive studies and a similar push pull framework that certain dominant travel motives did exist among the tourists and further significant interrelation-ships also existed among a set of push and pull factors.

Further (Jonsson & Devonish 2008) made an exploratory attempt to capture the underlying reasons for tourists' decisions to visit a destination and whether there are differences between motivations of those who are traveling to the destination with different demographic profiles. Extending the model (Yoon & Uysal 2005; Mohamad, Ali, & Ghani 2011; Battour, Battor, & Ismail 2012) offered an integrated approach to understand tourist motivation and to extend the theoretical and empirical evidence on the causal relationships among the push and pull motivations, satisfaction, and destination loyalty.

Several studies today have highlighted the relevancy of dark tourism to the exploration of tourism to post-disaster destinations. Dark tourism is defined as visitation to sites associated with death, disaster, and depravity (Lennon & Foley 2000) or the "the act of travel to sites associated with death, suffering and the seemingly macabre" (Stone 2006). (Biran, Liu, Li, & Eichhorn 2014) made a study to explore the motivations and intentions of potential domestic tourists to visit Sichuan, China in the aftermath of the Wenchuan earthquake (May 12, 2008). Drawing on dark tourism theories, the study offered a comprehensive insight into the consumption of destinations recovering from a disaster, reflected in the emergence of new tourist segments. The study also relied on push pull model of travel motivation to base its research and used mixed method design of qualitative and quantitative approaches. Further a questionnaire method was used to collect the response from 284 domestic Chinese tourists living in a non-quake-affected area.

Likewise by using the push pull models and similar study methods Rittichainuwat (2008) made a study to explore the travel motivation of tourists visiting the beach resort of Phuket that was hit by tsunami on December 26, 2004, killing 279 people (Thai Press Reports, 2005).

The study by (Isaac & Cakmak 2013) "Understanding visitor's motivation at sites of death and disaster: the case of former transit camp Westerbork, the Netherlands" challenged current literature about dark tourists' motivations. Even though a visit to a concentration camp is seen as dark tourism, motives considered 'dark' were not mentioned by any of the participants in the survey. Indeed, the findings revealed that interest in death is no reason for the visit and thus the tourists at dark sites are not automatically 'dark' tourists. Further, (Rucinska & Lechowicz 2014) made a study on 'Natural hazard and disaster tourism' with an attempt to research several issues, including tourist motivations and specific tourism properties and functions of this form of activity. According to the study, extreme natural phenomena entail a common reduction of tourist interest in the destination which hosted the event; however, it never drops to zero. Differences are visible depending on the type of phenomenon. On the other hand, natural hazards and disasters are considered to hold a specific tourism value.

3. THE METHODS

3.1 The Benchmark Model

Addressing the call for a better understanding of tourist behavior in relation to post-disaster destinations, Biran, Liu, Li, & Eichhorn (2014) who explores the motivations and intentions of potential domestic tourists to visit Sichuan, China in the aftermath of an earthquake through an integrated tourist behavior model has been applied in this paper in which all of variables mentioned were measured using a five point likert scale where respondents rate the given statement as 1 being highly dissatisfied and 5 being highly satisfied or 1 being strongly disagreed and 5 being strongly agreed.

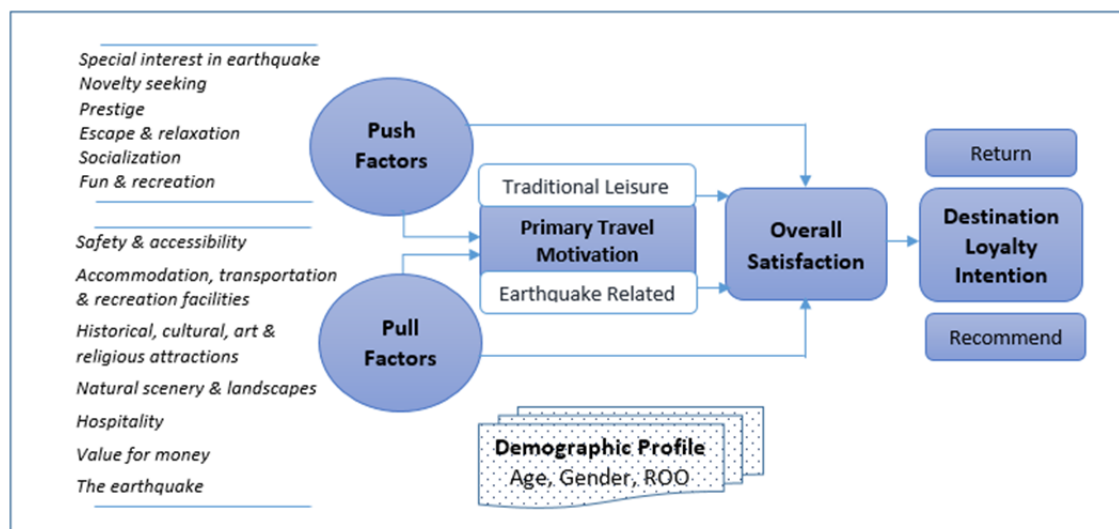


Fig. 1: Conceptual framework of the study

Push Factors: Dann (1997) simply explains push factors as a motive that drives a tourist away from home. Most of the push factors which are origin-related are intangible or intrinsic desires of the individual travelers. They are the impulses stemming from the inner person that pushes an individual towards a certain motivation and subsequent decision for visiting the destination. In the study, the push factors include the intrinsic motives that push the travellers to visit Nepal post-earthquake. It includes: special interest in earthquake, novelty seeking, prestige, escape and relaxation, socialization, fun and recreation etc.

Pull Factors: Dann (1997) explains that pull factors on other hand refer to the motives which drive a tourist towards a destination. Pull factors, are those that emerge as a result of the attractiveness of a destination as it is perceived by the travelers. They include tangible resources and travelers' perception and expectation such as novelty, benefit expectation and marketed image of the destination. Here, pull factors refers to the external motives in tourism or the destination characteristics that can influence tourists and pull them towards a certain motivation and subsequent decision for visiting Nepal after the devastating earthquake. For example: safety and accessibility, tourism infrastructure, value for money, the earthquake etc.

Primary Travel Motivation: It explains the prime intention of the tourist to visit a destination. The respondents were asked to indicate their level of agreement with two statements aiming to capture their intention to visit Nepal for: 1) Engaging with the destination's non-dark, traditional leisure tourism products and 2) For the purpose of engaging in dark tourism experiences, earthquake related purpose.

Tourist Satisfaction: Satisfaction is one of the most relevant variables when analyzing tourist behavior, as it influences the consumption of products and services, and the decision to return (Jang & Feng, 2007). One of the most prominent theory of satisfaction is the disconfirmation paradigm (Oliver, 1980) which states that tourist have previous expectations before receiving the service which they compare with the perceived outcome of the service and this will help determine the overall satisfaction of the tourist. Basing on the same concept here the tourists' overall satisfaction on their trip to Nepal in the study is measured simply in terms of their agreement or disagreement to the fulfillment of their expectations also further supported by their destination loyalty intension represented in terms of the intention to revisit the destination and the willingness to recommend it to friends and relatives.

3.2 The Data

An extensive exploratory research was conducted that used a mixed-method design of qualitative and quantitative approaches. Data were collected using both the primary and secondary sources. To make the information and data collected more accurate, the sources were initially ensured for

their reliability and authenticity. Initially, qualitative analysis was done by referring to existing theories, concepts, data, articles and research works about related international case studies dealing with leisure and post-disaster travelling motivation and behavior. Further, various national sources like published data from Government of Nepal, National Planning Commission, Tourism Board, World Travel and Tourism Council etc. were also referred. Also semi structured interview with various experts and professionals on the related field was taken to have the basic idea for structuring the research work.

A formally structured questionnaire divided into explanatory, classification and target/objective part was then used to collect the primary data from the international tourists visiting Nepal by encountering them at different tourist locations throughout the valley. Also online medium, social media and some travel and tours operator's website were used to gather some of the responses. A sample size of 150 respondents was used for that purpose and responses were collected through a self-administered questionnaire. The respondents were chosen using a non-probability method i.e. convenience sampling. However, after scanning the erroneous responses 128 responses were furthered considered for analysis. Significant efforts were made to ensure that the study is reliable and the outcome derived is valid and easy to understand. For that purpose, the questionnaire included cross questions to check the validity of the respondent's answers.

4. RESULTS AND DISCUSSION

This section deals with descriptive and inferential analysis of the data. The descriptive analysis depicts the distribution of the respondents according to their various demographic factors, the travel motivation, behaviors and activities that they have involved in during their trip to Nepal post-quake along with their satisfaction related to such destination experience.

4.1 General Profile of the Respondents

As the study attempts to examine the inbound tourist behavior post Nepal Gorkha earthquake, April 2015, here the tourist refers to people of different gender, age group and occupation within the five classified continents of the world i.e. America, Europe, Africa, Asia (Non-Indians) and Australia, on their visit to Nepal for different purposes post the April 2015 Earthquake. Out of the 128 participants in the survey, 44 were from Europe, 36 from Asia, and 16 each from Africa, America and Australia. The maximum numbers of visitors to Nepal as foreign tourists are from Europe and Asia and low from other regions i.e. Africa, America and Australia. However, being specific to the survey as language problems persisted with most of the visitors from Asia, they could not participate in the survey.

Table 1: Distribution of respondents

	Frequency	Percentage
Gender		
Male	76	59.4
Female	52	40.6
Age		
15-24	52	40.6
25-34	44	34.4
35-44	12	9.4
45-54	16	12.5
55 and above	4	3.1
Current Occupation		
Student	44	34.4
Business	32	25.0
Service	8	6.3
Self employed	24	18.8
Others	20	15.6
Repeat Visit		
Yes	28	21.9
No	100	78.1
Travel Companion		
Family	48	37.5
Friends	40	31.3
None	40	31.3

4.2 Travel Behavior of Respondents

For majority (81%) of the tourists surveyed, Nepal was their planned final destination whereas 19% did not consider Nepal as the planned final destination as per their original plan i.e. they planned to visit some other country but happen to travel Nepal coincidentally or just because it was by the way. For most of such tourists their primary destination were countries like Qatar/Dubai, Vietnam, Philippines, Indonesia, Bhutan, India etc. The '*Recommendation of their friends and family*' was the primary source of information about Nepal for majority (44.40%) of the tourist while internet websites i.e. websites of the hotels, airlines etc. also served as the major source for 40.70% followed by personal experience of the tourists (for 29.60%), travel review sites/ travel advisories (for 22.20%), social media (for 11.10%) and brochures/ magazines/ newspaper (for 11.10%).

Even after the April 2015 earthquake struck Nepal, among the respondents surveyed the majority of the tourists (62.50%) travelled to the country for the prime purpose of '*Leisure/ holiday and recreation*'. Moreover, the tourists who were travelling for social service/ volunteering were also plenty i.e. 21.88% followed by the tourists who visited the country for other earthquake related purpose (6.25%). Also the analysis of the tourists by their prime travel motivation entailed similar findings. Further, 3.13% of the tourists were travelling for other purposes and were mostly those in-transits. For majority of the tourists their planned length of stay in Nepal was 2 to 4

weeks, followed by 31.25% of the tourists whose planned stay was less than 2 weeks, and 3.13% of the tourists on each of the category having planned stay of 1 to 2 months and more than 3 months. Majority of the respondents used lodges/ guest houses (59.40%) and budget hotels (50%) for their accommodation during their entire trip. Also, home stay was used by 25% of the tourists followed by friends/ family (21.90%), luxury hotels (9.40%) and paying guests (3.10%).

Among the different popular activities that tourists enjoy in Nepal during their trip, the respondents surveyed were mostly involved in dining/ shopping (59.40%) followed by trekking (53.10%), cultural events (46.90%), jungle safari (43.80%), pilgrimage visit (25%), paragliding (18.80%), home stay (18.80%) seminar/ meeting/ incentive/conventions /workshop (12.5%), rafting (9.40%) and mountaineering (9.40%). This clearly depicts that the earthquake has not much affected the tourist activities, attractions, recreation and adventure sports enjoyed.

The awareness of the Nepal earthquake 2015 and its effects were prevalent among almost all (94%) of the tourist entering the country who were surveyed. This indicates that there has been no negative effect of the quake on the tourists intention visit Nepal post disaster. Also, according to the survey most tourists' perception of the country as spread by the media was strewn around the damages and devastation all over. However some (6%) of the tourists were still unaware of the earthquake and its effects. Further, the requisite factors that are looked into by the tourists when choosing a destination for travel post disaster, listed as per their priorities are safety (62.50%), followed by hospitality (46.90%), transportation (43.80%), accommodation (34.40%), convenience (31.20%), value for money package (31.20%), food (28.10%), travel advisory recommendations (28.10%) and other requisite factors(3.10%). Such factors illicit lots of areas in which we can improve internally so as to attract the visitors post disaster and provide utmost value to them.

Regarding the push of the tourists for visiting Nepal post disaster, the results of the total 128 respondents surveyed depicts that tourists' motive to travel to the country because of their Special interest in earthquake has a mean rating of 3.00 which means, most of the respondents were neutral regarding the statement. Also the mean rating for their visit because of their Novelty seeking attitude, Intention to make profound impression on friends and relatives, Need for escape and relaxation, Socialization and Fun and recreation are all above 3.00, which shows most of the tourists are pushed because of such intrinsic motives to travel to Nepal. However, '*Fun and recreation*' with the mean score of 3.97 is the most influencing push motive of the visitors surveyed or in other words most of the visitors come to Nepal for fun and recreation.

Regarding the pull motives (destination attributes) that have attracted the tourists for visiting Nepal post disaster, the results of the total 128 respondents surveyed depicts that

tourists' motive to travel to the country because of its Accommodation, transportation and recreation facilities, Safety and accessibility and the Earthquake itself that struck the country has a mean rating of approx. 3.00 which means, most of the respondents were neutral regarding these statements. Also the mean rating for their visit because of the country's Historical, cultural, art and religious attractions, Beautiful natural scenery and landscapes, Hospitality and Value for money are all above 3.00, which shows most of the tourists are pulled to travel to Nepal because of such destination attributes. Moreover, the importance of the '*Historical, cultural, art and religious attractions*' and '*Beautiful natural scenery and landscapes*' as pull factors still persists to attract the visitors with the highest mean scores i.e. 4.31 and 4.41 respectively.

The distribution of the respondents according to their prime travel motivation entails that even after the devastating earthquake most of the tourists' prime motivation to travel to Nepal was for traditional leisure purpose or Non-dark tourism. Similarly, the distribution of the respondents according to their overall satisfaction with the destination experience reveals that, with the mean rating score of 4.34, most of the tourists were satisfied with the destination experience. Also most of the tourists agreed that they would recommend Nepal to others with the mean rating of 4.38 and are also likely to take another trip to Nepal in the next five years with the mean rating of 4.00.

4.2.1 Across Tourists' Region of Origin

The cross tabulation of the primary sources of information on which tourists based their decision to visit Nepal according to the different region of origin depicts that, among the tourists whose planned final destination was Nepal (108 tourists), for majority of tourists from Africa and Europe the prime source were the recommendation of their friends and family and internet websites. Moreover the travel review sites and travel advisories also seemed to play significant role for most of the European tourists. Similarly for the majority of tourists from America the recommendation of the friends and family along with their own personal experience played a major role. For the tourists from Asia the internet websites served the prime role followed by personal experience and brochures/ magazines/ newspaper. And lastly for the majority of tourist from Australia their own personal experience played a major role followed by the internet websites of hotels and airlines.

Similar analysis of the general tourists' behavior on their visit to Nepal according to their different region of origin depicts that, among the total respondents surveyed (128 tourists), majority of tourists from Africa, Europe, America and Asia travelled for leisure/ holiday/ recreation as compared to other purpose. However for the majority of the tourists from Australia their primary purpose of visit was social service/ volunteering. Also as p-value is 0.000 which is less than significance level of 0.05, there is a significant association

between the tourists' region of origin and their primary purpose of visit to Nepal.

For majority of the tourists from Africa, Europe and Australia, their planned length of the trip was 2-4 weeks. However for the majority of the tourists from America and Asia their planned length was less than 2 weeks. Further only few tourists from Asia had their plans of more than 1 month. Also as p-value is 0.000 which is less than significance level of 0.05, there is a significant association between the tourists' region of origin and their planned length of stay in Nepal. Majority of tourists from Africa used lodge/guest house and budget hotels followed by friends and family and home stay as accommodations during their trip; Europeans used lodge/guesthouse, followed by budget hotels, home stay etc.; Americans also used budget hotels followed by lodge/guesthouse, friends and family etc.; Asians used budget hotels and lodge/guesthouse followed by other accommodations; Australians used mainly budget hotels followed by lodge/guesthouse. Regarding the activities involved in during the trip, majority of the Africans were involved in or enjoyed homestay and dining/ shopping followed by jungle safari, trekking etc.; Europeans enjoyed trekking followed by pilgrimage, cultural events, jungle safari, dining/shopping etc.; Americans enjoyed dining/ shopping followed by jungle safari, trekking, MICE etc.; Asian enjoyed dining/shopping and cultural events followed by other activities; Australian enjoyed dining / shopping, cultural events and jungle safari followed by pilgrimage visit and other activities. Lastly, about the requisite factors looked

into when choosing a destination for travel post disaster, the majority of tourists from Europe, Asia and Australia consider safety as the prime requisite factor, followed by others as mentioned in the table.

4.3 Inferential Analysis

It includes variables such as push and pulls motives, primary travel motivation, destination satisfaction and demographics such as age gender and ROO. More specifically the study has used general linear model including one way ANOVA and independent sample t-test along with the correlation analysis in order to analyze the hypothesis and serve the prime purpose of the research.

Analysis of Push Motives

Table 2: ANOVA analysis between region of origin and overall push motives

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.	Remarks
Overall Push Factors	Africa	16	3.43	4.57	3.9643	.49350	7.789	0.000	Significant
	Europe	44	3.43	4.57	3.7662	.31584			
	America	16	3.14	4.00	3.4643	.33604			
	Asia	36	2.86	4.00	3.4762	.31298			
	Australia	16	2.86	4.14	3.5000	.47237			
	Total	128	2.86	4.57	3.6384	.40244			

Regarding the overall push (intrinsic motive), its analysis according to the region of origin reveals that the push factors to visit Nepal post disaster were mostly dominant in the tourists from Africa with the highest mean rating score (3.9643) followed by those from Europe, Australia, Asia and America. Significant difference in opinion regarding the overall push motives between different genders.

As depicted by table 3, the analysis between age and the overall push (intrinsic) motives reveals that the push factors to visit Nepal post disaster were mostly dominant in the tourists of the age group 25-34 with the highest mean rating score (3.7662), followed by the age group of 35-44, 15-24, 45 -54

and 55 and above. Also as the p-value is less than 0.05, there is significant difference in opinion (extent of the agreement)

regarding the overall push (intrinsic) motives between different age groups

4.3.1 Analysis for Pull Motives

Analysis of the dominant pull motives that have attracted the tourists to visit the country on the basis of the region of origin of the respondents shows that for each of the statements regarding the pull motives the mean rating of the respondents amongst almost all the region of origin are approx. or above 3. So, most of the respondents amongst almost all the region of origin agree that they are somewhat pulled by such attributes of the destination. However as the p-value for all the statements are less than 0.05, there is significant difference in opinion (extent of the agreement) about each of the statements amongst respondents of different region of origin.

Table 3: ANOVA analysis between age and overall push motives

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.
Overall Push Factors	15-24	52	2.86	4.57	3.5824	.49150	2.520	0.045
	25-34	44	3.43	4.57	3.7662	.35543		
	35-44	12	3.29	4.00	3.6667	.30660		
	45-54	16	3.43	3.71	3.5357	.12234		
	55 and above	4	3.29	3.29	3.2857	.00000		
	Total	128	2.86	4.57	3.6384	.40244		

Table 4: ANOVA between region of origin and overall pull motives

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.	Remarks
Overall Pull Factors	Africa	16	3.33	4.00	3.6250	.30732	7.032	0.000	Significant
	Europe	44	2.67	4.17	3.5152	.56812			
	America	16	3.67	4.00	3.7917	.14272			
	Asia	36	2.83	4.17	3.4074	.42992			
	Australia	16	1.33	4.17	2.7917	1.14423			
	Total	128	1.33	4.17	3.4427	.63523			

Regarding the overall pull motives, its analysis according to the region of origin reveals that the pull factors that attracted tourists to visit Nepal post disaster were mostly dominant in the tourists from America with the highest mean rating score (3.8) followed by those from Africa, Europe, Asia and Australia.

Table 5: Independent sample t- test between gender and overall pull motives

	Gender	N	Mean	Std. Deviation	t	Sig.
Overall Pull Factors	Male	76	3.4912	.65200	1.045	0.298
	Female	52	3.3718	.60913		

As depicted by table 5, the analysis between gender and the overall pull motives reveals that the pull factors that attracted tourists to visit Nepal post disaster were almost similar among tourists of different gender groups. Moreover as the p-value is greater than 0.05, it further supports that there is no significant difference in opinion regarding the pull motives between different genders.

Table 6: ANOVA between age and overall pull motives

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.
Overall Pull Factors	15-24	52	1.33	4.00	3.2821	.76806	2.809	0.028
	25-34	44	2.67	4.17	3.6212	.50879		
	35-44	12	3.33	4.17	3.6111	.41030		
	45-54	16	2.67	4.00	3.2500	.50918		
	55 and above	4	3.83	3.83	3.8333	.00000		
	Total	128	1.33	4.17	3.4427	.63523		

As depicted by table 6, the analysis between age group and the overall pull motives (destination attributes) reveals that the pull factors that attracted tourists to visit Nepal post disaster were mostly dominant in the tourists of the age group 55 and above with the highest mean rating score (3.8333), followed by the age group of 25-34, 35-44, 15 -24 and 45-54. Also as the p-value is less than 0.05, there is significant difference in opinion (extent of the agreement) regarding the overall pull motives between different age groups.

Analysis of Hypothesis Testing

The facts and figures of the results of each case is presented the in appendices output table 10 to Table 23(see appendix). However, the thematic discussion for the implication of the results have been made in the following estimated hypothesis (HO1 to HO11) as follows; The analysis between region of origin and the overall primary motivation to visit Nepal for traditional leisure tourism (non-earthquake related purpose) reveals that the tourists from Europe were mainly motivated to visit Nepal for such purpose with the highest mean rating score of 4.36 followed by those from Asia, Australia, America and Africa.

Ho1: The result of the data shows that there is a significant difference between the region of origin of a tourist visiting Nepal post-earthquake, and his or her primary motivation to visit for non-leisure/earthquake related purpose. The analysis between gender and the overall primary motivation to visit Nepal for non-leisure (dark/ earthquake related purpose) reveals that the motivation for such purpose were dominant among the male tourists with the mean rating score of 3. However such motivation was less among the females.

The analysis between age and the overall primary motivation to visit Nepal for traditional leisure tourism (non-earthquake related purpose) reveals that the motivation for such purpose is most dominant among the tourists of the age group 35-44 with the highest mean rating score of 4.67 followed by age groups of 25-34, 45-54, and 15-24. However such motives were non dominant in the age group of 55 and above. The analysis between region of origin and the overall satisfaction with the destination experience reveals that the all the tourists visiting from different regions were satisfied from their experience in the destination. Moreover with the mean rating score of 4.75 the tourists from Australia were the most satisfied among all others.

Ho3: Since the p-value is 0.00 which is less than the significance level of 0.05, the result of the data shows that there is a significant difference between the demographics (region of origin) of a tourist visiting Nepal post-earthquake, and his or her overall satisfaction with the destination experience.

Ho4. The correlation between “overall push factors” and “primary motivation to visit for traditional leisure purpose” is 0.255. Also, the p value is 0.004, which is less than 0.05. Therefore, the result of the data shows that there is a significant positive association between the two statements.

Ho5: The correlation between “overall push factors” and “primary motivation to visit for “non-leisure (dark tourism)/ earthquake related purpose” is 0.309. Also, the p value is 0.000, which is less than 0.05. Therefore, the result of the data shows that there is a significant positive association between the two statements.

Ho6: The correlation between “overall pull factors” and “primary motivation to visit for traditional leisure purpose” is 0.216. Also, the p value is 0.014, which is less than 0.05. Therefore, the result of the data shows that there is a significant positive association between the two statements

Ho7: The correlation between “overall pull factors” and “primary motivation to visit for “non-leisure (dark tourism)/ earthquake related purpose” is 0.417. Also, the p value is 0.000, which is less than 0.05. Therefore, the result of the data shows that there is a significant positive association between the two statements.
Ho8: The correlation between “overall push factors” and “overall satisfaction of the tourist with the destination experience” is 0.391. Also, the p value is 0.000, which is less than 0.05. Therefore, the result of the data shows that there is a significant positive association between the two statements.

Ho9: The correlation between “overall pull factors” and “overall satisfaction of the tourist with the destination experience” is 0.319. Also, the p value is 0.000, which is less than 0.05. Therefore, the result of the data shows that there is a significant positive association between the two statements.

Ho10: The correlation between “overall satisfaction of the tourist with the destination experience” and “primary motivation to visit for traditional leisure purpose” is 0.319. Also, the p value is 0.000, which is less than 0.05. Therefore, the result of the data shows that there is a significant positive association between the two statements.

Ho11: The correlation between “overall satisfaction of the tourist with the destination experience” and “primary motivation to visit for “non-leisure, earthquake related purpose” is -0.046. Also, the p value is 0.605, which is greater than 0.05. Therefore, the result of the data shows that there is no significant association between the two statements.

Among the respondents surveyed, compared to the primary motivation to visit Nepal post-quake for traditional leisure propose the respondents who were primarily motivated by the earthquake related purpose were relatively very low. Also their responses for the scale to measure such motivation was varied from strongly disagree to strongly agree. However all of those respondents were highly satisfied with the destination experience or in other words for both types of the responses of agreement or disagreement for earthquake related purpose the corresponding satisfaction level was high. So, there seems to be no significant association between the two statements.

5. CONCLUDING REMARKS

Drawing on the literature of post-disaster tourism recovery and dark tourism, this study explored inbound tourists' behavior and travel motivations to visit Nepal post the April 2015 earthquake, previously known popularly for its cultural and natural attractions. The findings further advance the understanding of tourist sought experiences and satisfaction at such a destination.

In terms of motivations, the findings indicate that tourists are mainly motivated by push factors related to leisure pursuits. This suggests that following the disaster, the destination may still be seen as suitable to fulfill such psychological needs. In terms of pull factors, ‘Historical, cultural, art and religious attractions’ and ‘Beautiful natural scenery and landscapes’ are the most important attributes. Thus, the findings support that despite of the earthquake ruins and rubbles the natural and cultural resources still hold significant value among the tourists, and emphasis must be given to its quick recovery.

Nonetheless, the findings also suggest that individuals' motives for visiting a post-disaster destination beyond mere leisure pursuits and safety considerations though relatively less, were dominant to some extent among plenty of the travelers. Moreover, there were ample of tourists who were travelling for social service/ volunteering or other earthquake related purpose evident in the dark tourism literature. Such motives have been largely overlooked by post-disaster tourism recovery research. Thus the finding opposed the general understanding that a disaster discourages people from visiting and suggested that the newly emerging dark attributes actually motivate some people to visit, creating demand for a new type of tourist experiences. Thus giving the opportunity for the destination to diversify its products and markets on such attributes beyond the mere recovery of traditional leisure products and revive the tourism further.

Despite of the devastating earthquake that happened, tourists chose Nepal primarily on the multiple benefits to satisfy their push-and-pull motivations related to leisure and earthquake related (dark) pursuits. However the significance of such motives might differ across the different demographic profiles (most importantly the region of origin) and thus must be considered by marketers and tourism industry professionals when designing the marketing and promotion campaigns and making recovery plans.

More particularly, the study suggests significant difference exists between a tourist's primary motivation to visit Nepal for traditional leisure purpose and his/ her demographics as region of origin and age. However gender does not seem to make an impact on it. Also, regarding the tourist's primary motivation to visit for non-leisure/earthquake related purpose, the study also reveals the significant influence that exists of the demographics (region of origin, gender, age). Further, either of their primary motivations was found to be significantly positively associated with their push and pull motives. Most of the tourists were satisfied with their experience and were highly likely to re-visit and recommend Nepal to others. Moreover there were significant differences in the overall satisfaction of the tourists based on the region of origin and gender. However age did not have any significant impact. Also the satisfaction had positive association with the motivating factors pushing and pulling a tourist, as well as with the primary motivation of the tourist to visit Nepal post-earthquake for leisure purpose; however no significant

association existed with the primary motivation for non-leisure purpose (dark tourism).

Finally post such disasters, the requisite factors that the tourist seeks while choosing the destination for travel were safety, hospitality and transportation. This suggests a point of concern where all the tourism entrepreneurs must focus in the present scenario. Also it seems more appropriate to design a travel package for 2-4 weeks with accommodation options such as lodges/ guest houses, budget hotels and home stay where they can enjoy typical Nepali lifestyle and hospitality in economic prices and include activities such as dining, shopping, trekking, cultural events and jungle safari as these activities seem dominant to entertain the tourists even post-quake. Further all possible needs to be done to ensure that the tourists are satisfied during their stay in Nepal as it helps to foster positive WOM which seems to be the most influencing primary source of information for tourists travelling to Nepal followed by the internet websites.

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APPENDICES.....

Appendix: Result of Test of Hypotheses

Relationship between region of origin and primary motivation to visit for traditional leisure/non earthquake related purpose.

Table 2: Anova analysis between region of origin and motivation to visit for leisure

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.
Traditional Leisure Tourism/ Non-Earthquake	Africa	16	3	4	3.50	.516	4.815	0.001
	Europe	44	4	5	4.36	.487		
	America	16	1	5	3.75	1.693		
	Asia	36	4	5	4.11	.319		
	Australia	16	3	5	4.00	.730		
	Total	128	1	5	4.06	.791		

Ho1_a: There exist no significant difference between the demographics (region of origin) of a tourist visiting Nepal post-earthquake and his or her primary motivation to visit for leisure/non earthquake related purpose.

Relationship between region of origin and primary motivation to visit for non-leisure/earthquake related purpose (dark tourism)

Table 3: Anova analysis between region of origin and motivation to visit for non-leisure

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.
Non Leisure/ Earthquake Related/ Dark Tourism	Africa	16	3	5	4.25	.856	13.382	.000
	Europe	44	1	4	2.36	1.080		
	America	16	2	5	3.50	1.155		
	Asia	36	1	4	2.44	.969		
	Australia	16	2	4	2.75	.856		
	Total	128	1	5	2.81	1.189		

Ho2_a: There exist no significant difference between the demographics(region of origin) of a tourist visiting Nepal post-earthquake, and his or her primary motivation to visit for non-leisure/earthquake related purpose (dark tourism).

Relationship between gender and primary motivation to visit for traditional leisure/non earthquake related purpose

Table 4: Independent sample t- test between gender and motivation to visit for leisure

	Gender	N	Mean	Std. Deviation	t	Sig.
Traditional Leisure Tourism	Male	76	4.05	.951	-.190	0.849
	Female	52	4.08	.479		

Ho1_b: There exist no significant difference between the demographics (gender) of a tourist visiting Nepal post-earthquake, and his or her primary motivation to visit for leisure/non earthquake related purpose.

Moreover, as the p-value is 0.849 which is greater than the significance level of 0.05, the result of the Relationship between gender and primary motivation to visit for non-leisure/ earthquake related purpose (dark tourism)

Table 5: Independent sample t- test between gender and motivation to visit for non-leisure

	Gender	N	Mean	Std. Deviation	t	Sig.
Earthquake related purpose	Male	76	3.00	1.178	2.189	0.030
	Female	52	2.54	1.163		

Ho_{2b}: There exist no significant difference between the demographics(gender) of a tourist visiting Nepal post-earthquake, and his or her primary motivation to visit for non-leisure/earthquake related purpose (dark tourism).

Relationship between age and primary motivation to visit for traditional leisure/non-earthquake related purpose

Table 6: Anova analysis between age and motivation to visit for leisure

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.
Traditional Leisure Tourism/ Non-Earthquake	15-24	52	3	5	3.92	.621	44.375	0.000
	25-34	44	4	5	4.36	.487		
	35-44	12	4	5	4.67	.492		
	45-54	16	4	4	4.00	.000		
	55 and above	4	1	1	1.00	.000		
	Total	128	1	5	4.06	.791		

Ho_{1c}: There exist no significant difference between the demographics (age) of a tourist visiting Nepal post-earthquake, and his or her primary motivation to visit for leisure/non earthquake related purpose.

Relationship between age and primary motivation to visit for non-leisure/earthquake related purpose (dark tourism)

Table 7: Anova analysis between age and motivation to visit for non-leisure

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.
Non Leisure/ Earthquake Related/ Dark Tourism	15-24	52	1	5	3.08	1.152	7.437	0.000
	25-34	44	1	4	2.36	1.163		
	35-44	12	1	3	2.33	.985		
	45-54	16	2	4	3.00	.730		
	55 and above	4	5	5	5.00	.000		
	Total	128	1	5	2.81	1.189		

Ho_{2c}: There exist no significant difference between the demographics (age) of a tourist visiting Nepal post-earthquake, and his or her primary motivation to visit for non-leisure/earthquake related purpose (dark tourism).

Relationship between region of origin and overall satisfaction with the destination experience

Table 8. Anova analysis between region of origin and overall satisfaction

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.
Overall Satisfaction with the Destination Experience	Africa	16	3	4	3.75	.447	9.458	.000
	Europe	44	4	5	4.36	.487		
	America	16	4	5	4.50	.516		
	Asia	36	4	5	4.33	.478		
	Australia	16	4	5	4.75	.447		
	Total	128	3	5	4.34	.539		

Ho_{3a}: There exist no significant difference between the demographics (region of origin) of a tourist visiting Nepal post-earthquake, and his or her overall satisfaction with destination experience.

Relationship between gender and overall satisfaction with the destination experience

Table 9: Independent sample t- test between gender and overall satisfaction

	Gender	N	Mean	Std. Deviation	t	Sig.
Overall Satisfaction with the Destination Experience	Male	76	4.26	.551	-2.072	0.040
	Female	52	4.46	.503		

Ho_{3b}: There exist no significant difference between the demographics (gender) of a tourist visiting Nepal post-earthquake, and his or her overall satisfaction with destination experience.

Relationship between age and overall satisfaction with the destination experience**Table 10: Anova analysis between age and overall satisfaction**

		N	Minimum	Maximum	Mean	Std. Deviation	F	Sig.
Overall Satisfaction with the Destination Experience	15-24	52	3	5	4.38	.631	2.715	0.333
	25-34	44	4	5	4.45	.504		
	35-44	12	4	5	4.33	.492		
	45-54	16	4	4	4.00	.000		
	55 and above	4	4	4	4.00	.000		
	Total	128	3	5	4.34	.539		

Ho3: There exist no significant difference between the demographics (age) of a tourist visiting Nepal post-earthquake, and his or her overall satisfaction with destination experience.

Relationship between the motivating factors pushing a tourist to Nepal post-earthquake, and his or her overall primary motivations**Table 11: Correlation among the push factors and primary motivations**

	Overall Push Factors	Traditional Leisure Tourism	Earthquake Related Purpose
Overall Push Factors	1	.255**	.309**
		.004	.000
Traditional Leisure Tourism		1	-.322**
			.000
Earthquake Related Purpose			1

****.** Correlation is significant at the 0.01 level (2-tailed).

Ho4: There exist no significant association between the motivating factors pushing a tourist to Nepal post-earthquake, and his or her primary motivation to visit for leisure purpose.

that there is a significant positive association between the two statements.

Ho5: There exist no significant association between the motivating factors pushing a tourist to Nepal post-earthquake, and his or her primary motivation to visit for non-leisure purpose (dark tourism).

The correlation between “overall push factors”

Relationship between the motivating factors pulling a tourist to Nepal post-earthquake, and his or her overall primary motivations**Table 12: Correlation among the pull factors and primary motivations**

	Overall Pull Factors	Traditional Leisure Tourism	Earthquake Related Purpose
Overall Pull Factors	1	.216*	.417**
		.014	.000
Traditional Leisure Tourism		1	-.322**
			.000
Earthquake Related Purpose			1

*****. Correlation is significant at the 0.05 level (2-tailed).

****.** Correlation is significant at the 0.01 level (2-tailed).

Ho6: There exist no significant association between the motivating factors pulling a tourist to Nepal post-earthquake, and his or her primary motivation to visit for leisure purpose.

Ho7: There exist no significant association between the motivating factors pulling a tourist to Nepal post-earthquake, and his or her primary motivation to visit for non-leisure purpose (dark tourism).

Relationship between the motivating factors pushing a tourist to Nepal post-earthquake, and his or her overall satisfaction with the destination experience

Table 13. Correlation among the push factors and overall satisfaction

	Overall Satisfaction with the Destination Experience	Overall Push Factors
Overall Satisfaction with the Destination Experience	1	.391**
		.000
Overall Push Factors		1

***.* Correlation is significant at the 0.01 level (2-tailed).

Ho8: There exist no significant association between the motivating factors pushing a tourist to Nepal post-earthquake, and his or her overall satisfaction with destination experience.

Relation between the motivating factors pulling a tourist to Nepal post-earthquake, and his or her overall satisfaction with the destination experience

Table 14. Correlation among the pull factors and overall satisfaction

	Overall Satisfaction with the Destination Experience	Overall Pull Factors
Overall Satisfaction with the Destination Experience	1	.319**
		.000
Overall Pull Factors		1

***.* Correlation is significant at the 0.01 level (2-tailed).

Ho9: There exist no significant association between the motivating factors pulling a tourist to Nepal post-earthquake, and his or her overall satisfaction with destination experience.

Relationship between the overall primary motivation of the tourist and his or her overall satisfaction with the destination experience

Table 15. Correlation among the primary motivation of the tourist and overall satisfaction

	Overall Satisfaction with the Destination Experience	Traditional Leisure Tourism	Earthquake Related Purpose
Overall Satisfaction with the Destination Experience	1	.319**	-.046
		.000	.605
Traditional Leisure Tourism		1	-.322**
			.000
Earthquake Related Purpose			128
			1

***.* Correlation is significant at the 0.01 level (2-tailed).

Ho10: There exist no significant association between the overall motivation of the tourist to visit Nepal post-earthquake for leisure purpose and his or her overall satisfaction with destination experience.

Ho11: There exist no significant association between the overall motivation of the tourist to visit Nepal post-earthquake for non-leisure purpose (dark tourism) and his or her overall satisfaction with destination experience.