博士學位論文

모국 방문객의 관광동기와 유형

− 파키스탄 사례를 중심으로 −

濟州大學校 大學院

觀光經營學科

자밀 아매드 쵸드리

2014年 8月

모국 방문객의 관광동기와 유형
-파키스탄 사례를 중심으로-

指導敎授 서 용 건

자밀 아매드 쵸드리

이 論文을 觀光學 博士學位 論文으로 提出함

2014年 8月

자밀 아매드 쵸드리의 觀光學 博士學位 論文을 認准함

審査委員長 ＿＿＿＿＿＿＿＿＿＿＿＿

委　　　員 ＿＿＿＿＿＿＿＿＿＿＿＿

委　　　員 ＿＿＿＿＿＿＿＿＿＿＿＿

委　　　員 ＿＿＿＿＿＿＿＿＿＿＿＿

委　　　員 ＿＿＿＿＿＿＿＿＿＿＿＿

濟州大學校 大學院

2014年 8月

ABSTRACT

A large number of Pakistanis have emigrated to and settled in various countries spread over the continents of Europe, North America and Asia, and similarly, a good number of skilled workers, professionals and business persons are delivering services across the world. Emigrants- first generation Pakistani and 2nd and 3rd generations of those migrants, and expats including temporary workers, business persons and students abroad, pay visits to Pakistan regularly. These travelers are subject of this special interest tourism research. The study focuses for understanding their motivation to return to country of origin using push and pull framework. Most of the studies on Diasporas are conducted under the ethnic, social and cultural perspectives in the domain of host countries. There is a very little research on Diasporas motivation for return visit to country of origin using pull - push framework and this study would fill that academic gape besides revealing overseas visitors' motivational factors in Pakistani context and bringing into light the relatively unknown Diaspora tourist market in Pakistan. The generations of Pakistanis migrants abroad have contributed significantly towards the socio-economic developments through consistent remission of hard earned foreign currencies and direct spending on traveling and touring Pakistan for various reasons. The study would investigate their travel motivation, characteristics, behavior and diaspora related activities while traveling or touring Pakistan. Being the tourist in a country, which had significant bearings on their cultural and ethnic identity and emotional makeover; these tourists have special impact upon tourism products, services and its very people. They are responsible tourists, who have emotional attachment with the land and its inhabitants. Their visit frequency, pattern and spending magnitude is significantly higher and broader in effect as compared to other international tourists who come for short exploratory trips with limited relationship and

connections with local. The study achieved its objectives by focusing on the push and pull factors of Pakistani diaspora travelers, segmenting them into homogeneous groups and making the clusters with respect to socio-demographics, diaspora related behavior, travel characteristics and destination attributes/preferences through empirical analysis using data on diaspora tourists travelling to Pakistan.

A mixed method was used to collect the data. After giving due care to the merits and demerits of qualitative and quantitative methods, the mixed method approach was found to be the appropriate way for data collection. Interviews with some foreign residents were conducted to supplement interpretation of the results from the survey. A survey was used to harvest quantitative data. Statistical analyses were carried out with tools such as ANOVA, Multiple Discriminant Analysis (MDA) and, Factor and Cluster analytical techniques for data reduction and analysis with SPSS.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

The tourism literatures and practices are increasingly enriched with research findings and new studies based upon on segmentation and specialization of tourism markets. To better serve the needs of tourists and promote tourism at a destination, tourism products and services, and tourists remain the focus of studies and research. To achieve the underlying objective, market segmentation and tourism typologies are found effective approaches and applied accordingly. Developing countries have added issues of tourism promotion due to weaker integration into global economy and lesser comparative advantages in international trade besides issues and needs reflecting their unique history and heritage.The rate of international travelers visiting developing countries is not only growing rapidly but outpacing number of tourists to advanced economies (UNTWO, 2010). Their economies are more dependent on traditional and primary products and services. Developing and marketing of tourism products and services with local value additions at home and abroad may provide these countries some sort of solution for economic progression. The ensuing challenges of high barriers to entry, introduction and establishment of new and unknown goods and new tourist destinations in the international market may be met with success by segmenting the market (Newland and Taylor, 2010). Every country has its own strengths and weakness in terms of tourism product and services. Pakistan has rich natural and cultural heritage, which needs to be further promoted. The promotional activities require understanding of the market and tourists it serves. The Pakistani diaspora consisting of expats and emigrants is a mobile, resourceful and responsible group of visitors, who travel to motherland regularly. This segment of tourists needs to be examined for better understanding of their needs and development of tourism offerings. This study intends to make the typology of diaspora reflecting their motivation to visit Pakistan.

There are various forms of diaspora tourism including genealogy tourism, heritage tourism, roots tourism, exposure or "birthright" tours, education tourism, VIP tours and peak experience, etc. Tourism destination or the country of origin tourism entities and stakeholders have special interests in diasporas as this group of people is neither local nor aliens and each group provides value inform of contribution toward development, investment, philanthropy and consumption of tourism products at the destination. Tourism, being a service export, is an important source of foreign exchange and export earnings though consumed in the country in which it is provided. Diaspora Tourism finds itself as a niche in a broader market with distinctive patterns.

Here, we define diaspora as the emigrants and their descendants, and workers and students living abroad and having active connections to countries of origin or ancestry. Diaspora tourism is a niche segment in a broader market and operates according to distinctive patterns. Diaspora, more often, prefers produce of home country even costlier than the produced locally. Previous studies show that diaspora visitors often look for different outcomes and their spending patterns show different patterns while visiting their

home countries than others. Having distinct relationship with land of their ancestors, they are more comfortable than others are and do not seek products and services normally required by the foreign tourists for comfort (Orozco, 2008; Novelli, 2011).

".....It is the poorest, most desperate people, who migrate, wrong! ....the poorest people often lack the resources to migrate. If they do migrate, they are likely to move locally" (House of Commons).

To understand why people travel and how they act while travelling requires understanding of their motivation. A review of tourism literature on motivation provides us requisite knowledge in this regard and it reveals that people travel because they are ''pushed'' into travelling by internal reasons or factors, or because they are ''pulled'' by destination attributes (Crompton, 1979; Dann, 1981; Uysal&Jurowski, 1994). Push factors are more related to internal or emotional aspects, such as the desire for escape, rest and relaxation, adventure, or social interaction. Pull factors are connected to external, situational, or cognitive aspects, or attributes of the chosen destination such as leisure infrastructure and cultural or natural features, etc. Nevertheless, these destination attributes may reinforce push motivations (Yoon &Uysal, 2005). People with different socio-psychological motivational demands and profiles require different tourism products and experiences to satisfy their needs (Devesa et al, 2010).Consumer typology structured on socio-psychological push motivations is very important to tourism marketers for formulating products development strategies and offerings, and to satisfy the clearly identified and specific needs and wants of people. Tourism policy makers and managers at a destination need to know their market for superior product development strategies and effective tourism marketing efforts.

There is a large number of Pakistanis working abroad, settled in different countries and some have permanently emigrated to distant parts of the globe and living along with their second, third and fourth generations' offspring but at the same time have keen desire to strengthen and build their relationships and contacts with compatriots back home in Pakistan. They visit their homeland to meet family, friends and relatives and to rekindle memories of cherished past and enjoy hospitality of childhood companions in heritage settings defined by ethnic foods, cultural traditions and values retained by local communities in authentic way. Despite a number of ethnic studies on Diasporas of Jews and Black Africans and a few others, there is very limited or no research which study travel motivation and tourist typology using push and pull model in the markets of special interest tourism- Diaspora- defined by first generation emigrants, their children's, and workers abroad, and their return visits to countries of origin. There is very little empirical study on this specific topic, especially, regarding visitation of Pakistan by the Pakistani diaspora.

This dissertation, therefore, seek to fill this gap in the tourism literature and contribute to the learning of motivation and typology of tourists by focusing on visits of people of Pakistan origin to Homeland.

1.1   Study Background

British rule over India came to an end on August 14, 1947 with creation of independent states of Pakistan and India. However, the British influence over population of both countries remains significant till today and people who have immigrated to UK are the source of strengthened relationship among UK and two previous colonies. A large number of Pakistani, especially from Northern Punjab province and Mirpur (Azad Kashmir) started to leave for Britain in the 1950-60s (Khan, 2004). The city of Mirpur in Azad Kashmir is called little Britain as 70% Pakistan diaspora living in UK comes from this particular district (BBC3). Despite a number of security and safety, related warnings repeatedly issued and posted on Western Governments' websites, including that of UK, on an average of 270,000 British visitors travel to Pakistan, annually (FCO).

The prime pull factor for Pakistani for emigration to UK in early 50s was the sheer demand for workforce in Britain at the time, which prompted the country to attract people mostly from the newly independent commonwealth countries. Previously, a large number of workers employed at shipping companies from the Indian Subcontinent had settled in Britain in the early 1920s(Sial, 2008). Among the top non-UK birthplaces of Britain's population, Pakistan is ranked third after Republic of Ireland and India (BBC1). British Pakistanis mainly hail from three parts of Pakistan and Azad Kashmir: Mirpur, which represents more than 42 percent of over one million populations in Britain, and North and Central Punjab. Other British Pakistanis comes from Peshawar, Karachi and interior Sindh (Sial, 2008). The findings of the PIPS study show that less affluent and low educated people are finding work opportunities in the Middle East and better affluent and educated in Greece, Spain, Italy, France and Germany. The current flow of Pakistanis to Europe or the United States is far lower than people going to Middle Eastern and other countries. The flow of individual is now reversing to some extent and some British citizens are returning to Pakistan as there were 47,000 Britons living in Pakistan in 2006(BBC2).

Besides UK, Pakistani expatriate communities are flourishing in Italy, Greece, France, Spain, Germany and Denmark and their total number in Europe is around 2.2 million. The Pakistani Diasporas in the Europe is vibrant and mobile, maintaining more contacts with their homeland than living elsewhere. They have strong influence over Pakistani culture and positive impact on economics of the home country through closer ties, frequent travelling and investing activities in Pakistan (Abbasi, 2010).

After oil started to define the economical dimension of the Middle East, the flow of migrant Pakistani workers diverted to it in early 1970s. Later on, the waves of emigrants continued spreading to other parts of the world. Now the largest communities of Pakistani abroad are in UK, USA, Saudi Arabia, UAE, Gulf Cooperation Council countries (GCC), European Union, Australia, and Canada(SBP).

Pakistanis living abroad have different mindsets and mostly regard their presence abroad as temporary and keep moving between Pakistan and their country of residence, constantly. They are different from European immigrants who made their new abodes as

permanent homes in the new world or colonies, whereas, Pakistanis abroad find themselves as *sojourners*, who had left for greener pastures but not to find a home (Wikipedia 2012). Mostly Pakistani living in Europe, USA and Middle East are better educated, mobile and travel to Pakistan frequently for various reasons such as marriage of children, visiting family, friends and relatives, business and investment, and socio-religious obligations. Their strong cultural and business relationships are source of strength for people back home and communities in foreign lands (Abbasi, 2010). According to Ballard (1994: 5) older generations and foreign born offspring continually find substantial inspiration in their particular cultural, religious, linguistic and inheritance resources. They visit Pakistan for various motivations where they have the comfortability of the surroundings, the deep understanding of systems and modes of living in place (wagner, 2008).

The Federal Ministry of Overseas Pakistanis put the overseas Pakistani as the second largest source of foreign exchange remittances to Pakistan after regular exports of the country. According to the World Bank Fact Report 2011, there were more than 4.7 million Pakistanis living and working abroad putting Pakistan at 7th place among top 10 countries in terms of emigration. With the addition of foreign-born children of these Pakistani, the total figure rises up to 7 million. The top five nations where Pakistani diaspora resides are the Kingdom of Saudi Arabia, the United Arab Emirates, United Kingdom, United States, and Canada (World Bank, 2011).

Table 1.1 People of Pakistan origin living abroad

Destination	Number
United Kingdom	1.2 million[1]
United States of America	7,00,000[1]
Canada	350,000[1]
Germany	53,668[2]
France	60,000[2]
Norway	39,1342[2]
Denmark	21,152[2]
Ireland	9,501[2]
Italy	150,000[2]
Spain	47,000[2]
Netherlands	19,408[2]
Australia	31,277[2]
Hong Kong	13,000[2]
Japan	10,000[2]

[1](World Bank, 2011), [2](Wikipedia, 2014)

Pakistani workers, finding job abroad through official channels or registered organizations, are documented by the Bureau of Emigration and Overseas Employment (BEOE). The bureau was established by the federal government in October 1971. It has documented or placed around 6.5 million Pakistanis workers abroad since 1971(table 1.2). A large number of workers were sent during 1970s and in 1980s, and second waves of expats numbering .19 million left Pakistan for job opportunities in early 1990s after the Gulf War, later on, workers flows to Middle East saw fluctuations reflecting geopolitical conditions and economic recession in the region.

There are conflicting reports of number of Pakistanis working and living abroad. According to BEOE(IPRI, 2013), the number of Pakistani workers abroad was above six million in 2013, whereas, Wikipedia puts its around 2.2 millions in the countries shown in the table 1.1. The exact number of people of Pakistan origin, having nationalities of countries other than Pakistan, is still not clearly known as each country's official agency is responsible for the data of its nationals, therefore, it is difficult to collect such a huge data from all over the world for accurate estimation, and especially, children of Pakistani emigrants born abroad might not be identified by Pakistani official agencies due to lake of access to them, as such a data is not available at relevant Pakistani government websites.

Table 1.2. Pakistani expats living abroad (IPRI, 2013)

Destination	Number	Percentage
UAE	18, 82,530	29.97
Saudi Arabia	32,29,836	51.42
Oman	5, 01,893	7.99
Kuwait	1, 80,930	2.88
Qatar	93,204	1.48
Bahrain	1,13,666	1.81
Libya	73,051	1.16
China	2,058	0.03
Malaysia	26, 554	0.42
South Korea	15, 359	0.24
Europe	36,553	0.58
Other	1, 21,620	1.95
Total	62, 81,561	100

Collectively the number of people of Pakistan origin living abroad is around nine million (tables 1.1 and 1.2). Pakistani diaspora is very mobile and keep touring motherland frequently and has significant impact upon the economy of Pakistan through steady flow of remittances.

According to the theory of economics, the growth in the mobility of labor increases the size of the global economy and developing and developed countries get benefits. It predicts that "the global welfare gains from a modest increase in the volume of migration-3 percent increase in the proportion of the developed world's workforce made

up of migrants from developing countries – would be very large, perhaps in the order of $150 billion per year," (House of common).According to the State Bank of Pakistan's latest report, remittances are steadily increasing. In July, the first month of 2012/13 fiscal year, money sent home by people of Pakistan origin rose by 9.89 per cent to $1.205 billion (SBP). The remittances during Sep 2012 from Saudi Arabia, UAE, USA, UK, GCC countries (including Bahrain, Kuwait, Qatar and Oman) and EU countries amounted to $303.31 million, $247.28 million, $177.11 million, $166.09 million, $122.05 million and $33.38 million, respectively, while remittances received from Norway, Switzerland, Australia, Canada, Japan and other countries during the same month amounted to $86.1million.(SBP). The flows of remittance also reflect the geographical dispersion of Pakistani diaspora, number of people in each country and their social economic status and job market. The recent rising trend of remittances also shows their strong interest and degree of involvement in socio economic life and cultural relationship with various segments of society in Pakistan.

Millions of people of Pakistan origins live abroad and return to Pakistan for various reasons. The motivation driving their journey to Pakistan is not clearly established yet. Fragmented and geographically limited studies were mostly confined to delineating questions of ethnicity, identities, and genealogy. There is little research on understanding of their travel motivation, especially done in empirical way, focusing multiple countries, citizenship status, and generations. Their mobility, travel frequency and impact upon the destination are significant. Most of the tourism studies focusing on migrants are confined either to a few destinations in the West and Australian continent or exploring tourists visiting migrants settled abroad. A few studies have focused on migrants' return visit to country of origin.

1.2   Research Questions

The assumption underpinning this research is that in undertaking country of origin or home country of ancestors' holidays, diaspora tourists are not homogeneous in relation to socio-psychological push motivations. In this respect, this research argues that overseas/ diaspora tourists, who are classified on the basis of socio-psychological push motivations, may have different socio-demographics, travel related behavior and characteristics. This research further argues that diaspora tourist groups with similar push motivations may be interested in different pull based destination attributes while visiting country of origin as a holiday destination, therefore, may have different preferences within the country.

In this research, the following specific questions would be addressed based on the arguments outlined above.

RQ1. Can the travel motivations of diaspora tourists be identified using the concept of push and pull factors? (OR, what are the important push and pull travel motivations for diaspora tourists?)

As previous empirical research using the push and pull framework has indicated that tourists may have different push and pull factors across travel groups (Jamrozy & Uysal, 1994), travel regions (Yuan & McDonald, 1990; Jang & Cai, 2002), and socio-demographics (Kim et al, 2003), this thesis postulates that tourists are not homogeneous, but rather heterogeneous in their travel motivations. Tourism scholars have suggested that tourist typologies should be formed using travel motivations in order to create a better profile of tourists and suggest appropriate marketing implications (Crompton, 1979; Dann, 1981; Plog, 1987; Fodness, 1994; Robinson & Gammon, 2004; Kurtzman & Zauhar, 2005).

The second question of the research is:
RQ2.   Can diaspora tourists be clustered into homogeneous groups on the basis of socio-psychological push motivations?

Previous empirical studies have also indicated that socio-demographics, travel characteristics, and tourist destinations may have similarities and differences across cluster groups. Understanding the interactive nature of motivation, travel characteristics, behavior and socio-demographics helps explain why individuals choose to engage in particular forms of VFR tourism and the destinations they choose (Dann, 1977; Cha et al, 1995; Bieger & Laesser, 2002; Andreu et al, 2005; Yuan et al, 2005; McCleary et al, 2005; Lee et al, 2006; Chi, 2006). Thus, it is important to determine whether or not the similarities and differences in socio-demographics, travel behavior and characteristics, and tourist destinations exist among the socio-psychologically motivated diaspora cluster groups. This raises the more research questions such as:

RQ3.   Are socio-demographic variables, diaspora related behavior and travel characteristics, and destination attributes similar/different across the cluster groups?

RQ4.   Are socio-demographic variables, diaspora related behavior and travel characteristics similar/different in the context of temporary emigrants - expats and emigrants and their next two generations?

RQ5.   Can we differentiate the expats, and first, second and third generations of emigrants on the basis of push motivations?

RQ6.   What is the diaspora role in extending material support to locals? What are similarities/differences among the four constituent members of diaspora in this extent?

RQ7.   Do diaspora members sponsor locals to launch foreign travels? and if affirmative, is it statistically significant, and what are the differences between the expats and three generation?

Finally, as a result of research hypotheses and analysis, the implications for appropriate marketing and managerial strategies for each cluster group have to be proposed. This is because alternative marketing and managerial strategies emerge from a better understanding of tourist profiles (Cha et al, 1995; Oh et al, 1995; Galloway, 2002; Bieger

& Laesser, 2002; Andreu et al, 2005; Yuan et al, 2005; McCleary et al, 2005; Lee et al, 2006; Chi, 2006). In this regard, tourism marketing researchers suggest that the marketing mix components can be applied to target different types of tourists according to their travel profiles (Moscardo et al, 1996; Harrison-Hill &Chalip, 2005). Hence, the fourth and final research question is addressed:

RQ8. How can marketing mix strategies be suggested for each diaspora cluster group?

Need for the Study

Mostly studies on the immigration and diaspora are focusing on socio-cultural, religious-political and economic aspects of migrants in the context of their relationships with host communities besides immigrant's ethnic and cultural identities and issues. Past studies reveal that Pakistani immigrants were maintaining strong links with their native towns and had brought economical stability, better educational and healthcare opportunities and facilities to places of their origin in Pakistan. The availability of better economical opportunities in diasporas' host localities affected positively other regions of Pakistan by attracting labor force for construction, businesses and developmental efforts (PIPS).The consumption aspects of visiting migrants differ from other tourists, but adhere to a touristic logic of consumption of leisure spaces, cultural spaces and other non-essential purchases (Duval, 2003). The second and third generations of migrants' consumption patterns while on holiday at 'home' are still a mystery, as none of the available research is concerned with first-hand experiences of the 'second' generation. The current study focused the visitors who were touring the 'place of their own origin but with different social, linguistic and economic backgrounds stretched across diasporic space' (Wagner, 2008).

The combination of verity of links and ties, motivations for travel, and the different populations involved, brings more complications into the relationship between diasporas and tourism than expected. The travel linkage between diaspora communities and their associated homelands is complex. Migrants' travel to motherlands generates mobility among the locals, and it may also lead to new wave of emigration of locals to distant lands (Jackson, 1990: p. 10). The diaspora tourism has received relatively little attention in the tourism literature, though, it is catching up the attention of tourism scholars and interest is likely to grow as migrations continue (Richard, 2003)

Diaspora Tourist

As discussed previously, diaspora tourists are catching the eyes of researchers steadily, and some scholars term them as a motley array of groups of political refugees, alien residents, guest workers, immigrants, expellees, ethnic and racial minorities, and overseas communities' (Shuval 2000; Korom 2000) rather than referring specifically to ethnic groups (e.g. Jews and Africans) who have been exiled from a homeland. Some say that it diaspora are displaced persons that maintain and revive a strong sentimental and/or

material connection with a homeland based on ethnicity and/or religion (Sheffer 1986; Safran 1991). And some suggest that they are a social and conceptual construct, "founded on feeling, consciousness, memory, mythology, history, meaningful narratives, group identity, longings, dreams, [and] allegorical and virtual elements" (Shuval 2000: 43). As Gordon and Anderson (1999: 288) note, diasporas 'denote a certain kind of identity formation, the feeling of belonging to a community that transcends national boundaries'. Ben Ari and Bilu (1997: 10) term them 'movements of peoples and experiences that leave trails of collective memories about other places and other times and in this way create new maps of desire and attachment'. These 'trails of collective memory' are becoming a force behind said communities' motivation to travel to explore more collective past, identity and position. Jackson (1995) Jackson and Henrie (1983) suggest that diaspora communities deem 'homelands' a revered places due to having 'collective emotional attachment' with it.

Originally referred to populations living in exile, the concept of diaspora has recently been stretched a bit to include subjects coming in purview of mass migration in general and to second, third, and later generations or descendants of emigrants. Robin Cohen (1997) thus identifies five different types of diaspora:

a.   Victim diasporas (e.g., populations forced into exile such as the Jewish, African, Armenian diasporas);

b.   Labour diasporas (e.g., mass migration in search of work and economic opportunities such as the Indian and Turkish diasporas);

c.   Trade diasporas (e.g., migrations seeking to open trade routes and links such as the Chinese and Lebanese diasporas);

d.   Imperial diasporas (e.g., migration among those keen to serve and maintain empires such as the British and French diasporas);

e.   Cultural diaspora (e.g., those who move through a process of chain migration such as the Caribbean diaspora).

Generally, tourist is considered as someone who does not know the place of his/her visit intimately; however, diasporas tourists have cursory and superficial connections with a place away from the place of residence and have cultural awareness due to their past communal relationships with the residents of the place (Kirshenblatt-Gimblett 1998; Rojeck and Urry 1997). Diaspora visitors are different from other tourists, especially, the International tourists as the later group often belongs to higher income countries and their expectations of destination include elements of exoticism and otherness (Minca and Oakes, 2006) mixed with leisure consumption (Crouch 1999) at a lower price than can be found at home, whereas, diasporas might be of rich background but their motivation may not be the same like rest of International tourists.

Mostly Studies on travelling behavior of migrants search for the practices and impacts of visitors not belonging to typical 'tourist type' and one who is travelling to see familiar person or persons as well as the place (Hall and Williams, 2002; Coles and Timothy, 2004; Hollinshead, 2004). Recent research trends in this segment includes subjects such as, how to characterize the motivations of VFR tourists (Feng and Page 2000), the

migrant generations, and the complexities of undertaking a temporary return in which change occurs in material and emotional relationships with members of the home community as a result of migration, etc(Duval, 2003; Asiedu, 2005). Despites these findings, we are still not fully aware of experiences, satisfaction levels, and differences among various groups of diasporas coming from different corners of the world with different economic and socio psychological backgrounds, especially, that of 2nd or 3rd generations of migrants visiting 'home' of their parents, with little or no experience at all in that place as a home.

Previously, Ali and Holden (2006) had investigated 'first' and 'second' generation British Pakistanis' living in UK under the subject 'myth of return' of migrant communities and journeys driven by the sense of nostalgia for 'home' through interviews with numerous families in Luton, UK. Their primary interests were to investigate sense of belonging in the Pakistani community and conflicts born out of exposure to cultural diversity and resulting identity questions such as: are they 'Pakistani' or 'British' and 'Where is home?' and 'What are you?'The authors found that most of the 'second' generation Britons of Pakistan origin stay in ancestral homes in Pakistan during vacations as a sense of duty to their parents and have desire to strengthen family relationships, etc. VFR motivations may certainly be the main factor but most of the activities undertaken by the tourists fall beyond family, friends and relatives' circles (Feng and Page 2000). Diaspora tourists are special consumers, who differ from other tourists, though, adhere to a touristic logic of consumption of leisure spaces, cultural spaces and other non-essential purchases. There is little firsthand research on the 1st , 2nd and other generations of post-migrant communities' consumption behavior at place of their origin or so called 'home' during vacations except that VFR trips to 'home' establishes their desire for connection with place of origin, community and relationship building exercise and specific consumptions interests (Duval 2003).

The studies on British-Pakistanis' relationships with people in home country indicate that they have had very positives connection and image among the local community while touring Pakistan and British Pakistanis had a special place among family, relatives and people in their native areas, similarly expatriates from Saudi Arabia, UAE and other gulf countries cast very positive impact on the local culture and society due to better understandings, mindset and approach toward society. People believe that they can learn from visiting expatriates as they are considered better exposed, learned, civilized, social, law abiding and responsible citizens. Their presence among locals creates a new sense of rejuvenation and a source of motivation for having better education and social services, and need for change of social system to bring peace, justice, harmony, discipline in society as they want to replicate what they had done or seen abroad. The expatriate visitors despite having better and higher living standards find life comfortable among locals. Their social impact is subjective and varies according to individual's education, training and family background. A number of overseas Pakistani families have brought their children back to Pakistan for education as educational facilities in cities and towns in country are upgraded, economically affordable and offering international quality and courses in local campuses; Cambridge education system is one such example (PIPS, 2011; Sial, 2008).

Overseas Pakistan on return visits spend their time and money on activities such as traveling to visit religious places, spiritual personalities, shopping, meeting friends, family and relatives other than business and cultural trips. Their philanthropic activities are source of valuable contribution towards economic wellbeing of lower strata of the society and socio-economic development of their native towns. They have established schools, colleges, hospitals and NGOs fully funded and managed by them for the benefit of local community (PIPS).

There is a dearth of tourism related research on diasporas in academic literature, especially, in Pakistani context. Pakistani Diaspora community spends longer time and more money on frequent traveling to home country than other groups of international visitors. They assume a middle position between local and foreign tourists. They come from foreign countries but know the local culture well, have stronger links and relationships with host communities and respect the traditions and value the heritage more than International tourists. They are sort of locals with higher spending potential, capacity, distinct shopping pattern and travel behavior which groups them different from the locals. They spends more on travelling locally, dine at small ethnic food restaurants, spends money on culturally related locally produced items, buy local gifts for friends and family, donate funds to host charity organizations and exhibit passion for home country heritage. Therefore, they are more valuable for tourism of Pakistan and needs to be studied for their travel related motivation, behavior patterns, etc. Pakistani expatriates with different economical and social backgrounds visit the country for different interests-making them a large heterogeneous tourist group.

How is Pakistani Diaspora different from others?

According to Rex, diaspora comes into existence as ethnic members of a group or a nation dispersed after suffering from some sort of traumatic event, who nevertheless continue to aspire to return to the homeland, as is exemplified by the Jews seeking to return to Zion, black Americans seeking to return to Africa and the Armenians seeking to return to Armenia (Guibernau& Rex, 1997). Likewise, people having roots in Pakistan are dispersed all over the world; however, their dispersal is not the result of traumatic events or the reasons narrated by Rex. Their history and motivation to move to other parts of the world have no resemblance to Jews, the Afro Americans and the Armenians. They are moving around the globe with free will, chasing their dreams, pursuing ambitions and enjoying cultural diversity offered by people of the world under no compulsion, pressure or force.

1.3   Research Purpose

Diaspora Tourist and Travel Motivation

Crompton and McKay (1997) provide three reasons for investigating tourist motivations. First, to design offerings for the tourists, secondly to understand the motives due to their close relationship with satisfaction and, thirdly, it is critically important in understanding

the decision making processes. The identification of tourists' motivations is of foremost importance for effectively developing products and services. If the needs of the travelers are not understood properly, lower satisfaction may result into financial losses and lost opportunities in serving the cliental successfully. The study will explore Pakistani diaspora's travel motivations, and segment them into clusters having similar travel motivations, travel characteristics and behavior within each clusters, and profile them according to similarities and differences for helping destination marketers and travel service providers to make use of the findings of this effort to launch tourism products and services, schemes of promotion and packaging, according to needs of each type of diaspora group.

In tourism studies, the concept of push and pull factors has been applied in order to understand tourist motivations within the tourism system (Yuan & McDonald 1990; Uysal & Jurowski, 1994; Kozak, 2002). Push factors relate to socio-psychological travel motivations, such as escape, social interactions, learning, challenging, and benefits, which explain why people undertake a particular type of travel from a tourist generating region. Pull factors, on the other hand, relate to destination attributes, for example, the natural environment, tourism attractions, tourism facilities and services, nightlife and entertainment, which determine what factors influence people to visit a preferred destination. Goodall (1991) states that the push and pull factors are fundamental in understanding holiday behavior and explaining who goes where and why.

The concept of the push and pull theoretical framework suggests that it can be used to understand why diasporas undertake an overseas holiday or visits and what factors influence them to visit a preferred destination. Further, previous studies using the push and pull framework have suggested that destination marketers should develop different marketing strategies for different tourists because tourists may have different push and pull factors across travel groups (Jamrozy & Uysal, 1994), travel regions (Yuan & McDonald, 1990; Jang & Cai, 2002), and socio-demographics (Kim et al, 2003).

Empirical studies of the push and pull framework imply that diasporas tourists may be heterogeneous in undertaking return visits and therefore may have different socio-demographics behavior and travel characteristics, destination attributes, and destination preferences. For example, a group of diaspora tourists which undertakes holidays mainly for learning and challenging may have different personal and travel characteristics in regard to age, travel expenditure, destination attributes, and the choice of destinations when compared to a group of expatriate tourists which travels mainly for social interaction. With the recognition in tourism studies that groups of tourists are heterogeneous, the tourist typologies have increasingly been performed using psychographics, for example, motivation, perception, learning, personality, and attitudes to support tourism marketers in developing product, packaging, pricing, and targeting strategies (Mountinho, 2000; Decrop & Snelders, 2005). This is because psychographic variables explain the how, what, and why of travel (Plog, 1987; Lowyck et al, 1992; Mountinho, 2000). Others also suggest that segments based on psychographic variables enable understanding as to why certain groups of tourists tend to favor a specific type of

holiday destination (Waryszk& Kim, 1994; Mountiho, 2000; Lehto, O'Leary & Morrison, 2002).

Mayo and Jarvis (1981) asserted that motivation based psychological forces more likely explain the reason why people travel than other psychological forces. In this regard, Fodness (1994) suggested that travel motivation can be used to identify particular types of tourists and create a better profile of their travel patterns in order to support tourism marketers in product development and positioning. Other writers have also pointed out that tourist typology is useful in providing a meaningful classification within the complex phenomenon of tourist motivations (Dann, 1981). Diaspora tourists can, therefore, be classified into groups of people with different sets of motives. In this way, unique appeals can be developed for each of the separate groups (Crompton, 1979; Plog, 1987).

Previous empirical studies related to the tourist typologies of travel motivation concerning the socio-psychological factors (Andreu, Kozak, Avci&Cifter, 2005; Yuan, Cai, Morrison & Linton, 2005; Lee, Lee, Bernhard & Yoon, 2006) suggest that tourism researchers should classify heterogeneous tourists into homogeneous groups according to socio-psychological push motivations, and profile them with respect to socio-demographics, travel related behaviour and travel characteristics, pull based destination attributes, and destination preferences. With such profiling, marketing and managerial implications can be recommended to tourism marketers to target different types of tourists more effectively. This is because successful tourism marketing emerges from a mix marketing strategies (e.g. product, price, place, promotion), resulting from market analysis, segmentation, tourist profiling, and better understanding of travel needs and behaviors (Morrison, 2002; Kotler, Bowen &Makens, 2003; Holloway, 2004).

In current research, studies pertaining to travel motivations, tourist typologies and relevant theories and concepts would be used to demonstrate that research into travel motivation provides valuable insights: to explain the push and pull factors of diaspora tourists; to segment heterogeneous diaspora tourists into homogeneous groups; to profile the homogeneous groups with other personal and travel characteristics; and to assist in developing marketing and managerial strategies.

Research Problem

Travel motivations studies based upon the concept of the push and pull framework have indicated that tourists may have different socio-psychological travel needs at a destination and look for specific destination attributes while planning and choosing holiday locations and visiting particular destinations (Dann, 1977; Crompton, 1979; Yuan & McDonald 1990; Uysal&Jurowski, 1994; Jamrozy & Uysal, 1994; Jang & Cai, 2002; Kozak, 2002). These studies have been linked to the review of existing literature in tourism. Special interest tourism studies reveal that tourists are not homogeneous and, therefore, need to be classified into homogeneous groups of similar aspects, mainly using push based socio-psychological travel motivations (Andreu et al, 2005; Yuan et al, 2005; McCleary et al, 2005; Lee et al, 2006; Chi, 2006).

Moreover, to date, there has been little study on the group of diaspora, consisting travelers of different citizenship, first, second and third generations of emigrants and, temporary expatriates returning to their country of origin to understand travel motivation in push and pull framework. In particular, there is little empirical research into the motivation of the diaspora tourist or typology on the basis of socio-psychological push motivations, similarly little information is available to assess heterogeneous diaspora tourist behavior. Though, diaspora is an emerging topic receiving added attention of social science researchers vying for testing various concepts and theories, but, tourism scientists have not covered this group of travelers sufficiently neither there are many studies undertaken to understand their travel motivations. The research on their travel motives, needs, patterns and market impact is still in a state of infancy. There is dearth of knowledge in tourism field covering diaspora travel motivations, typology, profile, and marketing and managerial implications of strategies and programs related to migrant tourists. Therefore, there is a need to undertake empirical research on diaspora travel market and diaspora tourist motivations. This study would achieve its purposes under the light of above mentioned issues and classify heterogeneous diaspora tourists into homogeneous travelers using push based socio-psychological motivations, and profiled them using other important personal and travel characteristics to determine where similarities and differences exist. Alternative marketing and managerial implications would be proposed reflecting each diaspora segment.

Importance of the Current Study

Three important areas relating to this potentially lucrative travel market would benefit from research findings:

First, this research will provide empirical based and region-specific information on push and pull factors of travel motivation that define diaspora tourists' Pakistan journey and preferences. Consequently, the research will contribute by filling the gap in knowledge about travel motivations within special interest tourism group- diaspora, including expatriates, emigrants and migration- tourism studies.

Second, this research will provide a conceptual framework which should be useful for academics and practitioners researching travel motivations. More importantly, the use of the research design and methodology in this work will provide a way of classifying heterogeneous diaspora tourists into similar groups according to travel motivations related to socio-psychological push factors. Therefore, the research should make an important contribution to the body of theoretical and practical knowledge in the fields of special interest tourism, migration and diaspora related fields covering expatriates and overseas returnees / visitors that until now have lacked the application of relevant concepts and theories.

The empirical findings would enhance the validity and reliability of the research to provide useful insights for diasporas destination marketers in the South Asia and, especially, in Pakistan. In particular, the findings will be beneficial for Pakistani tourism, government policy makers, tour operators and managers by providing a basis for

improved marketing and managerial decisions pertaining to development of product, pricing, advertising and promotion and packaging in tourism sector. Government of Pakistan is working on various schemes specially designed for overseas Pakistanis' participation in investment and offers tax holidays, whereas, tourism sector is yet to benefit from the governmental focus. The study would be first of its kind and help explore potential opportunities in tourism product offerings, promotional activities and policy formulation for attracting and retaining diaspora tourists, who are frequent visitors, staying longest and spending more than others while visiting Pakistan.

1.4   Definitions

*Darbar***:** A tomb of peer, saint or religious leader

Expats: Pakistani nationals living abroad for more than one year

Emigrants: person who had left ones country of birth and settled in another country
 First Generation of Emigrants: Pakistani nationals, who emigrated to others countries and adopted the nationality of the country of destination
 Second Generation of Emigrants: The children of First Generation Emigrants born and living outside Pakistan
 Third Generation of Emigrants: The children of Second Generation of Emigrants born and living outside Pakistan.

Hajj: The Hajj (pilgrimage) is an Islamic pilgrimage to Mecca and the largest gathering of Muslim people in the world every year

Khanqah: A place meant for gatherings of a followers of peer, Sufi or saint used as
 spiritual retreat or religious learning

Peer: A spiritual and religious leader

Sadaqah/ Khairat: Sadaqah generally refer to optional charity by Muslims. This is a general term for all charities besides the obligatory payment of charity- Zakah. All acts of worship through financial expenditure are by broader definition classified as Sadaqah. The eligible Muslims are required to contribute towards welfare of the society, and one way is to give charity to the needy. Generally, there are two forms of charity in Islam – obligatory (Zakah) and voluntary (*Sadaqah)*. Though, other religions advocate for charitable actions from their followers, the Islam requires its followers to pay the needy of the society. The Qur'an states: 'And be steadfast in your prayer and pay charity; whatever good you send forth for your future, you shall find it with Allah, for Allah is well aware of what you do' (2:110).

Diaspora: People of one specific country living and working either temporarily or permanently abroad. The next generations of earliest migrants, born abroad, are also treated, herewith, as members of diaspora of country of their parents and grandparents.

According to International Organization for Migration (IOM), Countries use term "diasporas" in different ways reflecting their policy interest in these populations including "*nationals abroad*, *permanent immigrants*, *citizen of (X) origin living abroad*, *non-resident of (X) origin*, *persons of (X) origin*, *expatriates*, *transnational citizens*." This definition highlights country specific realities, legal status of overseas settlers in a host country, duration of stay abroad, dual citizenships, ethnic diasporas or second-generation groups, etc.

UK House of Commons defines "*International migrants who, although dispersed from their homelands, remain in some way part of their community of origin*." Accordingly, diaspora are individuals, though dispersed and spread over several countries, who maintain an interest and an affiliation to their home country, either "real" or "imagined". The diaspora are persons settled in a country other than the one where they were born and/or second and third-generation migrants born to immigrant parents, who could have a stronger feeling of belonging to the diasporas than first generations and "*retain some form of commitment to, and/or interest in, the country of origin of their parents*". Despite the fact that Diasporas are recognized as a community, a group or even as an organized network and association sharing common interests, but it consists of individuals with different personal histories, strategies, expectations and potentials. Policy maker have to deal it collectively or individually depending upon policy and developmental purposes. There may be some issues and measures specifically targeting groups, such as supporting scientific diaspora networks or channeling collective funds into community projects, whereas, others benefit individuals, such as lowering transfer costs, facilitating scholarships, simplifying citizenship rules and offering tax breaks (IOM, 2007).

Umrah: A pilgrimage to Mecca, Saudi Arabia, performed by Muslims that can be undertaken at any time of the year.

Zakat (Zakah in Arabic): This is the compulsory alms-giving made mandatory on all eligible Muslims. All mature, sane men and women who holds assets and fall under the Nisab threshold, have to pay 2.5% of their wealth once in a year to people in eight categories mentioned in the Qur'an.

CHAPTER 2
LITERATURE REVIEW

Literature review in the context of leisure, special interest and diasporas tourism, and relevant theories and concepts of travel motivation and tourist typology, destination marketing and managerial issues is done following paragraphs in order to develop Conceptual frame work of the Research..

2.1   A Conceptual Framework for Diaspora

The conceptual framework for research on diaspora travel motivations and typologies is developed under concepts and theories related to migrant tourism and VFR tourism. This part of thesis initiate this quest with appraisal of above said theories and concepts that have been thoroughly discussed in the migrants travelling, leisure, VFR, tourism and typologies research studies. The concept of push and pull factors is used to explain travel motivations by many researchers. It is considered important in developing homogeneous groups of tourists based upon push based socio-psychological travel motivation from heterogeneous tourists. The classification could be used further in profiling individual clustersunder socio-demographics, travel characteristics and push based destination attributes. The groups of tourist developed through the exercise could be better marketed under the light of their distinctive travel patterns.

The current research builds upon model (fig 2.2) proposed b**y** Hall& Williams (2002) for understanding tourism migration relationships to delineate the motivation of Diaspora's return visit to country of origin. Though, the model is not specifically created to understand pull and push motivation of the migrant's return motivation, however, this study is using it as stepping stone and add structure on in the light of understandings gained through discussion of various tourism related theories and concepts in preceding paragraphs and by using push pull motivation framework above it to understand the motivation of return visit of not only permanent migrants but their next generations and temporary migrants to country of origin. The last stage of permanent migrants' travel depicted in the model proposed by Hall& Williams (2002) concludes the journey at the country of origin for purposes ranging from retirement to economical benefits. This study uses this phase of permanent migrants' travel as starting point of travelling by first, second, and third generations of emigrants and temporary migrants back to country of origin for building the research framework to achieve the objectives of the research.

The concept of push and pull factors has been suggested by many researchers (Dann, 1977; Crompton, 1979; Yuan & McDonald 1990; Uysal & Jurowski, 1994) as a useful framework for explaining travel motivations and destination attributes within the tourism system. This framework is utilized in this study to conceptualize the diaspora tourism motivation (figure 2.1). Push factors are related to socio-psychological travel needs such as escape, social interaction, learning, challenging, and benefit. These factors are useful to explain why people undertake a trip from the generating region.

Fig. 2.1 conceptual framework   * Hall & Williams, 2002

Travel Motivation

Permanent Migrants Return Visit * + Temporary Migrants Return Visit

Push Factors Socio psychological travel motives

Pull Factors Destination attributes

Diasporic activities charities, support to locals

Diaspora travel behavior & characteristics Travel party, mode, length

Socio demographics gender, income, education, etc.

Citizenship / Genealogy

Diaspora Clusters — 1 2 3 4

Implications

H3 H4 – H8 H2 H1 H4, H5, H6

Conceptual Framework

In contrast, the pull factors are related to destination attributes such as the natural environment, tourism attractions, tourism facilities and services, and nightlife and entertainment. These factors are considered to be those that influence people to visit a preferred destination. This implies that the concept can be used to explain why diaspora tourists undertake holidays and visit a destination. This thesis notes that there is little or no research examining travel motivations using the concept of the push and pull framework in the fields of special interest tourism, sport tourism, or diaspora tourism, although the framework is often used to explain travel motivations in the pleasure travel markets. The rest of chapter examines tourism and motivation theories, tourist typology and previous studies using the push and pulls framework to develop conceptual framework.

2.2   Tourism-Migration Relationship

There have been limited studies on how migration influences tourism flows, and greater interest and attention has been given to the understand tourism–migration relationships. Migration and tourism are processes that greatly influence each other. This relationship may produce multi-purpose trips of by an individual first to have holiday and then to find opportunities to emigrate. Moreover, one can emigrate just to explore and expand leisure opportunities, and migration can be a lifestyle choice (Williams and Hall, 2000).

There are various reasons behind growth in migration flows. Some leading factors of rapid migration are: globalization of tourism markets and tourism capital, reorganization of the labor process, have led to a growth in migration flows, the aging of populations and social changes in work and non-work". According to them, the process has lead to tourism-related migration with number of 'social, cultural, economic and political issues for individual migrants, host communities and governments" (Kang and Page (2000).

According to Williams and Hall (2002) recent changes in production and consumption have affected tourism, migration and related activities. They studied migration and tourism systems in the context of changes in leisure time and spaces under cultural influence and capital accumulation. Accordingly, rapidly expanding tourism impacts immigration in two ways: first, affecting labor migration, and then expanding search for spaces by mass tourists of different generations. Williams and Hall (2000a) suggests that tourism itself represents a type of migration of specific duration, and gives birth to new waves of migration and explained the flows through a modal (2.2) for conceptualizing the relationships between tourism and migration, and economic and cultural mechanisms involved along with impact upon search spaces, demand and investment. Briefly model could be described as:

In the first stage, brisk tourism activities in an area catalyze tourism industry which employs local work force. It may not develop in case of limited tourism attractions and, but   areas rich of tourism attractions may develop and process move to next stage.

In the second stage, area becomes destination of mass tourism. Growing tourism needs results into added demand for general and skilled labor to provide the services required by tourists and in shortage of such workforce locally, labors are sought after from national and international sources, and labor utilization may depend upon nationality, gender, ethnicity, and skills, etc. Seasonality and uncertainty for labors during this stage might be issues to reckon.

At third stage, this phase brings complexity into tourism and migration as though tourism arrivals to the destination area continue but then reaches to mature stages.In the beginning tourism destination saw tourist migration from the tourism origin, and later on, consumption-led migrants may return to homeland for retirement or short stay and return as tourism experience has led them to search for more places for permanent or temporary stay for retirement or relaxation. There might be more labor migration to destination from

tourism origin countries and such a growth will lead to VFR tourism, where migrant workers may undertake return visit to see relatives and friends in the country of origin or invite them their country of residence.

And lastly, mobility of migrants speeds up a step further on this phase. The permanent migrants- either consumption or production led may return to their countries of origin or emigrate somewhere else. Pushed by failures, homesickness, economics up and downs, etc., permanent migrants may return to country of origin. And/or newly arrived VFR
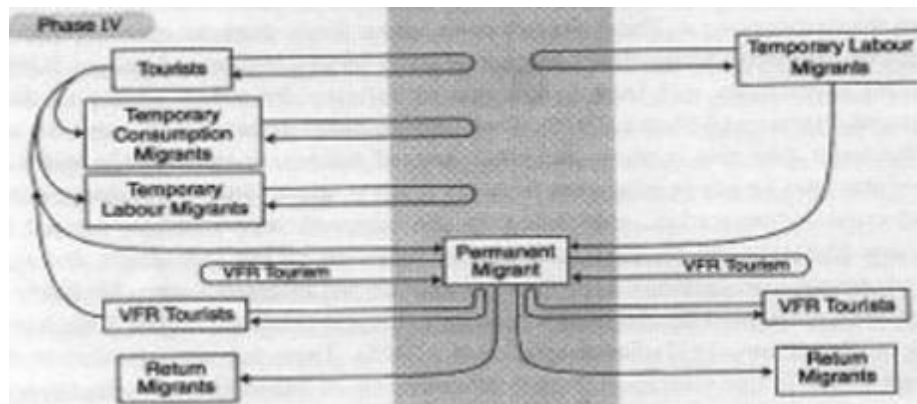
Figure (2.2). Tourism migration relationships: the fourth and last stage of tourism migration relationships (Source: Hall & Williams, 2002).

visitors to immigrants may decide to become migrants themselves. They may return to their country of origin one day in future and cycle goes on and on.

The model depicts immigrant and tourism relationships and shows how tourist becomes migrants, change their temporary status to permanent and becomes source of tourism for their friends, relatives and others, who might generate next waves of tourism flows between countries of residence and origin one day' movement of travelers reflect tourism and country specific environment at both the destinations. Though, Hall-Williams framework might not be relevant to the Pakistani diaspora, their travel to their country of origin, however, it provides an opportunity to search out underlying pull and push motivations of Pakistani diasporas' return visit to Pakistan.

The significance of tourism as a part of the migrant experience has attracted relatively little attention from scholars writing for mainstream migration literature. According to Hall and Williams (2002), the World Tourism Organization has estimated that, by the year 2020, more than one and a half billion international visits will take place in a single year. These visits will be associated with significant socio-cultural and economic implications when related to labor and retirement migration, and return visitation and VFR travel. That is, tourism and migration in combination with other globalizing phenomena such as advances in communication technology, are participating in the

formation of new identities for many people. New types of mobility are the norm for the majority of the population at the present time.

The complex relationships between tourism and migration are likely to become even more obscure in the future as new and modern forms of dwelling, leisure, work, and extended social networks take place: "New trends in tourism and migration similarly make it difficult to determine 'where is home', 'what is our identity' and 'why are we here"(Williams and Hall, 2000, p. 21).

2.2.1 Migration and VFR Tourism

Many researchers have investigated various ethnic groups in context of generating tourism markets, in relationship to migration and country of origin (Rossiter and Chan 1998; Ostrowski 1991; King and Gamage 1994). Ethnicity is catching up the eyes of tourism researchers interested in motivation as the force behind VFR tourism in the country of origin. Khan (1977) investigated the Pakistani migrants in Britain, Western (1992) worked on Barbadians, and Thanopoulos and Walle (1988) investigated the Greek community and found that income and travel frequency are correlated, Liu *et al.* (1984) focused Turkish migrants and discovered that such visits are beneficial for destinations, Stephenson (2002) studied UK Caribbean Community, and Hughes and Allen (2010) subjected Irish community England.

Despite interest on this segment of tourism, there is still dearth of in-depth studies on migrants' motivation to return to country of origin. King (1994) pointed out that, despite the fact that the term "ethnic tourism" is frequently used in the tourism literature, not very much attention is given to travel motivated by ethnic reunions as most academic literature focuses on the "exotic" aspects. With faster, economic, and safe air travelling two way traffic of VFR tourist is rising and is in need of further academic interest.

2.2.2 Visiting Friends/Family and Relatives

Duval has added a distinguished contribution (Duval, 2003) to the existing literature about immigrant mobility and VFR tourism. He explored migrant motilities, particularly return visits, through fieldwork among members of the broader Commonwealth Eastern Caribbean community in Toronto (Duval, 2003). He suggested, for example, that the return visit may eventually be classified as a form of travel within the larger category of VFR tourism, but can also be recognized as a vehicle to maintain transnational identity structures between immigrants and their home country (Duval, 2003). The importance of his finding is that it highlights the social significance of VFR travel. He explored the ways that return visits may facilitate return migration. What distinguishes Duval's work from all former studies in VFR travel is that he explores further this segment of travel in terms of broader social associations. That is, former studies provide insight into the significance (in terms of size) and overall importance of the VFR tourism market, but neglect the inherent social and cultural meanings associated with such trips. He also

argued that studies of VFR tourism should take into consideration how the concepts of transnationalism and diaspora may play a significant role in the motivation of this form of travel.

On the other hand, Boyne *et al.* (2003, p. 247) argued that even though there are noticeable limitations on the motivational definition of a VFR tourist; the inclusion of the motivation further sharpens the outline of the VFR category for empirical analysis and offers further insights into the elements that create VFR tourism and possible implications for hosts, host communities and guests. Although MacCannell (1973, 1976) introduced the conventional framework concerning "the search for authenticity", Wang (1999) argued that many tourism travel types, including VFR travel, cannot be explained within such a framework. Yet, VFR travelers are considered by King (1994) as ethnic tourists mainly because they are making return trips to their ancestral homeland and, thus, these trips are roots-related where travelers are seeking ethnic reunion and search for roots. Boyne *et al.* (2003, p. 247) further argued that even ethnic tourists may be searching for "staged authenticity" when they visit their friends and relatives as when, for example, they participate in traditional social events and other activities which the 'hosts" do not consider to be part of their everyday lives. Thus, Seaton and Palmer's (1997) call for a more thorough investigation into the behavioral differences and the definition of VFR tourists (motivational/not motivational or motivational/accommodation) is supported by the previous discussion.

Studies in Visiting Friends and Relatives (VFR) tourism, often in the context of links between migration and tourism, explore the practices and impacts of those who are grouped outside of the classic 'tourist' who undertake the voyage in the context of visiting a familiar person or persons as well as the place (Hall and Williams 2002; Coles and Timothy 2004; Hollinshead 2004). Often, the focus of recent research in this genre is on how to characterize the motivations of VFR tourists (Feng and Page 2000), or on the migrant generation themselves, and the complexities of undertaking a temporary return in which material and emotional relationships with members of the home community have changed as a result of migration (Duval 2003; Asiedu 2005). Although these studies inform the current research, it is safe to infer that post-migrant generations have a much different experience of visiting 'home' than that of their parents, having little experience in that place as a place of residence.

Family interactions can be a focal point of the visit, but many of the activities are not exclusively family-oriented (Feng and Page 2000). Research shows that visiting migrants are also consumers, and in particular ways that may differ from other tourists, but adhere to a touristic logic of consumption of leisure spaces, cultural spaces and other non-essential purchases (Duval 2003). The post-migrant generation's consumption habits while on holiday at 'home' are still a mystery, as none of the available research is concerned with first-hand experiences of the 'second' generation.

Prior research framed by the dynamic of VFR tourism would therefore suggest that these visits home integrate a desire for connection to the diasporic centre by enacting 'being' part of that community through reviving relationships with family members. There are

indications that VFR visitors are also 'tourists', in that they are interested in visiting and experiencing some of the more typical kinds of touristic consumption spaces available in the community. The post-migrant generations, however, are not expected to be motivated necessarily by their own desire to reconnect with family or with an ethnic identity, instead performing these visits out of a sense of familial obligation.

As discussed in previous sections, diasporas have caught the attention of many researchers. However, most of them remained the subject of discussion and research by community of researchers interested in their ethnic origin, host country's images, image of country of origin, and socio cultural identities, etc. Another set of studies were conducted to investigate their travel pattern and behavior under the VFR tourism, which involved visits to friends and relatives for various purposes such as take part in social, cultural or religious activities like wedding, birthdays etc. Moreover, a good number of such VFR studies were conducted either in Australia, USA, UK, Canada or countries performing batter in economical terms and receiving settlers from relatively less developed countries or other regions of the world. VFR studies have also remained subject of interest for researchers investigating, social networks, well-being tourism, regional ties, ethnic identification, and tourism research focusing range of tourists. The current study is focusing the Pakistani diaspora, which includes emigrants, their first and second generations, who have been living abroad since their births and, workers, business persons and students who are living abroad and their motivation to visit country of origin Pakistan. Such a group of travelers with a verity of nationalities, cultural orientation, but having one unique commonality, has never been the focus of majority of researchers. A handful of such studies were carried out, but very little literature is produced on the subject under discussion using pull push motivation framework and a mix of travelers as is the focus of this study. Another facet of the study, which justifies its undertaking is the fact that similar studies carried out in past were done either in western countries or in countries deemed to be the destination of emigrants such as Australia, USA, UK and Canada, etc. The focus of such studies were guests of emigrants visiting them in destination countries, staying either with them or spending time, having fun and entertainment with their support. Very few researchers have focused the return visits of emigrants, temporary workers or diaspora to the country of their origin under the VFR. This study is focusing this group of travelers in empirical way.

VFR studies have remained the focus of researchers since 1990s.Later on, the subject was given considerable attention by tourism researchers and a number of studies were carried out, offering new alternatives and practical tourism marketing strategies for VFR promotion (King 1996; Morrison, Hsieh, and O'Leary 1995; White 1996). Despite considerable efforts by researches, findings of new researches are difficult to be integrated into VFR framework. The solution lies in further research in VFR and typologies of tourists for better understanding and market development (Moscardo, Pearce, Morrison, Green &O'Leary(2000).

2.2.3   Diaspora Tourism

Diaspora tourism is classified under Special Interest Tourism, Migrants Tourism and VFR. Following paragraphs review the diaspora tourism in light of above mentioned major subjects in a sequential way.

Normally, enriching and sophisticated research surfaces much later in an activity's evolutionary cycle and such studies highlights the diversity of the special interest markets. Special interests motivate travelers to launch trips but motivation range and extent is variable (Acott, La Trobe & Howard, 1998), food tourism (Hall & Sharples, 2003), and cultural tourism (McKercher, B. 2002; Silberberg, 1995), Motivational extent and range exist in medical tourism (Cohen, 2008; Heung, Kucukusta, & Song, 2010). Despite a number of studies on the subject matter, a few attempts have been made to segments the population falling in one category like ecotourism or medical tourism. This study seeks to address that research gap by examining the motivations of Pakistan origin tourists travelled to Pakistan for various reasons.

People who have been forced from their homes as political refugees, migrants who move for better working opportunities and other diaspora groups have created a huge global melting pot of transnational societies that defy the traditions of nation-statehood. Even the countries with very conservative immigration policies and relatively homogenous population, such as Finland and Norway, have become home to migrants from Africa, Asia and Eastern Europe during the past ten years. Likewise, political transformations of the past decade, such as the collapse of the Iron Curtain, have allowed many people of various diasporas of Eastern Europe to travel to their homelands. These conditions, coupled with the fact that more people are travelling abroad now than ever before, have created a form of travel that is motivated by a desire to visit relatives, see the homes and communities they left behind and fulfill feelings of nostalgia for places of their familial heritage.

Although, diaspora research inherently includes understanding the historical and modern movement of people, it has been observed, 'the literature on diaspora (and hybridity) has on the whole neglected tourism aspect of diaspora, perhaps because tourists are thought to be temporary and superficial phenomenon (Bruner 1996: 290). In common with other social scientists, tourism scholars have so far paid scant attention to the notion of diaspora and tourism, although some authors have hinted at it in examining ethnicity and migration in this context (Duval 2002; Hall and Williams 2002).

The collusion between diaspora and tourism is a complex one, which encompasses countless perspectives on race, migration, colonialism, persecution, power, tradition, conflict, choice (or lack thereof) and culture. All diasporas are different and reflect the specificities of their conditions, histories, new homeland immigration policies and population sizes. It appears that some diasporas are more readily predisposed to attract tourists and to undertake travel themselves. Conversely, some Diasporas are more difficult to penetrate from a tourism perspective. The latter category appears to be found among groups that migrated as a result of political oppression rather than for economic

reasons. Diaspora populations are, therefore, diverse in nature and shaped by the reasons for migration, the scale, timing, geography of flow, how they interact with social, political, economic, cultural, and environmental conditions in destination regions and how they were received in their new host country, and how they view their original homeland and its culture.

Diaspora tourism is turning up a significant force of change in a number of countries spread from the Pacific and Caribbean Islands to the Philippines, China, India, Pakistan, Bangladesh and Ghana. The scanning of literature on Diasporas brings home important findings on how this segment of tourists is actually changing the economic outlook of communities though their visits. It is bringing in dearly valued foreign exchange to the countries, valuable gifts and resources to families and friends besides strengthening the socio cultural ties with ancestral communities on returning to the country of origin for a holiday and/or family gathering (Coles and Timothy, 2004; Asiedu, 2005). They are an important source of foreign direct investment. Furthermore, leakages from most economic systems through emigrant visits have generally been low compared with other forms of tourism. This is because of the extensive use of local resources and services' (Asiedu, 2005: 9).

Contributions from people returning to their home country for a holiday can be significant, and can include 'financial remittances, technology, skills transfer, material and equipment donations' (Asiedu2005: 1). King and Gamage (1994), Lew and Wong (2004), and Barkin (2001) demonstrate that when expatriates returned for holidays to Sri Lanka, China, and Mexico, respectively, their actions had significant developmental benefits for locals. In additions to supplying money and gifts to family members and friends, spending in the local area; expatriates often supported community organizations such as schools and religious groups. Asiedu (2005) meanwhile found that Ghanaian nationals returning home for visits spent £2769 on average including international travel, but a significant £585 was spent on incidentals such as contributions to community development funds and expenses for funerals, and £433 on purchasing food and entertainment for friends and relatives. Only £274 was spent on commercial accommodation. Migrants' home regions in particular have benefited from their assistance.

These visitors also invested significant funds in business ventures and housing development. There is considerable kudos associated with home ownership due to shortage of rental accommodation in Ghana. Many overseas-based Ghanaians plan to return home to live in these houses one day. Thus even though they do not use hotel and resort accommodation to the same extent that other tourists do, overseas-based nationals constitute an important market segment (Braunlich and Nadkarni, 1995; Duval, 2003).The social significance of tourists' visits and linkages between social connections and economic development, has been neglected in most tourism studies (Williams and Hall, 2000; Duval, 2003). This should not be overlooked as contacts forged with overseas Diasporas communities can potentially bring rewards of knowledge and social interaction that may be beyond the capabilities of governments' (Hall and Duval, 2004: 92). Thus Lew and Wong (2004) demonstrate how traveling home by members of the Chinese

diaspora can have significant benefits through the building of social capital, as well as economic development. Many of the 60 million ethnic Chinese who live in other countries belong to voluntary overseas Chinese associations which sometimes contribute funds to help develop their home areas. For example, donations by American Chinese originally from Taishan County to the Taishan Overseas Chinese Affairs Office between 1978 and 1998 amounted to US$14 million and funded numerous educational, medical, infrastructural and cultural projects in the area (Lew and Wong, 2004: 209). Lew and Wong suggest that without the social capital built up by sustained contact between these overseas Chinese and their home county, including home visits, donations of this size would have never been forthcoming. Similarly, Orozco and Lapointe (2004: 31) explain how more than 2000 Mexican home town associations (HTAs) in the United States raise funds and provide other support for health and education services as well as churches in their home towns in Mexico, while also supporting projects to improve public infrastructure and beautify their towns.

Duval's (2003) research with the Eastern Caribbean diaspora in Toronto revealed that maintenance of social and cultural ties was a key motivation for return visits: 'the return visit is used to revitalize, reiterate and solidify webs of social networks that can span numerous localities and places' (Duval, 2003: 301). Similarly, Potter's (2005) research revealed that young second generation Caribbean returning to their homelands – most of whom brought with them skills that were in high demand – had almost all visited their home country a number of times before deciding to emigrate. Pacific Islanders resident in New Zealand, Australia or the United States also maintain their cultural relationships and family ties through regular visits to what Hall and Duval call their 'external homeland' (2004: 89). Such visits may help to sustain practices such as the sending of remittances, which is vital to economic well-being in many places (Duval, 2003). Thus Lee (2004) writes about second generation Tongans living abroad, noting that if support for their homeland (both economic, in the form of remittances, and non-economic, through social networks) is to be sustained in the long term, they will need to 'build a secure sense of identity and belonging', something which can be facilitated by travel to Tonga (Lee, 2004: 249). Some families of the diaspora send their children on trips to Tonga specifically to build up this cultural knowledge and social connection.

2.3   Tourism Motivation

Tourist behaviour is explained by researcher by a number of variables including motivation, which is a critical driving force behind all behaviour (Fodness 1994) and motivation determines how people set their goals (Mansfeld 2000). Motivation is force behind individual's travel choice and behaviour- influencing their expectations, and then determining the perception of experiences. It is a factor in satisfaction formation (Gnoth 1997).The motivation theory is a set of integrated dynamics which is outcome of critical process of internal psychological factors such as needs, wants and goals, resulting into development of uncomfortable level of tension in the minds and bodies of people, who are prompted to find ways and means to release the accumulated tension and to satisfy such needs (Fodness 1994). Motives behind these actions are influenced by needs and

objectives of the individual and capable to satisfy these conscious needs and lead to creation of more wants and ultimately ending up buying (Goosens 2000). Objectives or goals are given the shape products and services by marketers whose role is to create awareness of needs and suggest appropriate objectives to satisfy such a needs (Mill and Morrison, 1985).

Researchers (Dumazedier 1967; Krippendorf 1987) suggest that people in the west relate and use for the free time and holidays with the concept of self-actualisation or self-realisation. Goossens (2000) suggests that it is the individual's aim to achieve a state of stability, or homeostasis, which is disrupted when the person becomes aware of the gap between real and ideal self. The need to self-actualise represents the motive, and under the given conditions and constraints a stage is set for mobilisation of the process of motivation (Gnoth 1997).

The researchers Tinsley and Eldredge (1995) spent fifteen years in the field to know as to what extent tourism succeeds in satisfying the individual's intrinsic need for self-actualisation, psychological needs fulfilment by leisure activities, and came up with leisure activities segments: novelty, sensual enjoyment, cognitive stimulation, self-expression, creativity, vicarious competition, relaxation, agency, belongingness and service. Some researchers do question these superficial needs and their arousal. (Goossens 2000) concludes that such motivations are merely culturally learned stereotypes or explanations for leisure behaviour, whereas, Fodness (1994) believes that universally accepted integrated theory for needs and goals behind motivation is still to be born.

Gnoth (1997) categories research in motivation in two categories: the behaviourist and the cognivist approach. Traditionally the research in motivation remained revolving around two factors: push or pull, which influence tourist behaviour (Crompton, 1979). Push factors are considered enduring in dispositions as these are products of internally generated drives. The individual, fuelled by such drives, searches objects for the promise of drive reduction and develop a motive (Gnoth, 1997). According, behaviourist stance underpin the emotional aspect of decision-making, whereas the cognivist view emphasis on ground realities and scenarios expressing the motives, resultantly shaping the knowledge the tourist have about goal attributes and how he/she weigh up situational constraints rationally (Gnoth 1997). Subsequently, cognitive process ends up into object specific motivations, compared to motives, which only entail a class of objects and may result in a range of different behaviours, depending on the situation.

Push and pull factors, under the integrated impact of involvement, an unobservable state of motivation, arousal, or interest, evoked by stimulus or situations, influence the consumer simultaneously (Hirschman and Holbrook, 1986; Goosens, 2000). Pull factors: marketing stimuli, destination and service's attributes respond to and reinforce push factors. Therefore, researchers are increasingly tracking finding emotions and cognition in the individual's decision-making process (Pearce and Caltabiano 1983, Gnoth 1997).

It is said that individual's intrinsic needs are influenced by external factors. Rojecket el (1997) suggests that advertising, television, fashion, lifestyle magazines and designer values are strongly adopting the role of opinion makers and knowledge and beliefs shapers. Heckhausen (1989) suggests that people's needs and motives are neutral, whereas, it needs an object for focus, linking actual situations to cultural and social dynamics (Gnoth 1997). Experiences turn motives into values as their evaluation is done on learned behaviour and perception (Lewin 1942). If an emotional drive is met adequately than the individual is more apt to do it again and again and such behaviour becomes a habit (Hull 1943). Similar travelling experiences have the power to modify the individual's learnt behaviour significantly and are precursors of habit formulations and enforcers.

It can be suggested that motives reflect learned behaviour, and influenced by objects or tourism activities on the offer, whereas, motivations are products of knowledge and beliefs of society and culture and/or marketers offering tourism products and services. The self-actualisation need is realised in a learned and practical way and articulated in values. This translates into calculated strategies to mould one's needs according to the prevailing environment or transform the environment to needs (Kahle 1983).

What can we expect to know about individuals' drives, if these are not in their consciousness? Iso-Ahola (1982) elaborates the point further by suggesting that "individual do not walk around with numerous leisure needs in their minds and do not rationalise specific causes of participation if their involvement is intrinsically motivated". Therefore, it may be said that needs are aroused by one's social order, peer groups, particular social realities and media. Weissinger and Bandalos (1995) suggest that intrinsic leisure motivations can be explained in terms of self-determination, internal needs, and freedom of choice reflecting underlying needs.

Dann (1981) suggested that studies on motivation could be better carried out by two sequential ways, first identifying the individual's needs to take a trip and then focusing on the second part , which is related to actual act of travel and/or the destination, which culminate the process, initiated at first place when need arose. Pearce, Morrison and Rutledge (1998) emphasized the need to focus on the role and type of travelers and destinations in order to investigate travel motivations and Mansfeld (1992) underscored the importance of motivation as the beginning of research leading to better insights on travel choice and behavior.

Travelling or touring locally or internationally is one of the favored ways to preserve or regain happiness, reunite with loved ones, and explore and experience natural treasures waiting for us. According to Crompton (1979), travelling to ancestral lands helps people explain and evaluate themselves through search into their past, and they find themselves in the present. A search for one's roots and historical identity and the subsequent appreciation for one's community culture and family legacy is evidence of this pattern. Much of what is sought is something that people have learned since childhood, through stories told by their parents, grandparents, or others, about their ethnic and familial heritage.

2.3.1. Diaspora Travel Motivations

Diaspora motivations to visit the country of their origin include Visiting Friends and Relatives (VFR). VFR tourism takes place in the context of links between migration and tourism, explore the practices and impacts of those who are grouped outside of the classic 'tourist' who undertake the voyage in the context of visiting a familiar person or persons as well as the place (Hall and Williams 2002; Coles and Timothy 2004; Hollinshead 2004). The subject is gradually catching the eye of tourism scholars. Feng and Page (2000) categorizes VFR visits motivations and subject of complexities of undertaking a temporary return in which material and emotional relationships with members of the home community have changed as a result of migration. Although these studies inform the current research, it is safe to infer that post-migrant generations have much different experience of visiting 'home' than that of their parents, having little experience in that place as a place of residence(Duval 2003; Asiedu 2005).

Ali and Holden though interviews of Pakistani immigrants in UK found that the 'second' generation of diasporas perform the holiday to Pakistan out of a sense of duty to their parents (2006: 237), they used Urry's (2003) five levels of physical proximity obligations to understand the Pakistani diaspora in UK. And found that their visit to Pakistan was motivated by the Legal, Economic and Familial Obligation, Social Obligation or Obligation to Place. Legal, economic and familial obligations comprise travelling to work and/or attending family celebrations or events, interrelated with Visiting Friends and Relatives (VFR) tourism. Social obligations involve commitment to preservation of 'face-to-face' tourism activities. Object obligations consist of meeting at specific locations preferably associated with work-related activities. Urry's (2003) theoretical constructs of obligations are further supported by Stephenson's (2002) study of the Afro-Caribbean community in the UK, where migrants travelled to the ancestral homeland because they felt 'obliged' or 'compelled' to do so (Stephenson, 2002). Khan (1977) notes a similar feature among Pakistanis regarding obligation; if obligations are not fulfilled the migrant is not accepted as a member of the kinship group or village from where he or she originates.

Some contend that these diaspora visits are means of cementing family links and increasing social capital with reference to family (Nguyen and King 2004). However, Wagner (2008) discovered different motivations of diaspora tourists of Moroccan origin while visiting Morocco. Their trips were motivated by leisure consumption than by the family; they were nevertheless a means of participating in the 'return home' tradition. The desire for return, however, usually stops short at the idea of permanently settling there. As one participant said, "Morocco is a great country. But only for holidays" Collins-Kreiner and Olsenin (2004) studied motivation of Israeli travelers and found feeling of belonging; religious/spiritual motivations; searching for roots; 'pure' vacation; vacation with 'feelings'; visiting friends and relatives (VFR); solidarity with Israel; celebrations of the Bar/Bat Mitzvah; and association with other Jewish people. Culture and religion have a strong influence on their travel patterns and activities.

Black African diaspora belonging to North and South America, the Caribbean, the Middle East and Western Europe is prominent among all the diasporic communities around the world.The young generations of Americans, Caribbean islanders and Europeans of African origin are traveling around the globe but they pay frequent visits to Africa (Timothy, Dallen J. & Victor B. Teye(2004).The study conducted by Goodrich (1985) revealed that around 71 per cent of African-Americans intend to travel to Africa. This group of 34 million African diaspora is the single most important travelers groups having far reaching potential for tourism. With 16 percent growth in their average annual income between 1990 and 2000 and having around US$400 billion in disposable spending, they could be considered the fourteenth largest market in the world; larger than the residents of Australia, Mexico or Russia (Malveaux, 1998).For African-Americans, trip to Africa is a unique journey of personal discovery. Their diasporic journey to Africa is meant to discover the missing link to roots have socio-historical experience for self-realization. Their motivation to visit Africa includes: nostalgia, explanation or understanding of self, visiting relatives and the heritage.

Chinese population outside China is one of the largest diaspora groups in the world and their main motivation to visit homeland is defined by old values and familial obligations to keep strong contacts with people back home. Overseas ethnic Chinese value close ties with their homes, villages and regions. Chinese divide people into two groups: those with whom they have a fixed relationship, a connection what the Chinese call *guan-xi* and those they don't. The connections tie Chinese to each other with far greater tensile strength than mere friendship in the West would do. *Guan-xi* have created a social magnetic field in which all Chinese move, keenly aware of those people with whom they have connections and those they don't; In a broader sense, *guan-xi* also help explain how a nation of more than one billion people coheres (*Lew & Wong 2004).* (Fei, 1967; De Glopper, 1978; Woon, 1989) identified the Chinese diasporas' return visit motivations as: Relationships with extended family and a feeling of insecurity in a place without the extended family; Filial piety pressures to return home to care for elderly and ancestral graves and acceptance by villagers upon returning home, despite having left; The presence of an open, class society in southern China, allowing upward socioeconomic mobility; and increased prestige among fellow expatriate sojourners through donations and home visits prior to retirement.

Most research on Jewish diaspora tourism relates to Holocaust sites (e.g. Gruber 1992, 1994; Kugelmass 1993; Kirshenblatt-Gimblett 1998; Ashworth 1999, 2003; Szkółka 2000). Collins-Kreiner (2000, 2002) and Epstein (1995) have written about different kinds of pilgrimage in modern times to 'new' holy sites in Israel. Other researchers have published on elements of Jewish youth summer trips to Israel and especially on the impact of 'Birthright Israel', which provides a gift of educational trips to Israel for young Jewish adults aged 18 to 26 (Chazan 1997). .

Given the importance of tourism as a global industry, it is no surprise that all countries have active programs of tourism marketing. In many cases, these marketing campaigns target members of the diaspora to encourage them to return home to visit family members or to simply take a holiday. In general, this targeting of the diaspora is part of a broader

marketing strategy. Homecoming 2009 - a flagship campaign seeking to encourage tourist visits and perhaps a longer term relationship between Scotland and its diaspora – is slightly different program. The long program of events is designed not only to generate 'bodies in beds' but also to try and translate these short term visits into longer term business, social, and cultural ties, and perhaps relocation. A different type of scheme is 'The Aisling Return to Ireland Project' which provides annual supported long-term holidays to Ireland for vulnerable Irish in Britain who cannot afford to visit the homeland. The Armenian Ministry of Foreign Affairs made systematic efforts to facilitate diaspora travel to Armenia and made it more attractive by easing visa requirements, creating special interest tours (pilgrimages) and support upgrade in tourism infrastructure (kitchen et al,2009).How a country interacts with its diaspora is often underpinned by research and consultative exercises. Most often, this is conducted on an ad hoc basis, through in-house or contracted research. In some cases, countries have established dedicated research units to study the diaspora. For example, The Jamaican Diaspora Foundation and its operational arm, the Jamaican Diaspora Institute, were established in 2008. A key responsibility of the Foundation is to conduct research on diaspora related matters and to create pertinent databases. In Scotland and Ireland, universities have established research centers to study the diaspora, both with strong cultural and historical foci – in Scotland, The Scottish Centre for Diaspora Studies at Edinburgh University and in Ireland, the Global Irish Institute at University College Dublin (Kitchin at el, 2009).

2.3.2 Push and Pull Model

Pearce et al (1998) argued that travel motivation could be explained by asking two questions:'why do certain groups of tourists travel?' and 'why do people go to a certain place?'. First question relates to tourist's psychology and later to the destination region, and attributes of the tourist destination. Goodall (1991) and Kozak (2002) explained the tourism phenomenon under push and the pull factors. Ryan (2003) states that push motivation is driven by a wish to get away from a place, whereas pull motivation reflect the desire of individual to move to other area. Push factors are socio-psychological motives which cause the individuals to travel, and pull factors represent destination attributes that influence the individual to travel a specific place. Push and pull factors plays vital roles in determining the tourist behavior and understanding who goes where and why (Crompton, 1979; Goodall, 1988; Yuan & McDonald, 1990; Fluker & Turner, 2000, Goodall (1991).

Human motivations are preparation of mind for activities, associated with an individual's optimal arousal (Iso-Ahola, 1980). Travel motivations are socio-psychological in nature and prompt the people to travel (Yuan and McDonald, 1990). Such motives are generally used as the important push factors for study of travel behavior (Pearce and Caltabiano, 1983). The basic concept of push and pull stands upon the idea that travelers are pushed by their own wants and needs and pulled by the destination itself (Dann, 1981). In earlier studies on travel motivations, Lundberg (1971) focused on what motivates individuals to travel and consequently came up with a set of 18 travel variables of motivation. Later on, Gray (1979) found two main intrinsic motives namely 'Wanderlust' and 'Sunlust' which

supposedly influence travel. Crompton (1979) studied motivation for vacation travel and suggested seven push factors, namely- Escape, Self-Exploration, Relaxation, Prestige, Regression, Kinship- Enhancement and Social Interaction. Similarly, Krippendorf (1987) proposed eight motives to travel, which are: Recuperation and Regeneration, Compensation and Social Integration, Escape, Communication, Freedom and Self-Determination, Self-Realization, Happiness, and Travel. Whereas, Yuan and McDonald (1990) through their finding of 29 motivational variables suggested that individuals travel to satisfy unmet needs which are termed as push factors such as Escape, Novelty, Prestige, Enhancement of Kinship, Relationships and Relaxation. In another attempt, Cha et al. (1995) found six travel motives: Relax, Knowledge, Adventure, Travel Bragging, Family and Sports and bundled them into market segments: Sports Seekers, Novelty Seekers and Family/Relaxation Seekers. Bieger and Laesser (2002) used ten motivation factors: Nightlife, Comfort, Partner, Family, Nature, Culture, Liberty, Body, Sports and Sun to segment the Swiss Travel Market into 4 motivation-based market segments namely Compulsory Travel, Cultural Hedonsim,Family Travel and Me(e/a)t Marketing.

Push and pull framework has been thoroughly explained by number of scholars and has been accepted as a useful framework for explaining travel motivation and destination attributes (Dann, 1977; Crompton, 1979; Yuan & McDonald 1990; Uysal & Jurowski, 1994; Jamrozy & Uysal, 1994; Fluker & Turner, 2000; Goossens, 2000; Jang & Cai, 2002; Kozak, 2002; Kim, Lee &Klenosky, 2003; Bansal &Eiselt, 2004).

According to Uysal and Jurowski (1994) travelers undertake journey as they are pushed by internal forces (push factors) and pulled by external forces (pull factors). They name internal forces as the desire for escape, rest and relaxation, prestige, social interaction, and fitness and external forces represent destination's attributes like tourist facilities, tourism attractions, the natural environment, and easy accessibility, which satisfy the need of individuals. Pearce et al (1998) advise that push and pull factors may be applied with the understanding that pull factors comes into play only after individual makes a decision to travel under the influence of push factors. Therefore, this study uses this frame to understand the diaspora's return visit to Pakistan in term of push based socio-psychological travel needs and pull based destination attributes.

2.3.3   Socio-psychological Travel Needs –push factors

To explain the push factors, we have analyzed the socio-psychological travel needs of individuals, like escape, rest and relaxation, social interaction, learning, and status and prestige (Dann, 1977; Crompton 1979; Mannell & Iso-Ahola, 1987; Ryan, 2003). Maslow's (1943) theory on hierarchy of needs gave birth to a number of studies and theories explaining socio-psychological travel needs. Maslow's suggested that human behavior reflects physiological and socio-psychological needs in hierarchical way, where lower-level needs, such as physiological and safety needs were to be satisfied first followed by higher-level needs such as social and ego needs and self-actualization. The theory is fundamental in explaining push factors for travel (Pearce, 1982; Mill & Morrison, 1985; Chon, 1989; Pearce & Lee, 2005). Many critics of Maslow's theory

came up with their own explanations and ideals suggesting that tourist motivations were multiple, dynamic (Crompton, 1979, Mayo & Jarvis, 1981; Pyo, Mihalik &Uysal, 1989) and varies from individual to individual from one market segment to other and/or one from destination to another (Uysal& Hagan; 1993; Kozak 2002).

To understand 'what makes tourists travel,' Dann (1977) focused on socio-psychological travel needs to factorize the motives into groups, and came up with 'push factors' based upon socio-psychological motives like needs for escape, social interaction recognition and status. Further input into this framework was made by (Iso-Ahola, 1982; Mannell& Iso-Ahola1987; Fluker & Turner, 2000)with the help of concept revolving around motivational forces pushing someone to escape from personal/interpersonal pressures created by personal problems, difficulties, failures, related to relationships with co-workers, family, relatives, and friends or to seek rewards such as challenge, learning, relaxation, and ego-enhancement, social interaction with friends or others. Briefly, individuals are motivated by sociological travel needs or deficit occurring in their social lives or environs through compensation. The deficits occurring might be in terms of socialization, climate, activity, and experience, enjoyment of scenery, luxury or prestige and freedom (Bansal &Eiselt, 2004).

Ryan (1991, 2003) has reviewed the studies of Cohen (1974), Crompton (1979), and Mathieson and Wall (1982) to offer a set of psychological travel needs for holidaying. His list of findings include need for escape, relaxation, play, family bonds, prestige, social interaction, sexuality, education, self and wish fulfillment and shopping. Psychological push motivation could also be explained in terms of seeking benefits out of travelling such as escape, self development/self-esteem, family relationships, physical activities, safety and security, cultural experiences, escape, re-experiencing family, sports and prestige (Moscardo, Morrison, Pearce, Lang & O'Leary, 1996; Turnbull & Uysal, 1995). Pomfret (2006) suggested that the push needs related to adventure were escape, relaxation, risk reduction, identity construction, prestige/challenge/risk, and goal completion/mastery/meaning, and connected them to Travel Career Ladder proposed by Pearce (1988).

Above discussion on push based socio-psychological travel needs bring home the point that some of those push factors can also be used to explain why diaspora tourists seek country of origin holidays. For example, socio-psychological escape needs may occur when people are aware of the difficulties experienced when looking for familiar social or cultural activities, people or lack of accessibility of such gatherings in the country of residence. Diaspora tourists may also seek social interaction to maintain or enhance their relationships with family, friends, business colleagues, or childhood mates or romantic partners. Leisure activities are also important socio-psychological travel needs for diaspora tourists because staying and working at an alien place, environment and stressful situations may develop stress. In addition, overseas diaspora tourists may look home country for holidays, not only to meet relatives and family members but also to satisfy business needs and mix it with entertainment along with business associate group.

2.3.4   Destination Attributes- pull factors

After being pushed by socio-psychological travel needs (push factors) individuals may analyze alternate potential destinations to visit in term of its attributes to satisfy the push needs. The decision to go to a particular place depends upon the attractiveness of the place, its unique characteristics and benefits sought by the travelers. The process as how a tourist select a preferred destination is explored by Woodside &Lysonski, 1989; Um & Crompton, 1990 and Crompton, 1992 under the 'awareness' and 'evoked' concepts. Traveler chooses holiday destination from a set of destinations based upon gradual reduction of such places into to one, which fulfill the needs in a better way.

Um and Crompton (1990) suggest that destination attributes influence tourists' awareness and evoked processes in final selection of place to visit. Meinung (1989) studied traits of attractiveness of a tourist place and listed them as primary; secondary; and tertiary factors. Primary factors are permanent features, like natural attributes and landscape, public infrastructure and culture. Secondary factors are the destination attributes including accommodation, entertainment, sport and access, whereas, tertiary factors are economic and marketing elements related to destination such as marketing efforts, price and affordability.

Uysal and Jurowski (1994) listed pull factors of a destination as beaches, recreation and sport facilities, and cultural attractions. Laws (1995), and Boniface and Cooper (2001) considers accessibility, different climate, advertising, and attractions or amenities of the destinations as significant pull factors. Researchers Pomfret (2006), Weaver and Opperman (2000) found geographical proximity to destinations, accessibility to destinations, availability of attractions and services, affordability, peace, and positive destination image, marketing mix, tour operators, destinations, and promotion and advertising as important pull factors of tourist destination. Other attributes identified by tourism scholars as important destination characteristics are ski packages, local culture, friendly people, close to home, crowding, resort services, lodging, entertainment, familiarity, difficulty, snow conditions, grooming, and hill and trail quality in adventure tourism, and beaches, scenic/natural resources, warm climate, party atmosphere, new/unique location, skiing, and historic/cultural attractions (Klenosky, Gengler and Mulvey 1993; Klenosky 2002)

Some of above pull based destination attributes can be used to understand what factors influence diaspora tourists to visit a preferred destinations within country of their origin. A number of researchers have used pull push frame work to study tourist behavior. Baloglu and Uysal 1996; Crompton 1979; Oh, Uysal, and Weaver 1995; Turnbull and Uysal 1995; Uysal and Jurowski 1994; Yuan and McDonald 1990 studied both push and pull factors to understand the visitors motivation. Yuan and McDonald's (1990) focused on motivations for overseas travel from Japan, France, West Germany and the UK. Uysal and Jurowski (1994) also investigated the nature and extent of the relationship between push and pull factors of motivations for pleasure travel.

2.4   Tourist Typology

A number of researchers have attempted to segment the markets of special interest tourism. This has resulted in the creation of niche travel markets in the current tourism industry. According to Robinson and Novelli (2005), niche tourism can be seen as 'breaking down into still relatively large market sectors (macro-niches – cultural tourism, rural tourism, sport tourism) each capable of further segmentation (micro-niches – geo-tourism, gastronomy tourism, cycling tourism). The following case studies of niche travel markets that have been published in various tourism journals in past are examined in order to understand the nature of heterogeneous tourist behavior, especially in the context of special interest tourism and sport tourism. This is to carryon efforts to achieve aims of thesis, and to identify the current state of tourism research having theoretical and empirical applications for current research and to build conceptual framework.

The terms 'segmentation' and 'typology' have been used by many researchers interchangeably, and some have tried to clarify the meanings of both with some success. According to Middleton and Clarke (2001) segmentation is the process of dividing a total market, or a market sector into subgroups for marketing purposes, whereas, Howie (2003) considers tourist typology as a process to differentiate the tourists into groups in order to understand various impacts on a destination. Swarbrooke and Horner (1999) tried to differentiate between two terms under marketing mechanism and suggested that segmentation stands to split total markets into smaller groups, and typology is meant for grouping of consumers. Tourism studies mostly use typologies for delineating tourist behavior and segmentation is generally applied to marketing efforts concerning other businesses and industries.

Phillip, Hunter and Blackstock (2010) proposed agritourists typology with argument that current tourism literature fails to provide consistent and a shared understanding of agritourism. They attempted "to analyze or synthesis the different definitions and ways of understanding agritourism." Their typology provides a more solid foundation for future empirical research by with a "a comprehensive framework that integrates the broad range of products and activities identified as agritourism in the literature – from passive appreciation of agriculturally-produced scenery (NWF agritourism), to farm tours (WFDCS agritourism), farmhouse bed and breakfast (WFPC agritourism), and working farm-stays (WFDCA agritourism)." The exercise serves the purpose of research by establishing a simple and logical conceptual framework that limit continued inconsistency in the literature and support forthcoming studies and position themselves relative to others in tourism. All five types groups represent an authentic representation of agritourism, not hierarchical one. The proposed typology bridges the gap between theory and practice by highlighting the differences between agritourism types for the sake of future research in identifying what consumers want. The authors are quite optimistic about its application in the market place, and believed that it could help agritourism providers a way of better data analysis and understanding of the motivations and expectations that drive agritourism.

Becken and Gnoth (2004) also made the typology of international tourists to New Zealand by using tourist consumption system model and interdependencies between different decisions made by tourists. They segmented the tourists based upon commonalities in travel decisions to help understand the existence of typical combinations of travel choices at the country level (New Zealand) and develop rules for creating tourist typology. The researchers used a data set of international visitors already segmented on transport-accommodation behavior and identified discriminating variables by classifying US, German and Australian visitors to New Zealand into the same tourist types. They grouped the travelers into Coach tourist, Auto tourist, Backpacker tourist, Camping tourist, Comfort tourist and VFR types. The generated groups were found to be sufficiently different from each other on variables transport, accommodation mode, and trip- organized or independent.

The study showed presence of a clear association between nationality and preferred travel style, and that nationality is an important variable within each type and the country of origin has a modifying influence on the traveler types and their profiles. They suggested that differences in tourist types between nationalities may be due to sociopolitical differences, geographical distance, cultural values and length of statutory holidays, etc. The market implication of the study may affect the campaigns to address tourists' needs and response should be specific for travelers originating from specific countries. They also suggested that New Zealand national marketing strategies should identify a desired form of tourism for promotion to ensure a 'match between the supplied product and the attracted consumer. The typology could be used in further research on decision-making, distribution channels, geographical visitation patterns and economic impacts which would enable marketers and managers to better target their efforts. This study also revealed that different countries of origin are characterized by preferences for specific travel styles.

2.4.1 Motivation based Typology

Most of researchers have used psychographic variables in classifying tourists. According to Mayo and Jarvis (1981), we can better understand why people travel under the motivation based psychological as compared to other psychological concepts such as perception, learning, personality, and attitudes, and it is an important variable in psychographic research, beside, identifying groups of travelers and profiling them authenticallyunder travel patterns for effective tourism marketing strategies (Crompton, 1979; Mayo & Jarvis, 1981; Fodness, 1994).

Taylor and Prideaux (2008) have studied and segmented the four wheel drive (4WD) travelers market by using mixed methods research approach in Australia and found that the market is not homogeneous,. It showed that there is a strong and growing demand for 4WD leisure-based experiences, particularly, in desert regions. They achieved their objectives by focusing on and understanding the characteristics, motivations and trip preferences of 4WD travelers.

Their analysis of the socio-demographic profiles of travelers showed that segmentation on this basis alone was not possible, therefore, analyzed the motivations for 4WD trips and the common trip attributes of 4WD travelers such as trip motivations, trip characteristics and preferences and vehicle-use attributes. In brief, they identified three push factors for 4WD trips and the activity of 4WD driving: a. Psychological: 'getting away from it all', self-discovery, socializing, making friends and challenges; b. Thrill seeking: adventure-based experiences and testing of formal and informally obtained skills; c. Activity driven- use of 4WD vehicle to reach destinations. Research suggest that similar groups of respondents could be made by carrying out a multivariate analysis of the variables like age, trip frequency, trip length, travel party type and environment preference of the respondents.

The typology of the travelers resulted into three distinct groups: a. Explorer-travelers, who go on relatively infrequent extended trips to desert areas, mostly with friends, relatives or club members to places chosen by the group. They are above the median age travelers, motivated by getting away, socializing and personal discovery interests. b. Activity seekers: use 4WD vehicle primarily to travel to fishing, bushwalking and fossicking. They are repeat visitors to places for short trips. c. Adventure-thrill seekers: the group undertakes relatively frequent and short excursions to nearby places for challenging terrain and vehicle experiences. The third group- Explorer-travelers favor desert trips. The study suggests that desert is an attractive environment for trips by all three segments. The study identifies significant differences among various segments of 4WD travelers and market is not homogenous.

Wongkit and Mckercher (2013) examined the motivations of medical tourists to Thailand and segmented them into distinct groups since they believed that previous studies in tourism found this group undifferentiated as this specific group of tourists make the decisions to seek treatment prior to departure so that "destination choice is driven by the medical facilities available, rather than the typical characteristics of a tourist destination". The authors also challenged the typology of medical tourists' propagated by Cohen (2008) in the light of new developments and definition by professional bodies. Cohen(2008) had provided two broad types of medical tourist: ones travelling explicitly for medical treatment, and others mixing a holiday with treatment.

The newly proposed types of medical tourists include dedicated medical tourist- the one especially came for treatment and made the decision prior to departure. The group identifies seeking treatment as the main travel reason, or as equally important a reason as a holiday for pleasure. The second group is given the title of "hesitant medical tourist," who also mentioned seeking treatment as a main or equally important trip motive, and made the decision to seek treatment after arriving in Thailand. The member of this group may have considered their treatment needs before launching their journey but decision was not made till they landed in Thailand. The next groups proposed by the authors consist of individuals called "holidaying medical tourist," whose purpose of visit was purely vacation but did undergo treatment. This type of travelers was called "opportunistic medical tourists," who came primarily for a holiday, but sought medical treatment after arrival.

The study resulted in improvement in the typology of medical tourists into four different distinct groups, each of which displayed significant differences in the types of treatment sought, the motivations for visiting Thailand, the decision making process, and their travel characteristics. Practical implication of the study for destination managers are significant as by knowing the nature and characteristics of each type of medical tourist, they may come up with programs for development and promotion of appropriate and satisfactory medical tourism products and services in the medical tourism market.

2.4.2   VFR Typology

VFR studies on typology of tourists were revolving around key VFR concepts: activity and travel motivation or trip type. First, the concept identifies the travelers who were to engage in a number of tourist activities ranging from reconnecting with people or engaging in socialization at the destination. And, secondly, VFR was considered the single important motivation of the visit, which left little room for engaging in other tourist activities, therefore, tourist were just focused on matters related to social aspects of life like obligations or fulfilling socio cultural duties or responsibilities. Under motivation, VFR travelers were considered just visiting families and relatives and doing nothing on the destination, and everything else was of little significance (Morrison, Hsieh, and O'Leary (1995), Whereas, once VFR was considered as an activity than prime travel motivation, every activity of the travelers was considered as either VFR activity or something else. King (1996) came upon with the suggestion that VFR travel was hybrid in nature and consisted of a mix of pleasure, business and VFR travel experiences. Some other researchers segmented the VFR travel as domestic versus international, and then further dividing it into short-haul versus long-haul travel VFR. A VFR traveling lasting less than 4 hours of duration is called short haul, and one covering longer distance as long haul (Jackson 1990). Hay (1996),and Seaton and Tagg(1995) came up 'visiting friends', and 'visiting relatives' typologies.

Seaton and Tagg (1995) grouped VFR travelers into VFVR including friends and relatives, others researchers used different terms for VFR travelers such as VF- visiting friends, VR- visiting relatives, and AFR- travelers visiting friends and relatives and using accommodation exclusively provided by them, NAFR- travelers visiting friends and relatives and using commercial accommodation partially or totally (Braunlich and Nadkarni (1995). The segmentation of VFR into such typologies were considered as reflective of different patterns of travel behavior or different market segments (Moscardo, Pearce, Morrison, Green &O'Leary(2000).

All the previous typology efforts by researchers was carried out to understand connections among the different types of VFR travelers and tourist activities at a destination. However, such a narrow interpretation of VFR tourists is lacking depth and is in need of further understand through empirical studies. For example, VFR, whose prime motivation for traveling is VFR, could be classified as AFR, and their destination behavior could be very different from travelers falling in typologies of 'long-haul' or

'international NAFR travelers' for whom, VFR is only of limited motivation / activities and main interests entirely falling out of VFR activities.

The discussion of VFR typologies underlines the point that research and academic interest in the VFR is spreading. However, as was pointed earlier, VFR studies were mostly undertaken either in a very limited research models like, VFR motives or activities or in a limited geographical landscapes consisting of U.K., Australian, and North American destinations (Braunlich and Nadkarni 1995), and shows that there is needs to understand range of travelers, who might be having VFR as travel motivation or one or most part of their destination activities could be falling under the VFR tourism. People of Pakistan origin living and working abroad, and emigrants of Pakistan origin and their next generations might be having a number of motives, and activities, while traveling to the countries of origin – Pakistan. It is not easy to group them into just one type as VFR as some might be travelling just for business, and others might not be having any interest to spend time with friends, relatives and/or may not seek accommodation of kith or kin. With prior knowledge of motivation and trip activities of diaspora of Pakistan origin, tourism researchers and destination marketers could be able to create better products, services and programs for such a special interest tourism group, appropriately. Only a few researcher studied the behavior of diaspora under VFR as mostly studies were focusing them under the ethnic tourism context like ancestral homecoming, where the primary or secondary motivations were search for roots, ethnic interests coupled with business, pleasure and/or VFR (Stephenson, 2002; Morgan, Pritchard and Pride, 2002)

The analysis of the VFR typologies and studies bring into focus the need to conduct more studies on people, who visit friends, relatives, and family or who use accommodation provided by them. There are significant differences in the motivation of travelers visiting their country of origin due to having different legal, cultural, and social background, despite having common geographical setting. Therefore, there is significant need to probe the travelers grouped under VFR typology to understand travel motivation and trip activities due to differences between emigrants and expatriates travel motivation, needs, and trip activities.

The above mentioned studies are small segment of work which was conducted to add more knowledge into the tourism research in the domain of special interest tourism and diaspora tourism. Besides, theoretical and practical knowledge, marketing and managerial implications were proposed for niche tourism planners and marketers. Despite ongoing research efforts, it is argued here that the research in special interest tourism and Diaspora tourism needs further work in the travel motivations and tourist typologies on the basis of groups of emigrants and expatriates' travel motivation. For that reason, this work would lead to further understanding of the subject at hand and fill the existing gap in the literature.

In previous sections an attempts was made to develop conceptual framework by reviewing the theories and concepts of travel motivation, migrants and tourism relationship, VFR studies and tourist typology that have been proposed throughout the leisure, tourism, special interest tourism, and VFR tourism research literature.

In this thesis, the concept of push and pull factors is considered to be a useful framework in which to explain travel motivations. In particular, knowledge about push based socio-psychological travel motivation emphasizes the need to classify heterogeneous tourists into homogeneous groups. The classification of tourists on the basis of socio-psychological push motivation enables further research to profile each cluster group associated with particular socio-demographics, travel characteristics, push based destination attributes, and destination preferences. As a consequence, awareness of the marketing implications suggests that cluster groups need to be marketed differently according to their distinct travel behavior.

Currently, there is little or no information about tourist typology on the basis of socio-psychological push motivations in the domains of migrant tourism, VFR or diaspora due to little knowledge and rigor in these research areas, therefore, this thesis would attempt to fill the this gap.

CHAPTER 3

METHODOLOGY

After reviewing the tourism literature and building conceptual framework along with research questions, the question of research hypotheses is being addressed for the research methodology based on the literature review of travel motivations and tourist typologies using the push and pull framework. Research design and methodology would follow after discussing briefly the research aims and objectives of the study.

A two phase research methodology was designed incorporating both qualitative and quantitative studies. The first phase relates to the design of the qualitative research involving semi-structured personal interviews. The second phase relates to the design of the quantitative research involving a questionnaire, completed by the respondents. The research design of this study begins with research paradigms and appropriate research methods, and considers the ethical aspects of the research.

The aim of this research is three-fold: first, to delineate the diaspora travel motivations of people of Pakistan origin; second, to classify the nature of heterogeneous diaspora tourists based on the identification of socio-psychological travel motivations; and third, to profile the diaspora clusters in respect to socio-demographics, diaspora related behavior and travel characteristics, destination attributes, preferences, and citizenship and genealogy. Marketing implications and strategies are suggested based on the findings regarding the travel behavior of the individual clusters.

In order to achieve these aims and to answer the research questions posed above the following objectives should be undertaken:

(1)   to identify the underlying dimensions of the push and pull factors of diaspora holidays;
(2)   to classify tourists on the basis of socio-psychological push motivations;
(3)   to determine/compare the similarities and differences in the socio-demographic variables across the cluster groups;
(4)   to determine/compare the similarities and differences in diaspora related behavior and travel characteristics across the cluster groups;
(5)   to determine/compare the similarities and differences in the pull based destination attributes across the cluster groups; and
(6)   Understanding differences and similarities among Pakistani workers-expats and emigrants and their next two generations in respect to question raised above (1-5)

3.1   Research Hypotheses

The following research hypotheses were developed to address the research aims and objectives. The hypotheses are based on the conceptual framework (Figure 2.1) proposed in the previous chapter, as well as on the findings of previous literature review; diaspora

tourists may not be homogeneous in terms of socio-demographics, diaspora related behavior and travel characteristics, and destination attributes. The hypotheses are as follows:

Hypothesis (H1): That there are differences in the socio-demographic variables across cluster groups;

Hypothesis (H2): That there are differences in the diaspora related behavior and travel characteristics across cluster groups;

Hypothesis (H3): That there are differences in the pull factors of destination attributes across cluster groups;

Hypothesis (H4): that there are differences in the socio-demographic variables across the first generation, second generation, third generation emigrants and expats;

Hypothesis (H5): that there are differences in travel behavior and characteristics across the first generation, second generation, third generation emigrants and expats;

Hypothesis (H6): that there are differences in the motivational push factors between the first generation, second generation, third generation emigrants and expats;

Hypothesis (7) that diaspora help locals to travel abroad;

Hypothesis (8) that diaspora extend financial and material support to locals during their visit.

3.2 Research Design

The Research can be carried out with the advantage of both quantitative and qualitative methodologies, although there has been controversy on the use of mixed methods. For example, supporters suggest that the use of mixed methods maximizes the strengths and minimizes the weakness of each method. However, non-supporters argue that this method had resulted in mixing theoretical world views, as each paradigm reflects unique ontological, epistemological, and methodological considerations (Jennings, 2001).

Nevertheless, the mixed method has been widely used to capitalize on the strengths of the two approaches, and to overcome the weakness of each approach (Punch, 1998). In this respect, other researchers point out that qualitative and quantitative methodologies complement each other rather than compete with each other (Finn, Elliott-White & Walton, 2000). Conversely, the mixed approach using both qualitative and quantitative methods has rarely been applied in the context of diaspora travel motivational research.

More specifically, Punch (1998) has narrated various advantages of the mixed approach. According to him, it may enhance the validity of the findings because the findings from one type of approach can be checked against the findings from the other type of approach; the quantitative approach may help to mitigate the fact that it is not often possible to generalize the findings that result from the qualitative approach; and qualitative research may help to explain the factors underlying the dimensions of the phenomenon, for example, weak motivations, which popup during quantitative approach. Also, the qualitative approach may help to develop scale construction by providing background information, which is often more limited using the quantitative approach.

3.3   Data Collection

This phase of the research involves designing qualitative research to discover important diaspora travel motivations relating to the push and pull factors of Pakistani diaspora tourists. The following sections discuss how this was designed and implemented.

Although in Chapter two, this thesis reviewed relevant diaspora travel motivations from existing material (including published documents and online databases), it may not have fully accounted for common core variables (push and pull items) and popular destinations attributes for Pakistani diaspora. This may be the reason that secondary research on diaspora travel motivation variables may be limited in depth, lack comprehension, and miss important variables for diaspora research.

In regard to this thesis, it is important to better understand relevant diaspora travel variables of push and pull factors. This information should be available to all diaspora respondents when they are completing the questionnaire during the survey period. Therefore, the purpose of this phase of the research was to establish the most relevant push and pull diaspora travel variables that would be consistently understood and accepted by the respondents when responding to the research questions. Hence, conducting the qualitative methodology of the interpretive paradigm is an essential part of this thesis to develop the most applicable survey questionnaire (i.e. scale construction) and consider the social actor's meanings and understanding. Jennings (2005) notes that semi-structured interviews are associated with the interpretive paradigm. In order to achieve the aim of this phase of the chapter, semi-structured personal interviews were first designed and undertaken.

3.3.1   Data Collection – Qualitative data

Sequential Approach

The data collection involved various steps, which were carried out sequentially like: Choosing the semi-structured personal interviews, Sampling frame and selection of interviewees, Obtaining interview consent and responses, Designing interview questions,

conducting the semi-structured interviews, analyzing the data and identifying variables, Strengthening variables and limitations.

Semi-structured Personal Interviews

Jennings (2001) suggested that interviews can be used effectively to uncover the behaviors and motivations of respondents whether the interviews take place on an individual basis or in a group setting. In this regard, Veal (1997) suggested that the semi-structured interview is a common interview type and is used to allow full exploration of the topic. This ensures that most of the information obtained is relevant and manageable. This research conducted semi-structured personal interviews first because of the theoretical and practical foundations that are discussed below.

The theoretical foundation suggested by Jennings (2001) is that the use of semi-structured personal interview has advantages as follows: multiple realities can be determined with the focus on subjective consideration; detailed information regarding opinions can be elicited as the interviewer is able to ask for further clarification and pursue issues; and follow-up questions can be framed to further extend responses. Jennings also points out that semi-structured personal interviews are an appropriate method when exploring complex issues and gathering sensitive data which provide a better understanding of the motivations and decisions behind the associated problem.

Considering this theoretical foundation, this thesis stresses the two major practical reasons why the semi-structured interview is preferred to other methods such as the focus group. First, at research questions design time, diaspora members were to be interviewed at places like travel agencies, upscale shopping centers and other areas in Pakistan, and at second stage other potential diaspora visitors were to be contacted via phone in countries such as USA, UK and Australia for better mix, and representation. It was not easy to find or assemble focus groups consisting of Pakistani diaspora in Pakistan. It would have been difficult to assemble the participants in a group coming from all across the world and staging interviews under focus group method.
.
Selection of Interviewees

This thesis assumes that visiting Pakistani diaspora members are valuable in identifying the important diaspora travel variables of the push and pull motivations as well as the popular destination attributes for the study. In this regard, this research used the purposive sampling approach, since this approach 'involves the researcher making a decision about who or what study units will be involved in the study' (Jennings, 2001). Ritchie, Lewis and Elam (2003) also noted the use of the purposive sampling method, because samples have particular features which enable detailed exploration and understanding of the central themes.

Interview and Responses

Following activities were undertaken to address the issues of interview consent and ethics. Pakistani diaspora visiting Pakistan were approached individually by the author and

explained the matter to gain their consent for a short interview. More importantly, assurances were provided about ethical considerations, including the voluntary nature of participation, the anonymity and confidentiality of responses, and the use of the interview data. A total of thirteen overseas visitors of Pakistan origin from eight different countries agreed to participate in the interviews.

Designing Interview Questions

The purpose of this phase of the study was to generate survey questionnaire, or scale construction, which was used in the quantitative field survey by determining the important push and pull diaspora travel motivations of Pakistani diaspora tourists. The concept of awareness and evoked (consideration) choice set is used in designing interview questions in order to investigate the push and pull motivation variables from the semi-structured interviews. The concept is a filtering process in which potential tourists narrow down the possible destinations to several alternatives from which they select a final destination to visit. In this study, open-ended interview questions were developed (Table 3.1) to conduct the semi-structured interviews incorporating the concepts of awareness and evoked (consideration) choice set.

Table 3.1 Understanding motivation of diaspora- outlining the interview questions

Topics covered	Awareness questions	Considered questions
1. Push based important diaspora travel variables	What motivations variables influence Pakistani diaspora to undertake Pakistan trip	Would you please inform about five or six motivation variables that Pakistani diaspora considers as important factors when planning Pakistan visit
2. Pull based important diaspora destination attributes	Awareness of what destination attributes influence while travelling Pakistan	Would you please identify five or six destination attributes that Pakistani diaspora considers as

| | | important while planning Pakistan visit |
| | | |

To cover the purpose of the research, awareness and consideration questions were prepared as above. For example, awareness questions were developed to explore the awareness of the dimensions that are relevant to the purpose. Then, consideration questions were designed to determine the more specific push and pull travel variables and destinations by narrowing down the dimensions from the awareness.

Prior to conducting interviews, relevant travel variables and holiday destinations were predetermined and listed in the interview note book in order to generate follow up discussions and probing questions during the interviews. For example, respondents were asked to give an unprompted response from the awareness questions then the predetermined key aspects were used as much as possible if they were not aware of the aspects in the predetermined list. The predetermined key aspects were used before moving to the next consideration questions. The relevant variables and destinations were derived from the literature review on tourism, as well as from the researcher's previous knowledge about tourism. The follow up questions were used to obtain detailed information, while the probing questions encouraged interviewees to offer additional relevant information.

Semi-structured Personal Interviews

The thirteen participants who agreed to participate in the interviews were interviewed individually by the researcher. Prior to conducting the interview, interviewees were asked to provide opinions based on their knowledge, expertise, and work experience and the interviewees were assured of the ethical considerations. At the beginning of the interviews, questions were designed to investigate the push and pull diaspora travel motivation variables that are important to the respondents in undertaking holidays in Pakistan. Interviewees were asked to review the outcomes of their interviews to confirm whether their opinions were transcribed comprehensively and accurately from the note-taking. Hence, their responses were valuable not only in ensuring the usefulness of the note-taking method, but also in increasing the credibility of the data without any loss of important data. Other interviewing techniques, focusing particularly on listening skills were considered during the interviews as suggested by Jennings (2005). These techniques included: interacting and engaging with interviewees while listening with full attention, or active listening; seeking clarification of terms, or interpretive listening; and monitoring the interview process and progression, or process listening. The researcher was born and grew up in Pakistan and is, therefore, familiar with the language and sensitive to the cultural and social issues in the country. The semi-structured personal interviews were conducted at different places, time, and venues and each interview lasted approximately 15 minutes.

Identifying Variables

Interviews and core opinions were organized into similarities and themes that were identified as the key aspects of the shared data of interviewees. The core opinions were based on the responses to questions in which interviewees were asked to rank up to five push and pull variables such as easy access, medical treatment, and visiting family and friends, etc. Other destination attributes such as safety/security, cultural heritage, and obligation were also indicated as influencing factors in visiting particular destinations in Pakistan. The outcomes of the semi-structured personal interviews indicated usefulness of findings in developing a scale construction of the push and pull variables and destination.

The communicative validation was achieved to ensure that the variables and findings were valid in this thesis. Community leaders such as mosque imams, and local government politicians who were experienced and knowledgeable in the area of the research problem provided a variety of perspectives, understanding and themes central to research; the findings were fully explored through the follow up discussions and questions; the awareness and consideration questions led to the capture of important variables in consistent ways; and variables were identified by reducing the data in which opinions shared by interviewees were organized into groups of similarities. Also, the findings were reviewed by the interviewees after the transcripts were completed. This activity reduced the bias often caused by interviews, and thus increased the validity.

In terms of reliability in qualitative research, Sarantakos (2005) describes reliability as the ability to produce the same findings whenever the same or a similar method is applied to the same study. Although qualitative research has a weakness in providing the same degree of reliability as quantitative research, Sarantakos (2005) suggest that the reliability can be improved by adopting the strategy- specifying the researcher's status; explaining how and why interviewees were selected; and describing the interview process and the data collection and interpretation. The researcher was introduced as a candidate studying for the degree of PhD so that the diaspora travelers were aware of the perspectives that drove the data collection; data was organized and categorized into similarities; and the findings on the variables and popular destinations were then described to develop a quantitative questionnaire. Although this research attempted to increase the validity and reliability, there are still limitations to the qualitative research. Nevertheless, the findings are valuable in developing scale construction for the quantitative survey that will be carried out in the next phase of the research. This thesis notes that the findings will be tested in the quantitative analysis of this research, thus ensuring greater validity and reliability.

3.3.2   Quantitative Data- Self-Completed Questionnaire Survey

At the second stage of the data collection exercise, emphasis is on the design and implementation of the quantitative research to conduct a questionnaire survey of Pakistani diaspora travelers.

Survey Questionnaire

The survey instrument comprised three parts to deal with the research questions and hypotheses. The questionnaire consisted of both open and close ended questions to measure key variables. The instrumentation was designed in English for collecting data (Appendix 4.6). At the beginning of the survey instrument, this thesis addressed the ethical issues with a brief introduction to the researcher and details of the research purpose, survey length, and contact numbers. Veal (2006) suggests that if a respondent-completion questionnaire is used, a brief description of the purpose of the project should be provided on the questionnaire, with phone numbers for those requiring more information.

The first part of questionnaire was designed to identify the push and pull factors of Pakistani diaspora tourists undertaking holidays in homeland-Pakistan at various destinations. Important and relevant push and pull variables were included based on the literature reviews related to the concept of push and pull concept, diaspora tourism studies and the findings resulting from the semi-structured personal interviews.

The second part of the questionnaire was designed to obtain data on diaspora related behavior and travel characteristics. Questions covered the traveler's behavior, including mode of transport, charity, donation activities, support to locals while traveling in Pakistan, investment activities in Pakistan, helping people travel abroad, nationality, travel frequency and travel party and satisfaction. Questions also covered travel characteristics, travel length, travel expenditures. Questions in this section were designed using both open-ended and closed questions to deal with nominal data.

Because motivation is a dynamic and multidimensional (Crompton, 1979; Mayo & Jarvis, 1981; Pyo et al, 1989; Kozak, 2002), a five point Likert type scale was used in order to measure the levels of agreement/disagreement in respect to the push motivation variables, with 1= strongly disagree, 3= neutral, and 5= strongly agree, while the levels of important pull destination variables were measured with 1= not at all important, 3= neutral, and 5= very important. Variables in this section were designed at the ordinal levels to deal with the quantitative data. Neuman (1994) notes that Likert scales are widely used in survey research to provide an ordinal level measure of a person's attitude by asking respondents to indicate whether they agree/disagree with a particular statement. This affords a high degree of precision and reliability of data, and permits detailed and accurate comparisons between sets of data (Sarantakos, 2005). The reason for applying the five point Likert scale to this research is that this scaled question has been condensed into three categories combining the two lowest and the two highest possible scores, respectively (McKercher, 2002). The five point Likert type scale is often used in tourism research to measure the motivational aspects of tourists (Kim et al, 2003; Lee et al, 2006; McCleary et al, 2005).

In developing scale construction this section followed guidelines suggested by Sarantakos(2005). The language was written in a simple, clear, and direct way; variables were briefly described and contained only one issue; ambiguous and irrelevant variables were avoided; jargon and double negation were avoided; and variables were sought as

mutually exclusive. The socio-demographics of respondents were measured in the last section. Questions were designed to obtain personal information, such as gender, age, income, occupation, and educational level. Prior to conducting the data collection, a pilot study was carried out in Mirpur, Azad Kashmir and Dina, Pakistan to test whether the survey instrumentation would fully achieve the aims and objectives of the study. In particular, the pilot study was used to test question sequence, terminology, layout, and indication of willingness to participate in the survey. The feedback from the pilot study helped to determine the survey instrumentation to be used. A large number of people from Azad Kashmir are settled in UK and Europe, whereas, people in Dina and surrounding area are mostly settled in UK, West Europe and North America and working in Middle East countries. The 10 questionnaires were pretested during the exercise, which resulted into discovering and correcting of minor errors.

Population and Sample

The population comprises Pakistani diaspora who are living and working outside Pakistan for at least one year. The sample was selected from people of Pakistan origin, who were at least 16 years old and living or working in foreign lands. As Holden (1999) suggests 'motivational levels are likely to reflect both past experiences and available opportunities for travel.

Reaching out to Diaspora!

Various methods were utilized to reach the people of Pakistan origin living abroad for any purpose. Initially, Islamabad Airport was considered as place to conduct surveys. However, a number attempts were made to reach the incoming passenger at the airport lounge, but due to strict security measures taken by the authorities in light ofterrorism threats in Pakistan during years 2012-2014, permission to enter the airport premises wasstrictly curtailed, therefore, despite repeated attempts, only a handful of interviews were conducted at the Islamabad airport from incoming passengers from international destinations. After very few successful attempts, the researcher found that interviewing incoming passengers at the airport would not be fruitful exercise and other ways were explored and utilized. An attempt was made to reach out the Pakistani living abroad through telephone. By using UK, US, Canadian and Australian telephone internet directories, people bearing Pakistani names were contacted and requested to provide the requisite information. However, the time difference between these countries and South Korea left only short window of opportunity for successful and effective communication. Only ten people could be interviewed successfully as either they were not available at the given time or not willing to engage in information sharing process.

Afterwards, approach was modified and family and friends in UK, Canada and other countries were contacted by phone and emails for gathering the information. They were properly informed how to conduct the survey, identify the targeted population, and complete the job. This method worked well, especially to reach second and third generations of Pakistani living abroad. This class of diaspora is most difficult to reach out for this specific exercise.

Third method, which proved very effective in data collected, was use of Yahoo groups, and Facebook pages maintained by people of Pakistan origin, living and working outside Pakistan. The survey instrument was posted, repeatedly, on the web pages of Facebook and Yahoo Groups (table 3.2) for a period starting from early September 2013 to last week of January 2014, mostly on weekends for better access to working class diaspora, with request to complete the questionnaire for sake of research on tourism in context of Pakistan. A significant number of respondents belonging to social media savvy group responded well and it also brought diversity in the population of survey. The groups were carefully chosen to reach out to people of Pakistan origin living in North America, Europe, Middle East, South Korea and Australia.

Data Entry and Response

During the main survey, a total of around 550 completed questionnaires were collected by all means. Only 314 self-completed questionnaires out of those collected were included for consideration for data analysis as rests were excluded during the data entry stage due to missing values or incomplete information, therefore, not fit for data analysis. As the survey instrument placed at internet pages was designed in such a way that it left minimum chances of errors or unwilling slips, therefore, positive response rates was high. However, some survey takers could not complete some parts due to use of mobile devices or web browsers were not supporting the survey websites, or other unknown technical issues. This procedure was applied bearing in mind that missing data under 10% for an individual case can generally be ignored (Hair el al).

The collection of data was followed by the data entry for the 314 valid responses. All the values of the categorical and continuous variables were subsequently checked to detect errors. Hence, it was believed that all data was accurate prior to analysis for the purpose of the thesis. Different processes were applied to check the variables. The frequencies procedure in the descriptive statistics section of SPSS (Statistical Package for Social Sciences, the latest version of 21.0 (Windows) was applied to check not only the categorical data (nominal data), such as gender and travel mode) but also the ordinal data, for example, the push and pull variables.

Table 3.2 Facebook Groups

Se rial	Facebook Groups maintained by Pakistani diaspora and used for survey data collection
1	• https://www.facebook.com/groups/PPFCanada/
2	• Pakistani Community in Al Khobar - Dammam Saudi Arabia
3	• https://www.facebook.com/groups/550014625056214/
4	• https://www.facebook.com/groups/PPFCanada/
5	• Pakistani PhD Students Abroad
6	• https://www.facebook.com/groups/517343288309234/
7	• https://www.facebook.com/groups/217699131650424/
8	• https://www.facebook.com/groups/244308982259301/
9	• https://www.facebook.com/groups/auspakclub/
12	• https://www.facebook.com/groups/psmshaheen/
12	• https://www.facebook.com/groups/Pakistanisinoman/
13	• https://www.facebook.com/groups/1377192249177602/
14	• https://www.facebook.com/groups/pmp.ksa/
15	• https://www.facebook.com/groups/SHAFI.HAIDER/
16	• https://www.facebook.com/groups/28507165516/
17	• https://www.facebook.com/groups/5272859717/
18	• https://www.facebook.com/groups/2217639029/
19	• https://www.facebook.com/groups/canada.psa/
20	• https://www.facebook.com/groups/2324748377/
21	• https://www.facebook.com/groups/143178339046912/
22	• https://www.facebook.com/groups/2204687562/
23	• https://www.facebook.com/groups/pak.sch.world/
24	• https://www.facebook.com/groups/P.I.Kuwait/
25	• https://www.facebook.com/groups/36037704950/
26	• https://www.facebook.com/groups/psckk/
27	• https://www.facebook.com/groups/PIKOfficial/
28	• https://www.facebook.com/groups/170530973089015/

29	•	https://www.facebook.com/groups/opsworldwide/
30	•	https://www.facebook.com/groups/82078081520/
31	•	https://www.facebook.com/groups/109906431608/
32	•	https://www.facebook.com/groups/109906431608/
33	•	https://www.facebook.com/groups/147325008640073/
34	•	https://www.facebook.com/groups/PADUBAI/
35	•	https://www.facebook.com/groups/136294999739654/
36	•	https://www.facebook.com/groups/PakistanCommunityPortalUAE/
37	•	https://www.facebook.com/groups/bakistani/
38	•	https://www.facebook.com/groups/pakistanisinaustralia/
39	•	https://www.facebook.com/groups/PSAUK/
41	•	https://www.facebook.com/groups/59600662761/
42	•	https://www.facebook.com/groups/232153616880337/
43	•	https://www.facebook.com/groups/pk.sydney/
44	•	https://www.facebook.com/groups/razahassanr/
45	•	https://www.facebook.com/groups/218138551560632/
46	•	https://www.facebook.com/groups/pakistanisindubai/
47	•	https://www.facebook.com/groups/PatrioticPakistaniz/
48	•	https://www.facebook.com/groups/4685368307/
49	•	https://www.facebook.com/groups/pakistankuwait/
50	•	https://www.facebook.com/groups/127943810612782/
51	•	https://www.facebook.com/groups/114446118741235/
52	•	https://www.facebook.com/groups/JobsInKuwait/
53	•	https://www.facebook.com/groups/4676272091/
54	•	https://www.facebook.com/groups/Pakistani.Student.Europe/
55	•	https://www.facebook.com/groups/14649005183/
56	•	https://www.facebook.com/groups/2320519240/
57	•	https://www.facebook.com/groups/aiknewspk/
58	•	https://www.facebook.com/groups/pkinitaly/

59	• https://www.facebook.com/groups/PAKISTANI.STUDENTS.BARCELONA/
60	• https://www.facebook.com/groups/207095139351228/
61	• https://www.facebook.com/groups/304955272930654/
62	• https://www.facebook.com/groups/285247621519816/
63	• https://www.facebook.com/groups/126805427445338/
64	• https://www.facebook.com/groups/245410162140548/
65	• https://www.facebook.com/groups/264214376876/
66	• https://www.facebook.com/groups/pakistaniexpatsdubai/
67	• https://www.facebook.com/groups/sharingworldtravel/
68	• https://www.facebook.com/groups/cpbdbusinesscouncil/
69	• https://www.facebook.com/groups/2344934963/
70	• https://www.facebook.com/groups/psaamembers/
71	• https://www.facebook.com/groups/551065141587100/
•	

Yahoo Groups maintained by Pakistani diaspora and used for survey data collection

1	Pakistani_in_USA-
2	denmarkpk-https://groups.yahoo.com/neo/groups/denmarkpk/info
3	Education-France-https://groups.yahoo.com/neo/groups/Education-France/info
4	hr_pakistan-https://groups.yahoo.com/neo/groups/hr_pakistan/info
5	Overseas_Pakistanis-
	https://groups.yahoo.com/neo/groups/Overseas_Pakistanis/info
6	pakbth-https://groups.yahoo.com/neo/groups/pakbth/info
7.	pakcanadian-
	https://groups.yahoo.com/neo/groups/pakcanadian/conversations/messages
8.	pakchalmerist-https://groups.yahoo.com/neo/groups/pakchalmerist/info
9.	pakcomseoul-
	https://groups.yahoo.com/neo/groups/pakcomseoul/conversations/messages
10	Paki-students-china- https://groups.yahoo.com/neo/groups/Paki-students-china/info
11	Pakistan-France- https://groups.yahoo.com/neo/groups/Pakistan-France/info
12	PakistanisInCanada-
	https://groups.yahoo.com/neo/groups/PakistanisInCanada/conversations/messages
13	pakistanis_in_uk-
	https://groups.yahoo.com/neo/groups/pakistanis_in_uk/conversations/messages
14	pakistani_in_uae
	https://groups.yahoo.com/neo/groups/pakistani_in_uae/conversations/messages

15	Pakistani_in_USA
	https://groups.yahoo.com/neo/groups/Pakistani_in_USA/conversations/messages
16	Pakistani_Students_in_Sweden
	https://groups.yahoo.com/neo/groups/Pakistani_Students_in_Sweden/conversations
17	pakistanlivingabroadclub
	https://groups.yahoo.com/neo/groups/pakistanlivingabroadclub/conversations/messa
18	PakistanStudentAssociation_Finland
	https://groups.yahoo.com/neo/groups/PakistanStudentAssociation_Finland/conversa
19	pakistan_daad
	https://groups.yahoo.com/neo/groups/pakistan_daad/conversations/messages
20	paknorway
	https://groups.yahoo.com/neo/groups/paknorway/conversations/messages
21	pakvisit https://groups.yahoo.com/neo/groups/pakvisit/conversations/messages
22	PAK_ATLANTA-https://groups.yahoo.com/neo/groups/PAK_ATLANTA/info
23	PkNordic https://groups.yahoo.com/neo/groups/PkNordic/conversations/messages
24	psa-rwth https://groups.yahoo.com/neo/groups/psa-rwth/conversations/messages
25	Research-Network-https://groups.yahoo.com/neo/groups/Research-Network/conversations/messages
26	research_literature-
	https://uk.groups.yahoo.com/neo/groups/research_literature/conversations/message
27	scholars_uk-
	https://groups.yahoo.com/neo/groups/scholars_uk/conversations/messages
28	The-Great-Pakistan-https://groups.yahoo.com/neo/groups/The-Great Pakistan/conversations/messages

The continuous variables obtained from the open-ended questions such as paying zakat, and donations, and holiday frequency were similarly checked using the descriptive option including mean, standard deviation, and minimum and maximum statistics.

3.4   Data Analysis

The Statistical Package for Social Sciences (SPSS, the latest version of 21.0 Windows) was utilized to conduct the data analysis for the research. Veal (2006) suggested that the choice of a statistical test for the data analysis depends on the nature of the data and the level of measurement. In this regard, the current study considered the nature of the survey instrumentation (from section one to section three) before choosing appropriate methods of statistical test. The data analysis in this study consists of three stages.

In stage one descriptive statistics were used to profile all respondents clusters related to socio-demographics, diaspora related behavior and travel characteristics, and destination preferences. The production of descriptive statistics is a method of quantitative data analysis which involves determining frequency distributions and cross-tabulations, which are considered the most appropriate procedures for descriptive research (Veal, 2006).

In this research, frequency was used to provide the numbers and percentages of overall tourists. Chi-square (x^2) tests were also conducted on cross-tabulations to determine where similarities and differences existed in respect to socio-demographics, diaspora related behavior and travel characteristics, and destination preference among the clustered diaspora tourists. According to Sarantakos (2005), the chi-square test is used to test significance of nominal data.

A factor-cluster analysis was used to identify the push and pull factors of diaspora travel motivations and to classify diaspora tourist types. Vanhove (1989) notes that a typology of tourists can be achieved using cluster analysis which is very often used in tourist market segmentation. A principal component factor analysis was first applied to delineate the underlying dimensions of the push and pull factors of holidays. Factor analysis is performed with metric variables (scale or ordinal variables) (Hair et al, 2006). Push and pull variables of diaspora holidays travelers were factor analyzed into the desired push and pull factors by using factor extraction and factor rotation. Factor extraction helps extract the smallest number of factors from a host of push and pull variables of diaspora travelers and factor rotation helped in better interpretation of extracted push and pull factors of respondents.

To classify the heterogeneous diaspora tourists on socio-psychological push motivations factors, a cluster analysis was performed. The hierarchical and non-hierarchical clustering procedures were used to cluster the diaspora tourists as individuals can be better classifiedby a non-hierarchical technique using the seed points generated by hierarchical procedure (Hair et al, 2006). In the light of previous studies, a discriminant analysis was performed for validity purposes (Cha et al, 1995; Bieger & Laesser, 2002; Yuan et al, 2005). With the help of post hoc test using Tukey HSDand ANOVA, data was analyzed to delineate the differences among the diaspora cluster groups along with significance.

CHAPTER 4
RESULTS

To analyze the data, factor-cluster analysis was employed to get requisite results of the thesis. Initially, a principal component factor analysis was used to delineate the push and pull factors of respondents of the survey, and cluster analysis was conducted to extract clusters of respondents having similar socio-psychological push factors.

4.1   Factor Analysis on Push and Pull Factors

In the first phase, principal component factor analysis (PCFA) was first used to outline the underlying push and pull dimensions of Pakistani diaspora tourists with respect to their visit to Pakistan and its destination attributes. Data was analyzed in a sequential manner as is narrated in following lines.

The variables were selected for PCFA and factors extracted and labeled carefully after examining the strengths and inter-correlations of individual variables and factors through measures such as eigenvalues, MSA-measure of sampling of sampling adequacy, unrotated factor loadings, total variance explained, and scree test, etc. The set of push and pull factors were rotated for better representation of underlying variable strengths, association and variation covered, individually through Varimax rotation and other techniques and appropriate criteria for such a methods like factor loadings and non inclusion of unrelated variables. And lastly, push and pull factors for socio psychological motivations and destination attributes were labeled under a criterion set by standard statistical findings.

Objectives of conducting PC Factor Analysis

As the thesis is intended to identify and classify Pakistani diaspora travelers by way of understanding their motivations for return visit to Pakistan, which could be better obtained by reducing large numbers of push, pull variables into a smaller number of push, and pull factors. Moreover, the research findings gathered through PCFA are bundled together in form of push factors and in second step of study analyzed to create homogeneous diaspora tourist groups from a large mix of heterogeneous travelers. This study, initially, used twenty-one push variables (Table 4.1) and thirty pull variables (Table 4.2) for factor analysis. This set of variables came to light on the basis of findings of semi-structured personal interviews with diaspora members visiting Pakistan as well as literature reviews of diaspora, VFR tourism research and previous tourism studies, including leisure, tourism and special interest tourism.

Push and Pull Variables Assessment

As a step to begin with a PCFA, the sample size was examined with twenty one push variables and thirty pull variables, and the inter-correlations among the variables were tested to meet the suitability of the data/variables for factor analysis.

Table 4.1 **21 push variables used to assess factor analysis**

21 push variables
1. I want to explore my roots
2. I want to learn about the country
3. I want to experience life in Pakistan
4. I want to enjoy free time with locals
5. I want to connect with people
6. I want to refresh my relationships
7. I want to avoid hustle bustle of big city
8. I want to be away from place I live in
9. I want to escape from daily routine
10. I want to rest and relax
11. I want to spend quality time with the family away from place I live
12. I want to visit family members in Pakistan
13. I want to visit friends and relatives
14. I want to have luxurious time
15. I like to have fun and entertainment
16. I want to refresh my past memories
17. I have to fulfill my social/cultural obligations
18. I have to participate in socio-cultural events
19. I have to help people (family, relatives, friends and others)
20. I have to donate in local charity(ies)
21. I have to participate in religious events(Eid, Moharam, Urse, Bursi, Ijtimah)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy   .853
Bartlett's Test of Sphericity Approx. Chi-Square   2895.634
df   210

                              Sig.   .000

Table 4.2

30 Pull Variables
1. Inexpensive travelling in Pakistan
2. Inexpensive shopping
3. Inexpensive food
4. To stay at my own home
5. To stay at my family house
6. To stay at friends and relative house
7. to stay at Hotel
8. To visit Museums, forts, and historical gardens
9. Visiting Mazaars, khanqas, tombs
10. Visiting villages, and towns
11. Markets, shopping centers, and bazaars
12. Open spaces, agricultural fields, mountains
13. Seats of saint, sufi, peer, and religious scholars
14. No Safety problem
15. No safety concern
16. Willingness despite violent incidents
17. Dental treatment/surgery
18. Eye treatment/surgery
19. General treatment/surgery
20. Medical tests, advice and examinations
21. Dining experiences- local and regional food
22. Shopping- books and music
23. Shopping-antiques, and cultural artifacts
24. Shopping- foods, farm product and sweets
25. Shopping- local arts and crafts
26. Shopping- clothing, shoes, and jewelry
27. Direct flight
28. Inexpensive flight
29. Short flight
30. Frequent flights

Overall Measure of Sampling Adequacy (MSA)   .673
Bartlett's Test of Sphericity Approx. Chi-Square   5154.790
df   435
sig.   .000

In addressing the strength of the inter-correlations among the variables, two statistical measures were tested. Bartlett's test of sphericity (p<.05) was first considered (Hair et al, 2006). The values given in tables 4.1, and 4.2 indicate that it was statistically significant (p<.001), thereby, it was concluded that the correlations were not all of the same value. The overall measure of sampling adequacy (MSA) was also tested for finding the inter-correlations among the variables. The results indicated that MSA for was .853 for the

twenty one push variables and .673 for the thirty pull variables, which exceeded the recommended value of .500. This suggested that all variables are acceptable for conducting factor analysis.

At least 300 cases for factor analysis are considered statistically reliable by Tabachnick and Fidell (1996) and Hair et al (2006) suggested that there should be at least 10 observations per variable for authentic information. This study met these said standards easily. Twenty one push variables and thirty pull variables were initially tested for factor analysis and subsequent cluster formulation.

Extraction of the Push and Pull Factors

After analyzing and assessing the variables for suitability and extracting of push and pull factors, the above mentioned statistically processes were carried out to find push and pull factors from a large number of push and pull variables representing Pakistan diaspora. Only factors with eigenvalues greater than 1.0, and covering 60% or higher of the total variance were considered for the research needs and further clustering analysis and studies.

Table.4.3 Extraction of Factor loadings- eigenvalue>1 and total variance explained>60.00%

Factors	Push Factors			Pull Factors		
	Extraction Sum of Squared Loadings					
	Total	Variance (%)	Cumulative variance (%)	Total	Variance (%)	Cumulative variance (%)
1	2.898	13.798	13.798	6.301	15.870	15.870
2	2.897	13.794	27.592	3.974	10.009	25.880
3	2.706	12.884	40.476	3.517	8.858	34.738
4	2.430	11.570	52.047	3.288	8.281	43.019
5	2.263	10.776	62.823	2.958	7.450	50.470
6				2.058	6.543	57.013
7				1.683	5.238	62.251

Scree plot is mostly used to identify the appropriate number of factors that could be extracted from all available variables (Hair et al, 2006). The scree plots (appendix 4.1 and 4.2) obtained from factor analysis indicated that there were five push and ten pull factors extracted when eigenvalues greater than 1.0 were used to evaluate the possible number of factors to be extracted. Research needs were to be better met if less than ten pull factors were used for the analysis as eigenvalues were close to 1.0 while extracting ten pull factors (1.395 to 1.668). Moreover, an unrotated factor matrix was evaluated with the loadings of eigenvalues greater than 1.0, to meet the 60% or higher of the total variance to get appropriate number of factors as suggested by Hair et al (2006).

Table 4.3 presents the results of analysis and shows that five push factors and ten pull factors were initially extracted with an eigenvalue greater than 1.0, with 62.823% of total variance explained for five push factors and 73.539% of total variance explained for ten pull factors. As indicated in (appendix 4.3) no variable loaded on the 8th pull factor with significantly large positive value, and only single positive variables were loaded on 4th and 7th factors with the result that interpretation would be less meaningful if these factors were included at the factor rotation. Therefore, only seven pull factors were retained to best interpret the factors.

Rotation and Interpretation of the Push and Pull Factors

The remaining variables were rotated with varimax rotation with an orthogonal approach for better interpretation of five push and seven pull factors. The results of varimax factor rotation are presented at table 4.4, wherein, highlighted variables (above .45),giving a high degree of association between variables and factors were loaded on each factor. Factor loadings are the 'means of interpreting the role each variable plays in defining each factor' and loadings in the range ±.30 to ±.40 are minimally acceptable and loadings greater than ±.50 are considered importance(Hair et al, 2006). The rotation resulted into five push factors with 21 variables, which explained 62.823% of total variance.

As a result of varimax factor rotation, five push factors were obtained with variance of 62.82% of the total. The reliability coefficient (Cronbach's alpha) was above .605. The internal consistency between highlighted variables on each factor was high when the value of Cronbach's alpha was in the range of .605 and .845. Therefore, the five push factors with 21 variables were acceptable to explain Pakistani diaspora tourists' socio-psychological travel motivations while travelling to Pakistan.

Similarly, another varimax rotation was carried out to generate clearer picture of pull variables for the predetermined seven pull factors. According to the results of the pull factor rotation (table 4.5), the 30 pull variables did not indicate any cross-loadings onto more than one factor while factor loadings above .315 were applied. The factor structure accounted for 62.25% of the total variance. The reliability alphas for the seven pull factors ranged between .67 and .85, indicating that the correlations between each group of highlighted variables and the factors were reliable enough to interpret the destination attributes of Pakistan. The seven pull factors were appropriately labeled.

Table 4.4 Varimax Rotation and Coefficients of Push Factors

Push Variables	Rotated sum of square loadings				
	1	2	3	4	5
Socio cultural obligations	.765	.184	.098	.026	.023
Participation in sociocultural events	.747	.272	.054	.083	.020
Help people	.733	-.027	.064	-.006	.195
Donation	.648	-.160	.156	.020	.239
Religious participation	.620	.274	.184	.096	.108
Quality time with family	.108	.721	.123	.120	.148
Visit friends relatives	.121	.621	-.005	-.122	.184
Visit family	.040	.617	-.149	.003	.100
Fun / Entertainment	.042	.617	.436	.319	.063
Luxurious time	.112	.574	.350	.397	.050
Refreshing memories	.235	.511	.386	.121	.254
Learn about country	.167	.063	.855	.176	.095
Exploring roots	.107	.142	.822	.045	.207
Pakistan life experience	.245	-.051	.641	.166	.436
Away from my place	.047	-.072	.125	.850	.098
Escape from routine	.026	.223	.117	.842	.084
Rest and relaxation	-.049	.426	-.013	.574	.332
Avoid hustle bustle	.326	-.120	.379	.493	.065
Free time with local	.103	.177	.322	.129	.749
Connect with people	.263	.228	.172	.116	.747
Refresh relationships	.158	.264	.087	.117	.724
Eigenvalue	2.898	2.897	2.706	2.430	2.263
Variance explained	13.798	13.794	12.884	11.570	10.776
Reliability coefficient	.845	.781	.707	.661	.605
Tot variance explained	62.823				

Note: Highlighted values indicate factor loadings (above.45) on each factor

Table 4.5 Varimax rotation and coefficients of pull factors with 30 variables

Pull variables	Factors						
	1	2	3	4	5	6	7
Short flight	.825	-.088	.094	.158	.145	-.059	-.013
Friend relative House	.816	-.081	-.103	.161	.138	-.058	-.015
My home	.590	.027	.132	-.027	.040	.130	.000
Inexpensive flight	.549	.212	.044	-.192	.048	.051	.099
Hotel	.540	.214	.039	-.182	.049	.041	.097
Frequent flight	.525	-.110	.114	-.051	.026	-.198	-.036
Pakistantravel Inexpensive	.082	.883	.000	-.015	.136	.050	.002
Pakistanshopping inexpensive	.029	.858	.104	.075	.053	-.023	-.082
Pakistanfood inexpensive	-.064	.842	.056	-.006	.060	.058	.044
General treat or surgery	-.030	-.136	-.007	-.041	-.073	.040	-.085
Antique cultural artifacts	.020	-.007	.776	-.062	.044	.062	.089
Local art crafts	.148	.080	.678	.125	.138	.106	.118
Foods/farms produce/sweets	.054	.030	.594	.327	.156	-.020	-.078
Museum forest old gardens	-.158	.096	.496	-.060	-.117	.195	.335
Open space/field/forests	.362	.050	.461	.047	-.028	.225	-.032
Shopping- books /music stores	-.034	.071	.454	-.018	.030	-.138	.099
To visit villages/towns/cities	.033	-.053	.318	.058	.212	.209	.03
Shopping –clothing/shoes/jewelry	-.039	-.010	.057	.948	.053	-.006	.074
Family House	-.066	-.026	.04	.947	.03	-.013	.049
To visit bazaars/shopping centres	-.040	.223	.128	.346	.035	.056	.000
No safety concern (in Pakistan)	-.159	-.032	-.099	-.155	-.786	-.124	.068
Perceive no safety problem in Pak.	-.004	.220	.097	.02	.742	.140	.010
Willing to travel despite violence	.081	.160	.078	.023	.592	.021	.034
Medical treatment/examination	.190	-.038	.014	-.082	.254	.090	-.026
To visit Mazar/khanqas/tombs	.094	.062	.247	.141	-.013	.859	-.098
To visit saint/sufi/peer/Rel. scholars	.144	.099	.04	.030	.209	.787	-.012
Eye treatment/surgery	-.153	-.074	-.035	-.067	.09	.304	.050
Dental treatment/surgery/care	-.049	-.008	.039	-.092	.083	.120	.068
Dining experiences	-.107	.043	.141	.088	.057	-.006	.877
Direct flight	.290	-.014	.219	.002	-.107	.020	.852
Eigenvalue	2.988	2.536	2.427	2.254	1.846	1.754	1.716
Variance explained (%)	13.1	11.01	9.81	7.80	7.30	6.67	6.4

Reliability coefficients	.765	.850	.670	.757	.677	.684	.777
Total variance explained	62.251%						

Labeling the Push and Pull Factors

The Principal component factor analysis with varimax rotation of 21 push variables produced five push factor groupings Pakistani diaspora's socio-psychological travel motivations in undertaking Pakistan visit (table 4.6). The cut-off point of .494 was used to focus on significant factor loadings for meaningful results, whereas, the eigenvalues were 2.263 for varimax rotation to obtain five push factors.

Table 4.6 Labeling the Socio-Psychological Push Factors

Push Variables	Rotated sum of square loadings				
	1	2	3	4	5
Socio cultural obligations	.765				
To participate in socio-cult events	.747				
To help people	.733				
To donate	.648				
To participation in religious events	.620				
To have quality time with family		.721			
To visit friends/relatives		.621			
To visit family		.617			
To have fun/entertainment		.617			
To have luxurious time		.574			
Refreshing Memories		.511			
Learn about country			.855		
Exploring roots			.822		
Pakistan life experience			.641		
To move away from my place				.850	
To escape from routine				.842	
Rest and relaxation				.574	
Avoid hustle bustle				.493	
To have free time with local					.749

To connect with people					.747
Refresh relationships					.724
Eigenvalue	2.898	2.897	2.706	2.430	2.263
Variance explained	13.798	13.794	12.884	11.570	10.776
Reliability coefficient	.845	.781	.707	.661	.605
Tot variance explained	62.823				

Based upon literature review and suggestions by (Dann, 1977; Crompton 1979; Mannell&Iso-Ahola, 1987; Krippendorf, 1987; Schmidhauser, 1989; Turnbull &Uysal, 1995; Moscardo et al, 1996; Ryan &Glendon, 1998; Ryan, 2003; Kim, 2003), five push factors were appropriately labeled for socio-psychological travel motivations of the respondents. These include: Factor 1 'obligations'; Factor 2 'family / fun'; Factor 3 'explore/ learn'; Factor 4 'escape/relax'; and Factor 5 'socialization'. All these factors accounted for 62.823% of total variance of data under review.

Factor 1 'Obligation' was based upon travel motives for fulfilling the social and religious obligations. This factor accounted for 13.79% of a total variance of 62.823%, with factor loadings greater than .620 on five variables: 'To fulfill social/cultural obligations' (.765); 'To participate in socio-cultural functions/events' (.747); 'To help people' (.733); To donate money(.648); I have to participate in religious events(.620). The reliability alpha to check internal consistency between these variables was .845, indicating satisfaction of criterion (above .600).

Factor 2 'Family / Fun' was related to travel motives for visiting family, friend, relatives and fun, entertainment and refreshing memories. This factor explained 13.79% of variance with significant factor loadings greater than .511. Six push variables were loaded to this factor including 'To have quality time with family' (.721); 'To visit friends and relatives' (.621), 'To visit family'(.617), 'To have fun and entertainment' (.617); 'to have luxurious time' (.574) and To have refreshing memories(.511). The reliability alpha value was .781 for the factor.

Factor 3 'Explore/ learn' was associated with travel motives for learning and exploring. Significant factor loadings greater than .641 of three variables were covering factors 'To learn about country' (.855), 'To explore my roots' (.822) and 'To experience life in Pakistan' (.641), This factor accounted for 12.884% of the variance of data under review with a reliability alpha value of .707.

Factor 4 'Escape/relax' was representing travel motives for escapism and relaxation, with 11.57% of variation explained. The label was assigned to four variables with significant factor loadings greater than .493 including, 'To be away from place I live'(.850), 'To

escape from daily routine' (.842), 'To rest and relax'(.574) and 'To avoid hustle and bustle of big city' (.493). The reliability alpha for the factor was .661.

Factor 5 'Socialization' was found to be a proper representative of travel motives for social contacts with locals. Three variables with significant factor loadings greater than (.724) determined the contents of factor such as 'To enjoy free time with locals' (.749), 'To connect with locals' (.747) and 'I want to refresh my relationships' (.724). This factor explained 10.776 of variance with reliability alpha value of .605.

To identify the factors that emotionally influenced Pakistani diaspora' visit of preferred destinations in the Pakistan, another round of analysis with PCFA was carried out along with varimax rotation. Table 4.7gives the pull variables, which were grouped into seven pull factors with factor loadings above .40, explaining 62.25% of the total variance with minimum eigenvalues of 1.716. Some variables did not load on matrix due to lower MSA values, and remaining variables were bundled into factors.

Table 4.7 Labeling the Destination Attributes of Pull Factors

Pull variables	Factors						
	1	2	3	4	5	6	7
Short Flight	.825						
Friend Relative House	.816						
My Home	.590						
Inexpensive Flight	.549						
Hotel	.540						
Frequent flight	.525						
Inexpensive Pak. Travel		.883					
Inexpensive Pak. Shopping		.858					
Inexpensive Pak. Food		.842					
General treat or surgery							
Antique Cultural Artifacts			.776				
Local art crafts			.678				
Food/farms produce/sweets			.594				
Museum/forest/old gardens			.496				
Openspace/fields/forests			.461				
Shopping- book/music			.454				
To visit-villages/towns/cities							
shopping –clothing/shoes/jewelry				.948			
Family House				.947			
Markets, Shopping Centers							
No Safety concern while in Pak.					.786		
No safety problem					.742		
Willing to travel despite violence					.592		

Medical treatment/examination							
Mazarskhanqas tombs						.859	
Saint/sufi/peer/scholars						.787	
Eye treatment/surgery							
Dental treatment/surgery/care							
Dining experiences							.877
Direct flight							.852
Eigenvalue	2.988	2.536	2.427	2.254	1.846	1.754	1.716
Variance explained (%)	13.1	11.01	9.81	7.80	7.30	6.67	6.4
Reliability's alpha	.765	.850	.670	.757	.677	.684	.777
Total variance explained	62.25%						

Seven pull factors were labeled, based on the consideration of destination attributes and under the light of previous studies (Yuan & McDonald, 1990; Jamrozy & Uysal; Kim et al, 2003). Factors labeled were: Factor 1 'FR/ ease of access'; Factor 2 'destination benefits'; Factor 3 'heritage'; Factor 4 'shopping'; Factor 5 'safety'; Factor 6 'spirituality'; and Factor 7 'dining experience/direct flight'. These factors explained 62.251% of total variance.

Factor 1, 'FR / ease of access' was to identify stay of diaspora at own or friends and relatives houses and ease of access to the destination. Six variables loaded to the factor with significant factor loadings greater than .525. The six variables included in the factor were associated with 'Short flight(.825), 'To stay at friend and relative house' (.816), 'To stat at my house' (.590), 'Inexpensive flight' (.549), 'To stay at hotel' (.540) and 'Frequent flight'(.525). This factor explained 13.1% of the variance with a reliability alpha of .765.

Factor 2, 'Destination benefits' was related to diasporas' pull motivations which explained 11.01% of total variation. The label was assigned as to reflect three specific destination benefits diaspora were seeking while travelling in Pakistan and represented through the variables: 'Inexpensive Pakistan travel' (.883), 'Inexpensive Pakistan shopping'(.858) and 'Inexpensive Pakistan food' (.842). These variables were grouped to the factor with significant factor loadings greater than .842, and reliability alpha value .850 for the factor.

Factor 3, 'Heritage' was representing travelers interested in visiting places of cultural and natural heritage intrests. This factor explained 9.81% of variance with significant factor loadings greater than .454 of six variables. These variables included 'I want to shop for antiques and cultural artifacts (.776), 'I want to shop for local art sand crafts' (.678), 'I want to shop for foods, farms products and sweets' (.594), 'I want to visit museums, forts and old gardens' (.496), and I want to visit places in Pakistan for shopping of books and music(.454). The reliability value for the factor was .670.

Factor 4 'Shopping' was associated with destination's attractiveness as good shopping place and opportunities for browsing of goods produced locally. Two variables loaded on this factor were: I visited Pakistan to shop for (.948) and I stayed at my family house (.947). The factor accounted for 7.80% of variance and .964 reliability alpha.

Factor 5 'Safety' was related to destination safety issues and element of risk involved. This factor explained 7.30% of variance and .677 reliability alpha. Three variables were grouped into the factor with significant factor loadings greater than .592 including 'No safety concern while traveling to Pakistan' (.786), 'No safety problem during last visit to Pakistan' (.742), and 'Willing to travel to Pakistan despite violence' (.592).

Factor 6 'Spirituality' was associated with destination's attractiveness in terms of providing opportunity to heal through spirituality and meets religious and spiritual leaders. Two variables with significant factor loadings grouped into the factor: variable 'I want to visit mazaar, khanqas and tombs (.859) and I want to meet saints, sufi, peer and religious scholars (.787). This factor explained 6.67% of variance and .684 reliability alpha.

Factor 7 'Dining experience' was related to dining experience at the destination. The variables 'dining experience' with a factor loading (.877) and 'direct flight' (.852) together accounted for 6.4% variance with reliability alpha at (.777)

4.2   Cluster Analysis on Diaspora Typology

All the respondents were subjected to cluster analysis to classify heterogeneous diaspora visitors under socio-psychological push motivations as to understand their push motivations with socio-demographics, diaspora related behavior and travel characteristics along with destination attributes. As there is little research work on diaspora's return visit to country of origin using socio-psychologically motivated tourist groups under a set of variables, some of which were never used for such a purposes before.

This study identified groups of individuals having common characteristics based on a set of selected characteristics, in order to develop targeted marketing strategies based on the cluster groups, which was done by maximizing the homogeneity of individuals within the clusters and heterogeneity among the clusters. The above mentioned objectives were achieved through a series of steps including, classification of Pakistani diaspora tourists into groups with similar push motivations and then providing marketing strategies for each cluster group. The data was analyzed for accuracy of results and authenticity through MSA- measures for adequacy of sample size, determination of outliers and standardization. Cluster analysis involved two steps: first, hierarchical cluster analysis was performed to get clustering algorithm, and then a set of cluster solutions were obtained by seed points for the non-hierarchical analysis using criteria like squared euclidean distance measure with ward's method, and cluster centroids. The hierarchical dendrogram was used to determine exact number of clusters. In next step, non

hierarchical clustering analysis was performed to find the predetermined set of clusters. After establishing clusters, their centroids were analyzed to label the clusters accordingly under the guidance of related procedures such as use of push factors, cluster centroids, mean scores of push factors, and ANOVA analysis. The process culminated with validation of the clusters, and clustering variables, substantiated by another set of statistical procedure known as discriminant analysis.

The primary objective of this analysis is to classify Pakistani diaspora tourists travelling to country of origin-Pakistan into groups having similar push motivations. The results of the diaspora tourist typologies would help profile each diaspora cluster according to socio-demographics, diaspora related behavior, travel characteristics, citizenship status and genealogy, destination attributes, and preference, for important implications for destination markets, useful destination marketing strategies for better promotional, and developmental schemes of actions through appropriate products, services and packages. The exercise would help provide a theoretical contribution to the contexts of special interest tourism, VFR tourism and diaspora tourism, which is in need of rigorous studies using tourist typology based upon socio-psychological travel motivations.

As suggested by (Bieger & Laesser, 2002; Andreu et al, 2005) principal component factor analysis was employed by using five push factors as variables representing socio-psychological push motivations of respondents, which remained the focus of tourism studies for long time. Moreover, factors were found to be weighing equally and that was considered important for better factor representation vis a vis percentage of variance in a data explained, which ranged from 10.77% for Factor 5 to 13.79% for Factor 1 (table 4.8).

Table 4.8   Five Cluster Used for the Typology

Number of Factors	Push Factors	Variance Explained (%)
1	Obligations	13.798
2	Family / Fun	13.794
3	Learn / Explore	12.884
4	Escape / Relax	11.570
5	Socialize / Connect	10.776

As all the relevant push and pull variables were measured on the same five point scale, ranging from 1=strongly disagree to 5=strongly agree, there was no need to detect any outliers in the data set. The cluster analysis was based on a sample size of 314, as was observed in the dendrogram during the cluster analysis.

Determination of Clusters

The study used hierarchical and non-hierarchical clustering techniques as Hair et al (2006), suggests that method to find exact number of clusters depends upon the sample size, whereas, hierarchical analysis is mostly used where data is lower than 300 cases and non-hierarchical analysis is put into practice in case of larger data sets. Hierarchical clustering techniques were used to identify a set of preliminary clusters and find initial

seed points for further use by non-hierarchical analysis, which itself is used to generate the final clusters from seed points initially produced by use of hierarchical analysis. This serial approach is beneficial for accuracy of results as individuals respondents of samples could be better clustered by using a non-hierarchical method using the seed points generated from the hierarchical method.

Cluster Analysis – Hierarchical and Non-hierarchical

To achieve better statistically sound results, hierarchical and non hierarchical analysis were carried out in a sequence, first to find the number of clusters by way of dendrogram, and then to generate initial seed points for the non-hierarchical analysis. The squared Euclidean distance was selected in the hierarchical clustering process to measure distance among the sample respondents. Hair et al (2006) suggest that Ward's method is suitable for clustering algorithm solutions in combination with squared Euclidean distance to get clusters with approximately equal numbers of observations. The dendrogram was applied in this study to reveal the number of cluster and it suggested that four-cluster solution was appropriate. The dendrogram generated by use of hierarchical clustering showed that there were a number of combinations, however, closer examination of the dendrogram, suggested that four clusters were better representative of the sample data. The four clusters were relatively distinct in their magnitude on the five push factors. Hence, the positive values of each factor in each cluster tended to differentiate the four clusters.

Following the determination of four clusters and the generation of initial seed points (centroids) from the hierarchical analysis, a non hierarchical cluster analysis was deployed by using the centroids of the four clusters to generate the final cluster solution. Table 4.9 reveals the final cluster centers showing the means of factor scores for each of the five factors of single cluster, as well as indicating the numbers and percentages of persons within each cluster. A total of 314 respondents were classified into four clusters with cluster 1 accounting for 42 respondents (13.4%), cluster 2 consisting of 116 respondents (36.9%), cluster 3 consisting of 67 respondents (21.3%) and cluster 4 had 89 respondents representing 28.3% of the sample population. It can be seen that cluster 1 is more closely identified with factor 3, cluster 2 is identified by factors 1 and 5, cluster 3 by factors 2 and 5 and cluster 4 is clearly well defined by factors 2 and 4.

Table 4.9 Final Cluster Centers

Final Cluster Centers				
Factors	Clusters			
	Cluster 1 (n=42, %=13.4	Cluster 2 (n=116,%=36.9)	Cluster 3 (n=67, %=21.3)	Cluster 4 (n=89, %=28.3)
F1	-.44113	.79799	-1.05894	-.03472
F2	-.90950	-.22290	.07962	.65979
F3	.30845	.08980	-.05198	-.22347
F4	-.23692	-.24224	-.52438	.82230
F5	-1.44310	.33528	.66484	-.25648

Note: Highlighted values indicate means of factor scores in the non-hierarchical analysis

Figure (4.1) Means of factor scores for each cluster
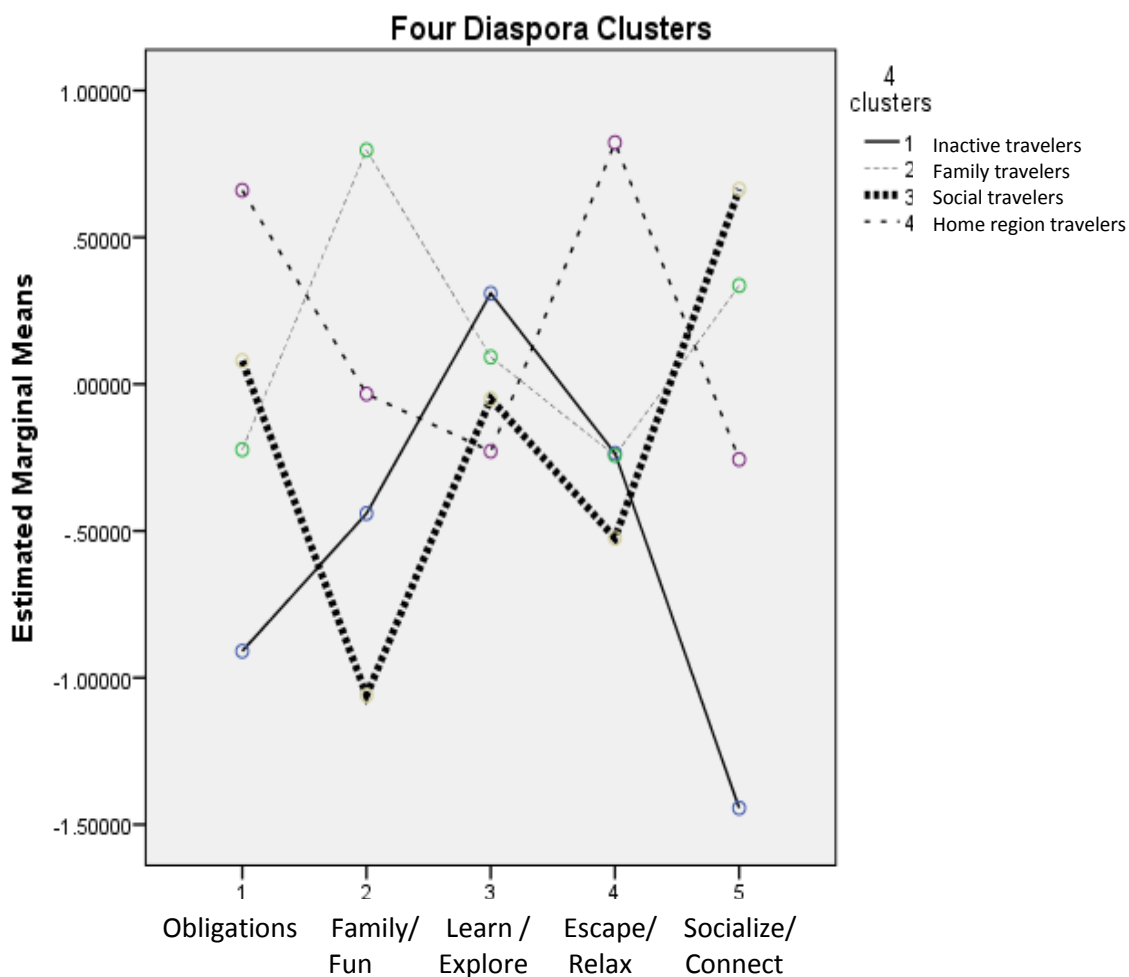
The results further clarify the point that hierarchical and non-hierarchical clustering solutions were better representing the sample respondents, as each cluster had either positive or negative values in different factors.

Cluster Interpretation

As discussed in earlier the Analysis of variance (ANOVA) is a statistical technique to determine whether there were significant differences among the mean scores on the factors across different cluster groups. In order to get the finding for push factors, ANOVA was carried out, wherein, cluster membership was used as a factor and the five push factors were treated as the dependent variables. The result of the analysis is shown in table (4.10)

Table 4.10 Clusters Interpretation

Factors	1 Inactive travelers (n=42, 13.4%)	2 Family travelers (n=116, 36.9%)	3 Social travelers (n=67, 21.3%)	4 Home region travelers (n=89, 28.3%)	Total	F-value	Sig.	eta Sq.[d]
F1: Obligations	2.35[a] (2)(3)(4)	3.23[b] (1)(4)	3.26 (1)(4)	3.77 (1)(2)(3)	3.28	35.01	.000	.253
F2: Family Fun	3.29 (2)(4)	4.31 (1)(3)(4)	3.20 (2)(4)	3.98 (1)(2)(3)	3.84	56.59	.000	.354
F3: Learn/ explore	2.73 (2)(3)(4)	3.32 (1)(4)	3.22 (1)(4)	3.10 (1)(2)	3.16	3.20	.023	.030
F4: Escape /relax	2.57 (2)(4)	3.24 (1)(3)	2.66 (2)(4)	3.77 (1)(2)(3)	3.18	35.53	.000	.256
F5: Socialization /connect	2.46 (2)(3)(4)	4.30 (1)(4)	4.10 (1)(4)	3.86 (1)(2)	3.90	70.94	.000	.407

[a] Mean values on measured scale of Likert type scale (1=strongly disagree, 2=agree 3=neutral, 4= disagree and 5=strongly agree).

[b] Highlighted mean values signifies higher than other groups and the total mean values.

[c] The mean difference is significant (p<.05).

[d] Eta square value is classified (.01=a small effect, .06=a medium effect, .14=a large effect).

(1) (2) (3)(4) the number in parenthesis depicts significantly different means as compared to means of other clusters on each factor based on post hoc Tukey's HSD test.

The table (4.10) depicts the analysis of means of four clusters and corresponding five factors along with respective F values, eta squared values, total means and significance(p<.05). Using the respective values, all the four clusters were labeled for five push factors.

The first cluster was labeled 'Inactive traveler', which represented 42(13.4%) of respondents. This cluster did not show higher mean values on any factor as compared to the total mean value of the same factor (3.84). Though this group displayed a higher mean value on the Family/Fun (3.29) but fell short of total mean score of the factor (3.84). Moreover, this group had lower means scores for other factors such as obligations (2.35), learn/explore (2.73), escape/relax (2.57) and socialize (2.46). Therefore, Inactive diaspora traveler were more likely to remain dormant during their travelling back to the country of origin and confined to activities surrounding family friend and relatives, and cherishing the past nostalgic memories at the destination.

The second cluster was found to be the largest group of doaspora, comprising 116 (39.9%) respondents. This group was labeled 'Family travelers' as this cluster had highest mean scores for the factor socialize/connect(4.30), which is greater than the total factor score of (3.90) and Family / Fun (4.31) and learn/explore(3.32) , which are greater than total mean scores of each of the respective factors. It depicts that family travelers diaspora were more likely to undertake country of origin holidays in order to meet with family, friends and relatives, and indulge in nostalgic memories of old times besides relaxing and exploring the land, which belonged to them or to their father or forefathers and besides building social connection, interactions and refreshing old relationships with locals. The third cluster was named 'Social travelers', encompassing 67 (21.3%) respondents. This group had a higher mean score on the factor of socialize/connect (4.10) than the total mean score of the same factor (3.90) and learn /explore (3.22), which is greater than total mean score of (3.16) for the factor. The social travelers were more likely to undertake country of origin holidays to improve relationships with local people, relatives and friends. This cluster exhibited similar motivational push motives as were depicted by anomie tourists (Dann, 1977); family travel group (Bieger & Laesser, 2002); socially oriented consumers (Kurtzman & Zauhar, 2005); and leisure anglers (Chi, 2006).

Fourth cluster was consisted of 89(28.3%) respondents and named as 'Home region traveler' as the respondent in this groups scored high on factors for family/fun (3.98), obligations (3.77) and escape/relax (3.77), and their individual scores were greater than respective factor mean totals. The diaspora in this cluster under took journey to Pakistan to live and spend time with family, friends and relatives, perform religious and cultural obligations and rest and relax. This group is closer to VFR travelers.

Fig (4.2) Means scores of each push factor for clusters
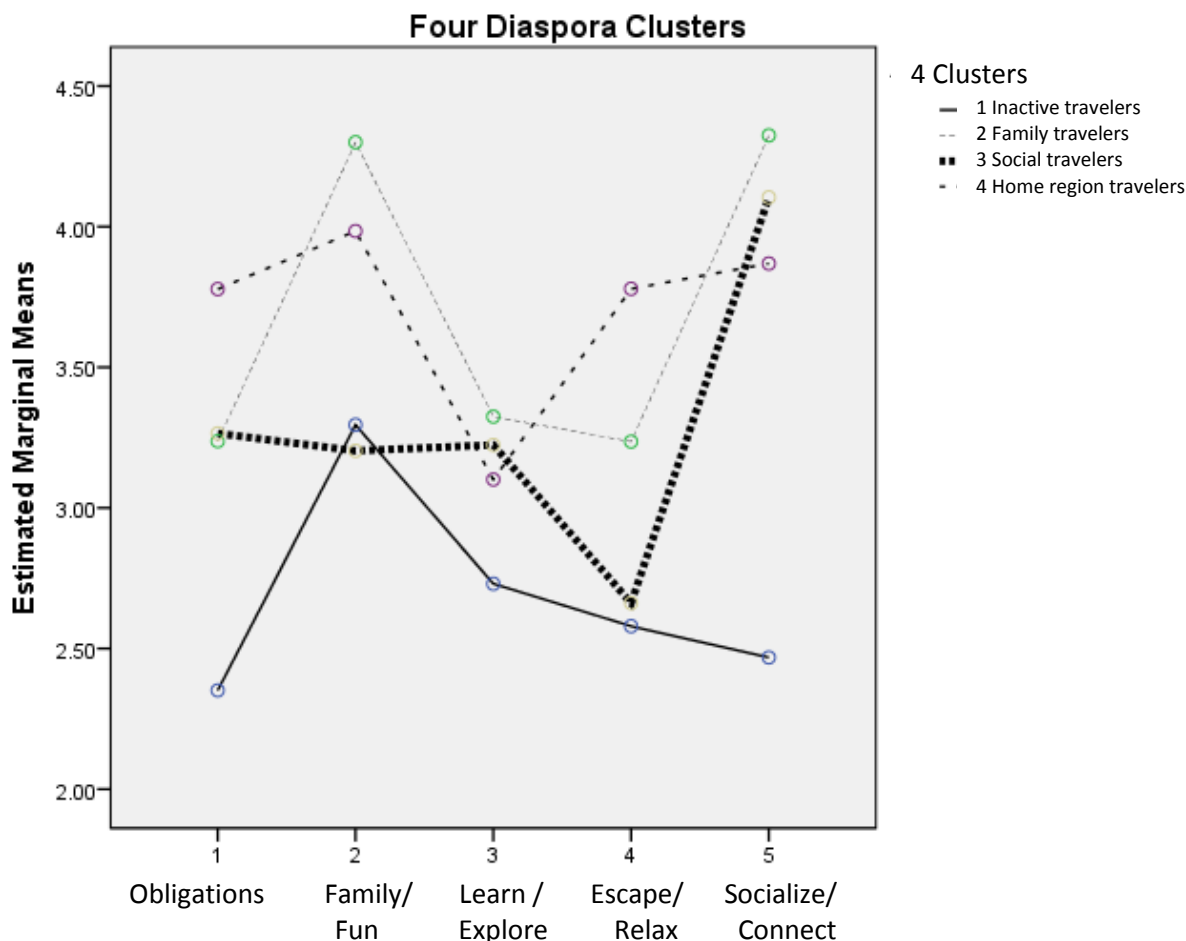
Figure 4.2 shows plots of mean scores of push factors for each cluster, and clearly indicates that the cluster (1) did not score higher on any factor's total mean score. Whereas, cluster (2) had a relatively higher means value in terms of family/fun, socialize /connect, learn/explore, and escape/rest factors (4.31),(4.30), (3.32) and (3.24) respectively than the total mean values of the same factors. The cluster 3 had a higher mean value across socialize/connect and explore/learn factors mean totals. Cluster 4 had greater scores than individual total mean scores of factors family/fun (3.98), obligations (3.77) and escape/relax (3.77).

Analysis of variance could be considered for descriptive purposes here as it identified the factors, which were important for the formation of individual clusters. Furthermore, post hoc multiple comparisons with Tukey's HSD were also tested to analyze any statistical differences among clusters. This test is considered better in controlling error rates between clusters and multiple comparisons than Fisher's least significant difference test and the Student-Newman-Keuls procedure. The results of the post hoc multiple comparisons with Tukey's HSD tests (appendix 4.4) revealed that all diaspora cluster groups were found to have statistically significant differences ($p<0.05$) with respect to the

family/fun and socialize/connect factors. Inactive travelers differed from the Family travelers, Social travelers, and home region travelers; Family travelers differed from the Inactive travelers, Social travelers, and home region travelers. Similarly, Social travelers differed from Inactive traveler, Social traveler's travelers and home region travelers, and in the same way home region traveler differed from all the four clusters.

However, other factors revealed differences between only certain pairs of clusters. For example, with respect to the obligations factor, inactive traveler diaspora is significantly different (p<.5) from family travelers, social travelers, and home region diaspora travelers, whereas, family travelers differed significantly (p<.5) from inactive traveler, and home region diaspora only and social travelers diaspora were significantly different from Inactive traveler and home region travelers. However, home region travelers were significantly differed from the entire set of clusters on obligation factor. And on factor of learn/explore, inactive travelers were significantly different from home region travelers only. On the factor of escape/relax, inactive traveler cluster members were significantly different from home region travelers, and family travelers differed from social travelers, who in turn had significant(p<.5) difference with home region travelers, in other words, social travelers differed significantly from all others clusters on the factor of escape/relax. Differences among the diaspora were also examined through another statistical technique called eta squared. Table 4.10 presents such differences through values measured in terms of eta squared, among the four clusters. Research scholars Pallant (2001) and Hair et al (2006) had suggested that the eta square could be put into practice to determine the real difference in means scores among the clusters where .01 depicts a small effect, .06 is equal to medium effect, and .14 score is considered a large effect. In the current study, a large effect was indicated by the factors of socialize/ connect (.407), family / fun (.354), escape/relax (.256), obligation (.253), and small effect was depicted by the factor learn and explore (.030).

Cluster Validation

Hair et al (2006) suggested that validation of clusters is important due to practical implications involved; Validation is found through the use of Multiple Discriminant Analysis (MDA), which discriminate the clusters from each other. The current study analyzed the cluster data on MDA to distinguish the four push clusters from each others. In order to distinguish between the four diaspora clusters, three canonical discriminant functions were used since this study involves a four -group discriminant analysis model (Hair et al, 2006). Table 4.11 shows that the three functions were statistically significant when measured by the Chi-square (x^2) test (p<0.001). The first function accounted for 35.9% of the variance explained by the three functions with an eigenvalue of 1.083, whereas the second function explained 32.8% of the variation with an eigenvalue of .989. eigenvalues are produced to give indications of the 'goodness' of discriminant functions in which larger values are associated with better functions. The significance was associated with a measure of canonical correlation which indicated a relatively high degree of association (both values 0.72, .70 and .69 closed to 1.0) between the discriminant scores and the groups. The Wilks' lambda, which is transformed to a chi-

square distribution, was used for testing the overall significance between groups (Hair et al, 2006).

Table 4.11 Summary of MDA of Four Diaspora Clusters - testing Significance

Discriminate functions	Eigen values	% of variance	Canonical correlation	Wilks' Lambda	Chi-square(x^2)	Sig.
1	1.083[a]	35.9	.72	.124	643.908	.000
2	.989[a]	32.8	.70	.258	417.502	.000
3	.945[a]	31.3	.69	.514	205.309	.000

[a] First 3 canonical discriminant functions were used in the analysis.

To understand how good the discriminant function classified the respondents, the classification matrices were analyzed to determine the percentage of data correctly classified. Table (4.12) shows that 92.45% of the respondents were correctly classified when all respondents were used to construct the discriminant functions. A high degree of classification accuracy was achieved, whereas, this study expected to correctly identify approximately 33% of each diaspora cluster. This was achieved in distinguishing the inactive diaspora, as 81% of the respondents were correctly categorized into that cluster, followed by the family travelers' diaspora (100%), the social travelers (91%) and home-region diaspora travelers (97.8%).

Table 4.12 Classification Results of MDA - Validating the Results

Cluster Number of Case (Actual Cluster)		Predicted Group Membership				Total
		1	2	3	4	
Original	1. Inactive travelers	34	5	1	2	42
	2. Family Travelers	0	116	0	0	116
	3. Social travelers	0	5	61	1	67
	4. Home region travelers	0	2	0	87	89
%	1. Inactive travelers	81.0	11.9	2.4	4.8	100.0
	2. Family Travelers	.0	100.0	0.0	.0	100.0
	3. Social travelers	.0	7.5	91.0	1.5	100.0
	4. Home region travelers	.0	2.2	.0	97.8	100.0

Note: 92.45% of original grouped cases correctly classified.

The respondents' classification accuracy or the misclassification was also analyzed using plots of each diaspora cluster's dispersion around the group centroid (Figure 4.3). The Inactive traveler diaspora were the least compact, with a few overlaps with the Family travelers' diaspora, which is also shown in the classification matrix (Table 4.12) where only five respondents overlapped with the family traveler diaspora group. The Family traveler diaspora were the largest, the most concentrated and 100% rightly classified group of respondents. None of its member fell into other groups, as is clearly shown in canonical function plot with compact group around its centroid. Social traveler diaspora is second loosely knitted group and its five members fell into family traveler diaspora and one in home region diaspora. Only two member of home group diaspora were wrongly encompassed in family traveler diaspora group. The results indicated that there was high degree of classification accuracy for the four clusters, which is better for further analysis.

Figure 4.3 Plots of Each Cluster around the Group Centroid
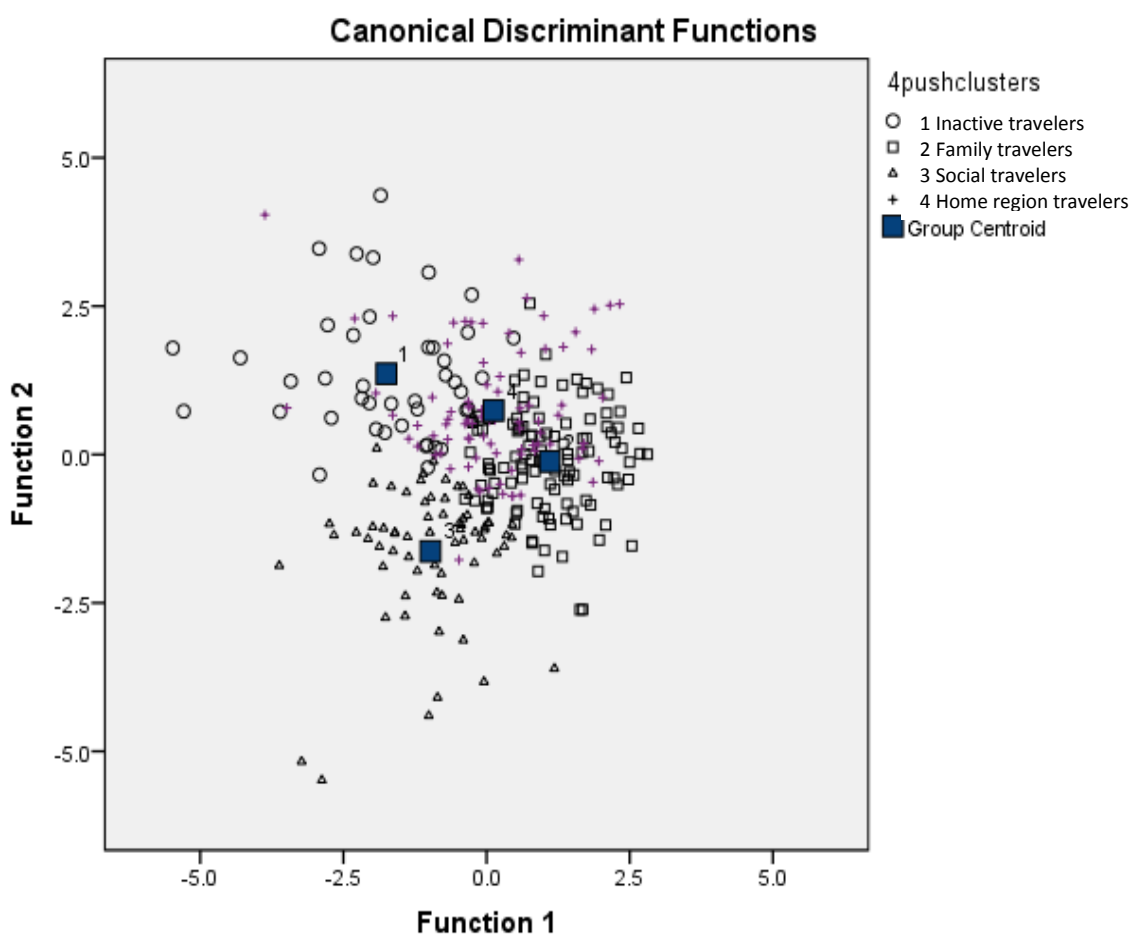
The first half of Table 4.13 shows group centroids in which the discriminant functions differentiated between the four diaspora clusters. This indicated that the family travelers diaspora tend to have high values on function 1, while the inactive traveler diaspora, social travelers diaspora and home region diaspora tend to have low values on function 1.

Function 2 differentiated most strongly between the inactive traveler diaspora and social traveler diaspora, while family traveler diaspora was having low value, whereas, home region diaspora differed from social travelers diaspora and family travelers diaspora very strongly. Function 3 strongly differentiates inactive travelers and home region diaspora; social traveler diaspora, family traveler diaspora, and home region diaspora differed from each other on this function as well. The territorial map (appendix 4.5) endorsed above mentioned results.

The second part of Table 4.13 clarifies the picture further and shows which factors contributed mostly to each discriminant function. The most important contributors to discriminant function 1 were family / fun and socialization factors. Thus, respondents who indicated high values for the family friends, relatives and fun and low values for exploring and learning were most likely to find space in home region diaspora group. The respondents who scored highly on escape /relax and lowly on socialize/connect factors were more likely to be inactive travelers diaspora group, family travelers and home region diasporas as shown in function 2. The most important contributors to discriminant function 3 were obligations, and escape / relax respondents who indicated high values for the obligations, escape/relax and very low value on learn/explore and family/fun factors were more likely to be home region and family travelers diasporas.

Table 4.13Discriminating Results Between Clusters

4 Clusters	Functions at Group Centroids		
	Function 1	Function 2	Function 3
1.Inactive travelers	-1.750	1.361	-1.266
2.Family travelers	1.105	-.119	-.717
3.Social travelers	-.979	-1.632	.242
4.HomeRegion travelers	.123	.741	1.350

Discriminating results between factors

5 Factors	Standardized Canonical Discriminant Function Coefficients		
	Function 1	Function 2	Function 3
Obligations	.215	-.079	.841*
Family /Fun	.887*	.353	-.299
Explore/ Learn	-.061	.043	-.341*
Escape / Relax	.155	.556	.689*
Socialization	.477	-.857*	.143

4.3   Comparison Analysis on Diaspora Typology

The previous sections have identified push and pulls factors revealing the major elements of motivation driving Pakistani diasporas' return visit to country of origin. More specifically, research outcomes, so far, had clarified the nature of push based socio-psychological motivations and classified heterogeneous dispora tourists into four diaspora tourist types, having commonalities of motivations within individual group, and differences across the groups. Current section investigate the heterogeneous travel behavior of the four diaspora tourist groups in the light of socio-demographic variables, diaspora related behavior and travel characteristics, pull based destination attributes, and destination preferences, and citizenship basis. The objective is achieved through testing the hypotheses, as narrated in previous sections of the thesis.

A number of statistical techniques were put into use to test the said hypotheses. The chi-square test was used to analyze hypotheses pertaining to socio-demographics (H1), diaspora related behavior and travel characteristics (H3), socio demographical difference among expats and emigrants and their subsequent generations (H4) and other hypothesizes except use of ANOVA Tukey's HSD tests which was used in testing hypothesizes relating to motivations of diaspora. Therefore, the all the research objectives of the thesis are achieved in this chapter. The comparisons among the four clusters namely 'Inactive traveler diaspora', 'Family travelers diaspora', 'Social travelers diaspora' and 'Home region diaspora' are made for better understanding of their travel behavior and to identify destination attributes playing any significant role in attracting these diasporic groups to the market place and future directions, etc. The findings are based on appropriate data analysis using descriptive analysis and ANOVA analysis. An

additional analysis of diaspora was carried out to understand the motivation, travel characteristics and behavior of diaspora travelers under a different typology created and analyzed to understand impact of nationalities or groupings made under the paradigm of expats and emigrants and their subsequent generations like first, second and third generation of emigrants, to help understand whether such typology makes distinct differences among the expats and emigrants and their generation or not.

Socio-demographic Variables

The profile of diaspora travelers using socio-demographic was created for each cluster using SPSS statistical program. The comparison of four clusters on socio psychological parameters was carried out through cross-tabulation and Chi-square tests, revealing the differences or similarities statistically significant (p<.05) among the four diaspora clusters.

The socio-demographic findings included gender, age group, educational qualification, current work status, and household income level. These findings are presented with the results of the overall total of respondents and from each individual diaspora clusters. Among the 314 respondents, 81.5% were male and 18.5% were female. The large difference between the male and female diaspora travelers could be explained in the light of Pakistani socio-cultural identities, value system, and society, where women participation in economic activities is lower and access for information and data collection was limited, especially, while living away from Pakistan. They prefer their male partners to answer queries pertaining to any personal affairs or journey to home country. Therefore, predominantly more male tourists were represented in this study who undertook holidays in the Pakistan, either alone or in group.

The chi-square test yielded the results indicating that there was a statistically significant difference (p<.001) among the four clusters (Table 4.14), It showed that Inactive travelers diaspora (85.7%), Social travelers diaspora (83.6%) and Family travelers (81.9%) included more males than the Home region diasporas (77.5%), whereas the Home region diaspora included more females (22.5%) than the other three clusters, namely, the Inactive traveler diaspora (14.3%), Family travelers diaspora (18.1%) and Social travelers diaspora(16.4%). This indicates that there were more females in the group of Home region traveler diaspora than the other groups.

Table 4.14 Gender of Diaspora Travelers

Gender						
Categories	The Four Diaspora Clusters				Total	Sig.***
	Inactive travelers diaspora (n=42)	Family travelers diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)		
Male	*36[a]	95	56	69	256	
	**85.7%[b]	81.9%	83.6%	77.5%	81.5%	
Female	6	21	11	20	58	.000
	14.3%	18.1%	16.4%	22.5%	18.5%	
Total	100.0%				314	
		100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of Cluster Number of Case categories whose column proportions do not differ significantly from each other at the .05 level.

*frequency,
**=% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data.
***Chi-square *p*<0.05

The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total

Age: In regard to age (table 4.15), a majority of respondents from all the diaspora clusters were young (16-25 years; 18.5%) and (26-35 years; 47.80%). These age groups represented 66.3% of the total diaspora followed by the 36-45 years old age group (12.1%), 46-55 years (9.9%) and older than 55 years were (11.7%) of total diaspora population. The results of the chi-square test revealed that there was a statistically significant difference (p<.001) among the four diaspora clusters as it demonstrated that the Family travelers, Home region traveler, and Inactive travelers diaspora were more likely to be in the younger age groups: 18-25 and 25-34 (66.6%); while middle and old age respondents were more in Social travelers group (50.7%) including middle age group of 36-45(10.4%), 45-54 (22.4%) and older age group of 55 or older (17.9%). Family

traveler diaspora was the largest group of young people where 77% of population was below 35years of age.

Table 4.15 Age of Diaspora Travelers

Age						
The Four Diaspora Clusters						Sig.***
Categories	Inactive travelers diaspora (n=42)	Family travelers diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)	Total	
16-25	*4a **9.5%	26a 22.4%	8a 11.9%	20a 22.5%	58 18.5%	
26-35	24a 57.1%	64a 55.2%	21b 31.3%	41a, b 46.1%	150 47.8%	
36-45	6a 14.3%	17a 14.7%	7a 10.4%	8a 9.0%	38 12.1%	.000***
46-55	6a, b 14.3%	4c 3.4%	15b 22.4%	6a, c 6.7%	31 9.9%	
56-65	1a, b 2.4%	3b 2.6%	12c 17.9%	8a, c 9.0%	24 7.6%	
66+	1a 2.4%	2a 1.7%	4a 6.0%	6a 6.7%	13 4.1%	
% of Total	100.0%	100.0%	100.0%	100.0%	100.0%	
	13.4%	36.9%	21.3%	28.3%	100.0%	

Each subscript letter denotes a subset of clusters categories whose column proportions do not differ significantly from each other at the .05 level.

*frequency,
**% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data.
***Chi-square *p*<0.05
The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total.

Education: Table 4.16 shows that approximately 80% of all respondents had a college or university degree qualification. Of these, 34.8% completed two to four year college education, 45.2% had a postgraduate and higher educational qualifications and 20% had completed primary/middle or high school education. There was a statistically significant difference (p <.001)across the four diaspora clusters on level of education. Family travelers were highly educated group of diaspora among all. Above 63% of them had post graduate, PhD or higher education followed by Inactive travelers, among whom, above 45% were having post graduate or higher degrees. Social travelers were representing a group of diaspora who were mostly educated up to college level and only 22.4% were having university degree. Among them, 10.4% had attained primary level education, 17.9% middle, 9% had higher school certification.

Table 4.16Education- Diaspora Travelers						
Categories	The Four Diaspora Clusters				Total	Sig.
	Inactive travelers diaspora (n=42)	Family travelers diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)		
School	*8$_a$	6$_b$	25$_c$	24$_{a, c}$	63	
	**19.0%	5.2%	37.3%	27.0%	20.1%	
College	15$_a$	36$_a$	27$_a$	31$_a$	109	
	35.7%	31.0%	40.3%	34.8%	34.7%	.000***
University	19$_a$	74$_b$	15$_c$	34$_a$	142	
	45.2%	63.8%	22.4%	38.2%	45.2%	
Total	42	116	67	89	314	
	100.0%	100.0%	100.0%	100.0%	100.0 %	
Each subscript letter denotes a subset of clusters categories whose column proportions do not differ significantly from each other at the .05 level.						

*frequency,
**% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data.

Profession: In respect to occupation (Table 4.17), the majority of respondents were employees (43.3%), self employed- business men/women (17.2%) and students (28.7%) followed by others (3.8%), retired (2.9%), housewives (2.5%) and unemployed (1.6%). However, there were significant differences across the four clusters (p<.001). The Social travelers were more likely to be business owners (35.8%) and employees (28.4%) than the other three cluster groups. The Inactive travelers were more likely to be employees (52.4%). Social travelers and home region diaspora were having more house wives travelers than other groups of diaspora.

Table 4.17 Diaspora Travelers by Profession

	Profession					
	The Four Diaspora Clusters					
Categories	Inactive travelers diaspora (n=42)	Family travelers diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)	Total	Sig.***
Employee	*22$_a$ **52.4%	57$_a$ 49.1%	19$_b$ 28.4%	38$_{a, b}$ 42.7%	136 43.3%	
Business owner	5$_{a, b}$ 11.9%	8$_b$ 6.9%	24$_c$ 35.8%	17$_a$ 19.1%	54 17.2%	
House wife	0$_a$ 0.0%	2$_a$ 1.7%	2$_a$ 3.0%	4$_a$ 4.5%	8 2.5%	.000
Retired	1$_a$ 2.4%	2$_a$ 1.7%	4$_a$ 6.0%	2$_a$ 2.2%	9 2.9%	
Unemployed	1$_a$ 2.4%	1$_a$ 0.9%	2$_a$ 3.0%	1$_a$ 1.1%	5 1.6%	

Student	12$_{a, b}$ 28.6%	40$_b$ 34.5%	13$_a$ 19.4%	25$_{a, b}$ 28.1%	90 28.7%
Other	1$_a$ 2.4%	6$_a$ 5.2%	3$_a$ 4.5%	2$_a$ 2.2%	12 3.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of Cluster Number of Case categories whose column proportions do not differ significantly from each other at the .05 level.

*frequency,
**% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data.
***Chi-square *p*<0.05
 The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total.

Income: Despite having differences in income patterns at low level, there is no significant difference (p=.386) among the four diaspora groups on the variable income. Family travelers were the highest earning group among diaspora travelers with annual average income of US\$ 34500, whereas, Inactive and Social travelers were earning equal average income of US\$ 30,000. Home Region travelers were the least paid diaspora group with average annual income of US\$ 28,500.

Nationality: Four Diasporas groups were differing from each other (table 4.18) at a statistically significant level (p<.004) on this variable. The largest group of respondents (49.4%) belonged to Pakistan followed by British (17.8%) and Canadian citizens (15.0%) of Pakistan origin. The third largest group of respondents consisted of USA nationals of Pakistan origin (4.8%). Family travelers (57.8%) and Home Region (51.7%) diaspora groups were dominated by Pakistan nationals. British respondents were in majority among Social travelers (35.8%) and Inactive travelers (23.8%) diasporas, whereas, Canadian nationals of Pakistan origin and nationals of other countries were distributed among all groups without much significant difference.

Table 4.18   Nationality of Diaspora Travelers

Nationality						
	The Four Diaspora Clusters					
Categories	Inactive travelers diaspora (n=42)	Family diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)	Total	Sig.***
UK	*10$_{a, b}$ **23.8%	9$_c$ 7.8%	24$_b$ 35.8%	13$_{a, c}$ 14.6%	56 17.8%	
USA	3$_a$ 7.1%	5$_a$ 4.3%	2$_a$ 3.0%	5$_a$ 5.6%	15 4.8%	
Germany	1a 2.4%	5a 4.3%	0a 0.0%	3a 3.4%	9 2.9%	
France	0$_a$ 0.0%	0$_a$ 0.0%	0$_a$ 0.0%	1$_a$ 1.1%	1 0.3%	
Australia	0$_a$ 0.0%	1$_a$ 0.9%	1$_a$ 1.5%	2$_a$ 2.2%	4 1.3%	.000
Sweden	1$_a$ 2.4%	0$_a$ 0.0%	1$_a$ 1.5%	1$_a$ 1.1%	3 1.0%	
Canada	5$_a$ 11.9%	23$_a$ 19.8%	6$_a$ 9.0%	13$_a$ 14.6%	47 15.0%	
Norway	2$_a$ 4.8%	0$_b$ 0.0%	3$_a$ 4.5%	0$_b$ 0.0%	5 1.6%	
Spain	0$_a$ 0.0%	0$_a$ 0.0%	2$_a$ 3.0%	0$_a$ 0.0%	2 0.6%	

South Korea	2_a 4.8%	3_a 2.6%	0_a 0.0%	1_a 1.1%	6 1.9%	
Switzerland	0_a 0.0%	0_a 0.0%	1_a 1.5%	0_a 0.0%	1 0.3%	
Denmark	1_a 2.4%	0_a 0.0%	1_a 1.5%	0_a 0.0%	2 0.6%	
Netherlands	0_a 0.0%	1_a 0.9%	0_a 0.0%	0_a 0.0%	1 0.3%	
New Zealand	0_a 0.0%	2_a 1.7%	0_a 0.0%	0_a 0.0%	2 0.6%	
Italy	0_a 0.0%	0_a 0.0%	1_a 1.5%	1_a 1.1%	2 0.6%	
Malaysia	0_a 0.0%	0_a 0.0%	0_a 0.0%	2_a 2.2%	2 0.6%	
South Africa	0_a 0.0%	0_a 0.0%	0_a 0.0%	1_a 1.1%	1 0.3%	
Pakistan	$17_{a,b}$ 40.5%	67_b 57.8%	25_a 37.3%	$46_{a,b}$ 51.7%	155 49.4%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of 4clusters categories whose column proportions do not differ significantly from each other at the .05 level.

*frequency,
**% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data.
***Chi-square $p<0.05$
The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total.

Birth Country: Respondents born in 10 different countries showed significant differentiation among diaspora groups (p<.004) as is depicted in table (4.19). A large number (86%) of survey respondents were born in Pakistan, who despite having (89.7%) majority in Family diaspora group were evenly spread among all four groups with a minimum figure of (81.0%) in Inactive travelers group. People born in UK were mostly in Inactive travelers (14.3%), Social travelers (10.4%) and Home Region7.6%) diasporas groups.

Table 4.19 Birth Country of Diaspora Travelers

Birth country						
	The Four Diaspora Clusters					
Categories	Inactive travelers diaspora (n=42)	Family diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)	Total	Sig.***
Pakistan	*34$_a$ **81.0%	104$_a$ 89.7%	57$_a$ 85.1%	75$_a$ 84.3%	270 86.0%	
UK	6$_a$ 14.3%	3$_b$ 2.6%	7$_a$ 10.4%	8$_a$ 9.0%	24 7.6%	
Saudi Arabia	1$_a$ 2.4%	2$_a$ 1.7%	1$_a$ 1.5%	2$_a$ 2.2%	6 1.9%	
Germany	0$_a$ 0.0%	0$_a$ 0.0%	0$_a$ 0.0%	1$_a$ 1.1%	1 0.3%	.000
Australia	0$_a$ 0.0%	0$_a$ 0.0%	1$_a$ 1.5%	0$_a$ 0.0%	1 0.3%	
Canada	1$_a$ 2.4%	3$_a$ 2.6%	1$_a$ 1.5%	1$_a$ 1.1%	6 1.9%	
India	0$_a$	2$_a$	0$_a$	0$_a$	2	

	0.0%	1.7%	0.0%	0.0%	0.6%	
Kuwait	0_a	1_a	0_a	1_a	2	
	0.0%	0.9%	0.0%	1.1%	0.6%	
Bahrain	0_a	1_a	0_a	0_a	1	
	0.0%	0.9%	0.0%	0.0%	0.3%	
Kyrgyzstan	0_a	0_a	0_a	1_a	1	
	0.0%	0.0%	0.0%	1.1%	0.3%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of 4clusters categories whose column proportions do not differ significantly from each other at the .05 level.

*frequency,
**=% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data.
***Chi-square *p*<0.05

The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total.

Hypothesis Testing (H1)

H1: That there are differences in the socio-demographic variables across the diaspora clusters.

The chi-square test was conducted to understand whether the socio-demographic variables were statistically significant across the four diaspora clusters. As indicated in the results of the chi-square in each table above (table 4.14 to 4.19), there were statistically significant differences across the four diaspora clusters in respect to gender (p<.001), age (p< .001), profession (p<.001) and education (p <.001), nationality (P<.001) and birth country (p<.001). However, there was no significant difference across the four clusters in terms of income (p = .386). The results of this analysis showed partial support for H1 in explaining the differences in terms of gender, age, occupation, nationality, birth country and education. However, it was not supported in respect to income.

Diaspora related Behavior and Travel Characteristics

The study also intends to explain the diaspora related behavior, travel characteristics and activities while travelling in Pakistan.
Diaspora Behavior

Diaspora travelers were actively supporting the locals in Pakistan in different ways. Their support was mainly in form of financial and material assistance to needy, organizations involved in philanthropic activities, and helping and supporting people- family members, relatives, friends and others, in various ways. The diaspora was actively participating in philanthropic and investing activities while visiting Pakistan. They were helpful in sponsoring and supporting people in travelling abroad for various purposes including visiting relatives living outside Pakistan, performing religious obligations such as Hajj and Ummra and in seeking job opportunities with their active collaboration. The following paragraphs explore the activities further.

Material Support: A very high percentage (67.51%) of diaspora community provided material support to local people in Pakistan during their previous trips. Though, there was no statically difference among the four clusters on this vital issue, however, it highlights the contribution of diaspora in empowering local communities and its beneficial impact upon the destination. The Social travelers diaspora (76.1%) was the leading group in extending the material support to locals, followed by Home region diaspora and the rest.

Real Estate Investment in Pakistan: More than one third (36.3%) of respondents stated that they had invested in real estate or other forms of property in Pakistan. There were statistical significant differences (p<.01) among the four groups on this activity as shown in table (4.20). Social travelers were the largest investor (52.2%), while rest were evenly involved except Family diaspora- the least interested in real stat investment (27.6%).

Table 4.20 Real Estate Investment in Pakistan by Diaspora travelers

Real Estate Investment						
Categories	The Four Diaspora Clusters				Total	Sig.***
	Inactive travelers diaspora (n=42)	Family diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)		
No	*27$_{a, b, c}$ **64.3%	84$_c$ 72.4%	32$_b$ 47.8%	57$_{a, c}$ 64.0%	200 63.7%	
yes	15$_{a, b, c}$ 35.7%	32$_c$ 27.6%	35$_b$ 52.2%	32$_{a, c}$ 36.0%	114 36.3%	.001
Total	42 100.0%	116 100.0%	67 100.0%	89 100.0%	314 100.0 %	

Each subscript letter denotes a subset of 4clusters categories whose column proportions do not differ significantly from each other at the .05 level.

*frequency,
**=% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data.
***Chi-square $p<0.05$
The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total.

Investment: There was no statistically significant (p=.951) differences among the four groups of respondents on the subject of Investment in Pakistan. More than 35% diaspora respondents were found to be involved in investment activities in Pakistan. Almost all the groups had equal exposure to investment.

Helping People Travel abroad: Among diaspora, only 34.4% respondents stated that they had helped people to travel abroad. However, there was no statistical significant difference (p<.104) among the groups on this account. However, differences were found among the groups in helping the people travel abroad such as Inactive travelers diaspora scored highest (72.7%) in helping people visit abroad in category (1 to 3) to travel abroad, but Family diaspora lead the others in category (10+) at the rate of(12.5%). Similarly, Social travelers group had helped more people in categories 4-6(36%) and 7-9(16.7%). The details of beneficiary (people who got such a help to travel abroad) became better differentiator of four groups. Moreover, Social traveler diaspora and Home region travelers were more prominent in sending people abroad in smaller groups of numbers than the rest.

Zakaat: More than 62% of respondents indicated that that had paid Zakat. There was no significant (p<.371) difference among the four groups regarding paying Zakat, though Social travelers group was the highest (68.7%) giver of zakat among the peers.

Sudqaa: Sudqaa differentiated the four diaspora groups at statistically significant level (p<.035). Table (4.21) shows that around 70% diaspora travelers paid Sudqaa. Social travelers were the largest (80.6%) respondents in this class followed by rest, while Inactive travelers group was the smallest (54.8%) diaspora groups in this category.

Table 4.21 Diaspora Travelers and Sadqaa

Sadqaa						
	The Four Diaspora Clusters					
Categories	Inactive travelers diaspora (n=42)	Family travelers diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)	Total	Sig.***
Yes	23_a 54.8%	$79_{a,b}$ 68.1%	54_b 80.6%	$64_{a,b}$ 71.9%	220 70.1%	
Total	42 100.0%	116 100.0%	67 100.0%	89 100.0%	314 100.0%	
Each subscript letter denotes a subset of 4clusters categories whose column proportions do not differ significantly from each other at the .05 level. *frequency, **=% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data. ***Chi-square $p<0.05$ The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total.						

Khairaat: Table (4.22) illustrate the point that variable 'Khairaat' differentiated the four diaspora groups at statistically significant (p<.032) level. Again, the Social travelers group lead the other diaspora in charity matters by scoring highly(71.6%) and Home region travelers followed them (65.2%), whereas, Family travelers diaspora (50.9%) was the smallest group of respondents in this matter.

Table 4.22 Diaspora Travelers and Khairat

Khairat						
	The Four Diaspora Clusters					
Categories	Inactive travelers diaspora (n=42)	Family travelers diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)	Total	Sig.***
Yes	$25_{a, b}$ 59.5%	59_b 50.9%	48_a 71.6%	58_a 65.2%	190 60.5%	.032
Total	42 100.0%	116 100.0%	67 100.0%	89 100.0%	314 100.0%	
Each subscript letter denotes a subset of 4clusters categories whose column proportions do not differ significantly from each other at the .05 level. *frequency, **=% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data. ***Chi-square $p<0.05$ The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total.						

Diaspora Related Travel Characteristics

Findings on travel characteristics included the number of days diaspora travelers spent in Pakistan, expenses incurred on traveling in Pakistan, travel party, accommodation used and travel mode of diaspora.

Trips to Pakistan: The survey respondents on asking as how many trips they had made to Pakistan so far came up with figures that showed that a large majority (59.6%) had made such trips ranging from 1 to 5 followed by 22.6% who made 6 to 10 trips to homeland. Table (4.23) illustrate the fact that Family travelers diasporas made highest trips to Pakistan in category 1-5 (65.5%) and in category 6-10(25.9%) whereas, Social travelers diaspora made the highest number of trips among the all groups in trip category (11-15, 7.5%), (16-20, 10.4%) and (21+ 13.4%) with aggregate of more 31% of the group total. At an average of 10.40 trips, Sociable traveler diaspora were most frequent visitors to Pakistan, whereas, Inactive travelers were least active in terms of trips to Pakistan. Moreover, the chi-square test revealed that there was significant differences (p<.001) across the four diaspora clusters on this variable.

Table 4.23 Trips to Pakistan

| Categories | The Four Diaspora Groups | | | | Total | Sig.*** |
	Inactive travelers diaspora (n=42)	Family travelers diaspora (n=116)	Social travelers diaspora (n=67)	Home region diaspora (n=89)		
Trip to Pakistan						
1-5 trips	*27$_a$ **64.3%	76$_a$ 65.5%	30$_b$ 44.8%	54$_a$ 60.7%	187 59.6%	
6-10 trips	8$_a$ 19.0%	30$_a$ 25.9%	16$_a$ 23.9%	17$_a$ 19.1%	71 22.6%	
11-15 trips	2$_a$ 4.8%	5$_a$ 4.3%	5$_a$ 7.5%	3$_a$ 3.4%	15 4.8%	
16-20 trips	4$_{a, b}$ 9.5%	1$_c$ 0.9%	7$_b$ 10.4%	2$_{a, c}$ 2.2%	14 4.5%	.004
21+ trips	1$_{a, b}$ 2.4%	4$_b$ 3.4%	9$_{a, c}$ 13.4%	13$_c$ 14.6%	27 8.6%	
	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of 4clusters categories whose column proportions do not differ significantly from each other at the .05 level.

*frequency,
**=% within cluster. The numbers and percentages may not add up to 100% due to rounding or to missing data.
***Chi-square p<0.05
The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total.

Diaspora- country of residence: The survey respondents representing Pakistani diaspora were residing in 28 countries of the world. The largest groups of respondents were living in UK (19.4%), Canada (15.6%), South Korea (12.1%) and Saudi Arabia (8.9%). There were other smaller groups of respondents living in European and Middle East countries.

The data presented here significantly differentiated between the four diaspora groups at statistically (p<.005) level. The British residents were the largest (35.8%) in number in Social travelers group followed by Inactive traveler group (23.8%), whereas, Canadian residents determined the majority of Family travelers group (20.7%), which also had largest residents from South Korea (14.7%).

Length of stay: The majority of respondents were staying between 5-8 weeks (44.9%), and 4 weeks (32.5%) followed by diaspora travelers who stayed 9-12 weeks (12.1%). A small proportion of respondents stayed between 13-16 weeks (4.5%), 17-20 weeks (2.5%) and more than 21 weeks (3.5%). In respect to the length of stay, there was no significant difference (p<.400) among the four clusters. The Home region diaspora were more likely to stay less than 4 weeks (36.0%) and Family travelers' diaspora were the group of travelers who were least likely to stay for same number of weeks (29.3%). In contrast, the Family traveler diaspora were more likely to stay 5 to 8 weeks (52.6%), while the Social travelers diaspora (47.8%) and Home region diaspora (37.1%) followed this group, however, Inactive travelers diaspora (35.7%) were less likely to stay for same length of period. The study also indicates that more than half (16.7%) of the Inactive travelers were more likely to stay between 9-12 weeks than the diaspora in the other clusters. In category of length of stay 13-16 weeks, the Social travelers lead other groups, whereas, Inactive traveler diaspora again were more likely to spend 17-20 weeks in Pakistan more than any other group(4.5%) in the same category.

Expenses on Trip: All respondents were required to provide details of the amount they spent on accommodation, meals, entertainment, shopping, and other holiday activities but not including the cost of the air ticket. Approximately 46.8% of respondents indicated that they spent between PKR81,000 and 3, 00,000, and (33.1%) said they spent less than PKR60,000. An amount spent above PKR 3,01,000 was indicated by 20% of respondents. There was no statistically significant difference (p<.57) among the four diaspora clusters. However Inactive traveler diaspora were more prominent in spending in categories less than PKR 40,000(9.5%), PKR ,10,000-2,00,000 (21.4%), and 2,01,000-3,00,000(14.3%) than other clusters. Family travelers diaspora were only prominent spenders in category PKR 81,000-1,00,000(23.3%), similarly, Social travelers diaspora showed more expenditure in category PKR more than 5,01,000(23.9%). Home region diasporas were the top spenders, spending PKR 41,00-60,000(23.6%) and PKR 3, 01,000- 4, 00,000(7.9%).

Travel Party: Majority of respondents undertook travel alone (51%), with family members (25.8%), and with wife/spouse (19.1%). In addition, 3.2% of respondents undertook travel with friends and relatives and only fractional number (0.6%) travelled with others. However, there was no significant difference (p<.623) among the four clusters on this variable. Family travelers diaspora were prominent among the peer groups in visiting Pakistan with wife or spouse (25.9%) and Social travelers diaspora were accompanied by family members (26.9%) or travelled alone (59.7%).

Accommodation: The diaspora travelers used multiple accommodations during their stay in Pakistan. As the questionnaire was designed to allow the respondents multiple choices

among the accommodations they had used in previous tours, which proved vital point as majority did use many types of accommodation. 45.53% of diaspora stayed at family house, 33.67% at their own house, 14.96% used houses of their friends and relatives and a small number 5.8% stayed at hotel. There was no significance difference among the four diaspora travelers in selection of accommodation in Pakistan.

Mode of Transportation: Pakistani diaspora member used multiple mode of transportation while traveling in Pakistan. More than 60% travelers used their own car, 53.5% used public transport, 34.1% hired car for travelling, while 28.7% used taxi for such a purpose. Whereas, 20% of people also used motor cycle while visiting Pakistan.

Hypothesis Testing (H2): That there are differences in the diaspora behavior, and travel characteristics across the clusters.

Hypothesis (H2) was tested to determine whether the diaspora related behavior and travel characteristics were statistically different among the four clusters. The results of the chi-square tests revealed that there were statistically significant differences among the four diaspora clusters in respect to the Real Stat Investment (p < .001), Sudqaa (p < .035) and Khairaat (p < .032). There were also statistically significant differences in terms of diaspora related characteristics, including trips to Pakistan (p<.004) and Country of Residence (p<.004), revealing traveler's geographically proximity to Pakistan in term of distance.

However, statistically no significant differences were observed among the four diaspora clusters in respect to Material Support to people (p = .367), Investment (p = .951), Helping People Travel Abroad (p = .101), Zakaat (p = .371), and travel characteristics such as Length of stay (p=.400), Travel expenditures incurred in Pakistan (p=.575) and Travel party (.623). As a result of this analysis, H2 was partially supported. For example, it was supported in terms of the real stat investment, Sudqaa, and Khairaat. There were also statistically significant differences in terms of diaspora related characteristics, including Trips to Pakistan and country of residence. However, it was not supported in respect to Material support to people, Investment, Helping People Travel Abroad, Zakaat, length of stay, travel expenditures and travel party.

Pull Based Destination Attributes

The Analysis of Variance- ANOVA was applied to data to determine whether the pull based destination attributes differed across the four diaspora clusters. The post hoc tests using Tukey's HSD were also conducted to examine which diaspora clusters were significantly different on each of the significant pull factors. The results of said tests are given in table (4.24).

Table 4.24 Means of Pull Factors among the Four Diaspora Clusters – ANOVA Results

Factors	Inactive travelers diaspora (1) (n=42, %=13.4	Family travelers diaspora (2) (n=,116 %=36.9)	Social travelers diaspora (3) (n=67, %=21.3)	Home region diaspora (4) (n=89, %=28.3)	Total	F-value	Sig.	eta Squared
F1 FR/Ease of access	2.38[a]	2.27 (3)	2.55[b] (2)	2.48	22.40	2.7	.043	.026
F2 Destination benefits	3.38	3.39	3.63	3.48	3.47	.89	.443	.009
F3 Heritage	3.30	3.23 (3)	3.5920 (2)	3.35	3.35	3.31	.021	.071
F4 Shopping	4.35	4.4310	4.4677	4.4120	4.42	.13	.946	.001
F5 Safety	3.58 (3,4)	3.82 (3,4)	4.33 (1,2)	4.12 (1,2)	3.98	9.40	.000	.140
F6 Spirituality	1.91 (4)	1.95 (3,4)	2.35 (1)	2.56 (1,2)	2.20	4.43	.005	.091
F7 Dining experience /Direct flight	3.72	3.92	3.86	3.67	3.81	0.73	.539	.007

a. Mean values measured with a five-point scale (1=not at all important, 2=not very important, 3=neutral,
4=somewhat important, 5=very important).
b. Highlighted mean values indicate relatively higher values than the mean values of the other groups and the total.
c. The mean difference is significant (p<.05)

d. Eta square value is classified (.01=a small effect, .06=a medium effect, .14=a large effect).
(1) (2) (3) The mean of the cluster was significantly different from the mean of other cluster on each factor based on post hoc using Tukey's HSD test. The number in parentheses represents the corresponding significance.

Table (4.24) provides the means scores of the pull factors across the four clusters. Differences in mean scores were measured on a Likert type scale, ranging from 1 –5; 1= not at all important, 2= not very important, 3= neutral, 4= somewhat important, and 5=very important. A significant difference among the clusters was tested at (p<.05). If a statistically significant difference was found among the four clusters, then the eta square value was examined to assess the actual difference in mean scores (i.e. effect size) among the clusters. The effect size of the actual difference was classified into three terms where an eta squared value of .01 was used as a small effect, .06 as a medium effect, and .14 as a large effect (Pallant, 2001; Hair et al, 2006). Under the five point scale structure, the levels of importance were expressed in interpreting how important were the pull factors for diaspora in their visit to Pakistan. 'a highly important' rating was used when the means scores were between 3.50 and above; a 'fairly important' rating was used for mean scores between 3.00 and 3.49; a 'less important' rating was used for mean scores between 2.60 and 2.99; and 'not important' rating was used for mean scores between 2.59 and below.

Factor 1, FR/ Ease of Access, with means score of 2.40, was not an important destination attribute for survey respondents. However, it differentiated the 4 clusters at statistically significant level (F = 2.74, p<.043) where the actual difference in mean scores between the four diaspora groups was a small effect (.026).

Factor 2, Destination Benefits was indicated as a fairly important pull factor for respondents with an overall mean score of 3.47. However, there was no statistically significant differences among the four clusters (p<.443) and the actual difference among the four diaspora clusters was a very low effect (.009).

Factor 3, Heritage, rated on overall mean score of 3.35 with statistically significant differences among the four diaspora clusters (F = 3.33, p< .021 and eta sq (.071). It appeared that heritage was an important destination attribute across all four diaspora clusters; Inactive travelers diaspora (3.30), Family travelers diaspora(3.23), Social travelers diaspora (3.59) and Home Region travelers (3.35) with actual difference (.071) having medium effect.

Factor 4, Shopping- All respondents considered this factor as very important pulling attribute with an overall mean score of 4.42. However, there was no statistically significant difference among the four diaspora clusters (p=.946), with the actual effect of .001, which indicated that there was no effect.

Factor 5, Safety was a highly important destination attribute across all diaspora clusters with an overall mean score of 3.98. There was a statistical difference among the four diaspora clusters (F = 9.40, p <.001), the actual difference in mean scores between the

diaspora clusters was large as the effect size of eta squared was .140. Tukey's HSD tests in respect to the factor of safety revealed that Social travelers (4.33) and Home Region travelers (mean=4.11) were more likely to be attracted by the factor then the remaining two diaspora groups.

Factor 6, Spirituality, was viewed by all respondents as a fairly unimportant pull factor with an overall mean score of 2.20 though it differentiates the four groups significantly (p<.005) but with medium effect (.091).

Factor 7, Dining/Direct flight revealed that all respondents believed that this factor was a highly important destination attribute with an overall mean score of 3.81. However, it did not differentiated the four diaspora clusters (F = .73, p = .539).

Hypothesis Testing (H3) that there were differences in the pull factors of destination attributes across the diaspora clusters.

The hypothesis (H3) was tested to determine whether the seven pull based destination attributes were statistically different among the four diaspora clusters in regard to visiting Pakistan. The tests (table 4.24) found that there were statistically significant differences among the four diaspora clusters in respect to FR/Ease of Access (p< .043), Heritage (p<.021), Safety (p<.001) and Spirituality(p<.005). However, no significant differences among the four diaspora clusters were observed in respect to Destination Benefits (p = .443), Shopping (p = .946) and Dining experience/Direct flight (p = .539). Therefore, an analysis proved that hypothesis H3 was partially supported. For example, it was supported in terms of four diaspora clusters in respect to FR/ Ease of access, Heritage, Safety and Spirituality(p<.005).However, it was not supported in respect to Destination Benefits, Shopping, and Dining experience / Direct flight.

The figure (4.4) graphically explored the results in regard to the destination attributes among the four clusters. It indicates that the four diaspora clusters shared a similar pattern in the pull factors of destination attributes, despite having differences.

Figure (4.4)

Plot of Pull Factor Means Diaspora Groups
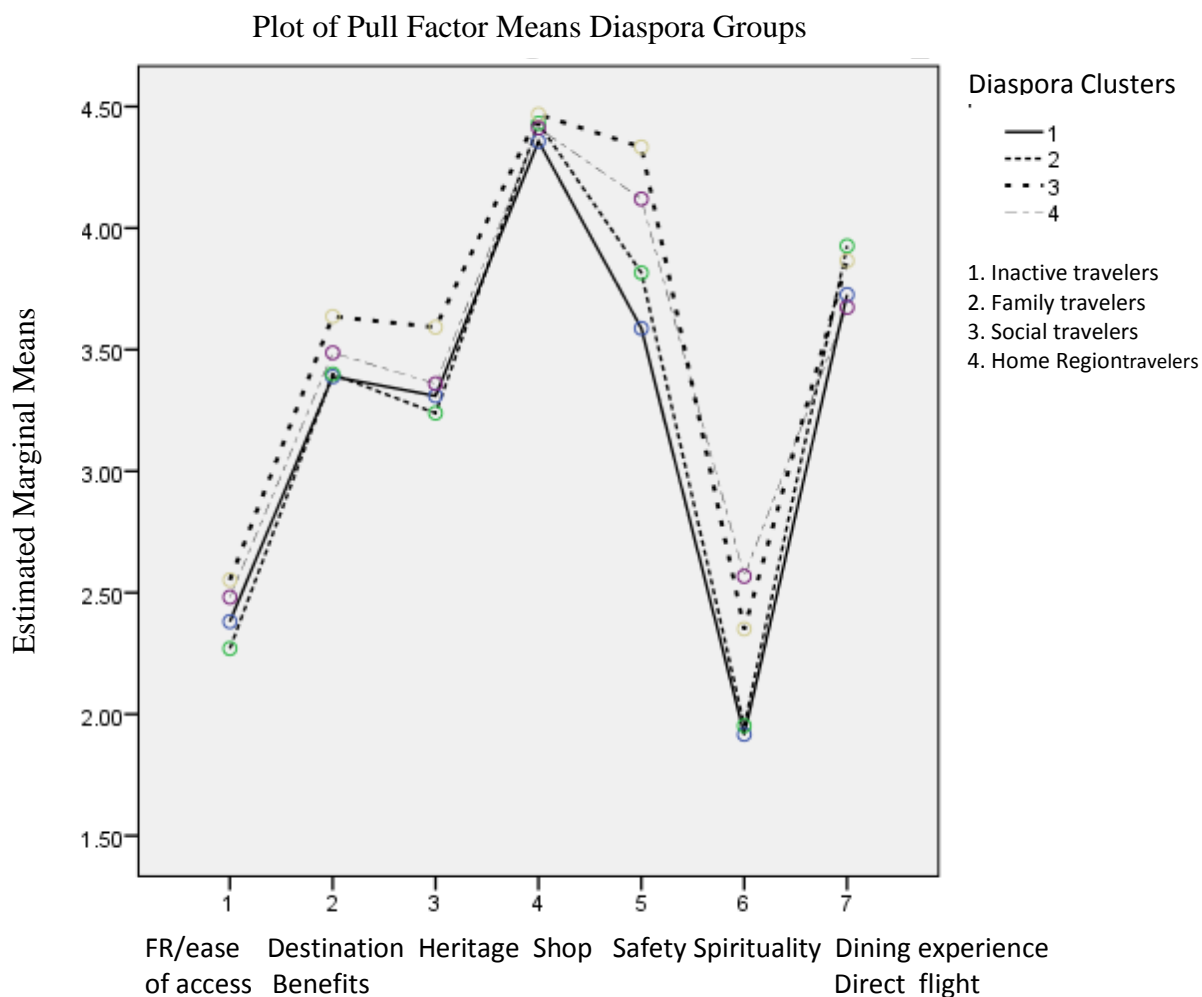
4.4 Travel Motivation of Expats and Three Generations of Emigrants

The data on expats and three generations of emigrants was extracted from sample survey to delineate their motivation to visit Pakistan- the country of origin. Three groups of emigrants collectively numbering 155(49.36%) and one group composed of 159(50.63%) people having Pakistani nationality and living abroad were focus of this topic. The first group composed of 89 respondents was labeled as 'first generation of emigrants' representing 28.34% of sample population and consisting of people who were born to Pakistani nationals and emigrated to foreign lands, settled there and adopted the nationality of the country of residence and visit Pakistan for various purposes. Second group of 51 respondents making 16.24% of all respondents were '2nd generation of emigrants', and consisted of people born to the parents belonging to first generation of emigrants, and having Pakistan nationals as grandparents. The third group- '3rd generation of emigrants' was born to parents belonging to second generation of emigrants, which means that their parents and grandparents were nationals of countries other than

Pakistan but traced their ancestors and origin in Pakistan. This group of 15 persons was the smallest one and represented 4.77% of all 314 respondents. The last and fourth group was identified as expats, consisting of 159 respondents-50.63% of sample. Expats were living and working outside Pakistan and maintaining Pakistani nationality. This group was living around the globe for various purposes but majority were identified as workers and students.

Hypothesis (H4) that there are differences in the socio-demographic variables across the first generation, second generation, third generation emigrants and expats

The socio-demographic findings included gender, age group, educational qualification, current work status, and household income. These findings are presented in following sections.

Gender: Table (4.25) shows that out of 314 respondents, 81.8% were male and 18.5% were female. When comparing gender across the four groups, the chi-square test revealed that there was a statistically significant difference (p<.001) among the four groups. It appeared that a significant majority of expats (93.7%) and first generation emigrants (87.6%) were male, whereas, a large number of 2nd and 3rd generations' travelers, 52.9% and 60%, respectively, were female. Pakistani expats, mostly male, were living and working alone in foreign countries, whereas, emigrants having mixed identities, cultural orientations, and motivations, traveled to Pakistan along with females- mixed groups, mostly family members.

Table 4.25Gender of Expats and Emigrants

Gender						
Categories	Expat and Emigrants				Total	Sig.***
	1st Generation	2nd Generation	3rd Generation	Expats		
Male	*78_a	24_b	6_b	149_a	257	
	**87.6%	47.1%	40.0%	93.7%	81.8%	
Female	11_a	27_b	9_b	10_a	57	.000
	12.4%	52.9%	60.0%	6.2%	18.15%	
Total	89	51	15	159	314	
	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset category whose column proportions do not differ significantly from each other at the .05 level.

*frequency,

**% within cluster.
***Chi-square *p*<0.05
The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total

Age:
A majority of respondents from all the diaspora clusters were young in age brackets 16-25 years (19.4%) and 26-35 years (47.45%). These two age groups represented 66.85% of the total diaspora community, followed by the 36-45 years old age group (11.8%), 46-55 years (9.8%) and older than 55 years (7.6%). The results of the chi-square test revealed that there was a statistically significant difference (p < .000) among the four diaspora clusters on this variable. For example, it demonstrated that the 2nd and 3rd generation of emigrants and expats were more likely to be in the younger age groups- 16-25 years and 26-34 years (66.6%); while 1st generation respondents were mostly in age bracket (26 to 65years) more than 76% of the group.

Education
A large majority (64.7%) of Pakistani expats were highly educated having Master or PhD degrees, followed by 1st generation with 34.8% having Master and PhDs and 38.2% were qualified with intermediate and bachelor degrees. Majority (72.5%) of 2nd and (73.3%) of 3rd generation were equipped with intermediate and bachelor degrees.

Profession:
In respect to profession, majority of expats and 1st generation of emigrants were employees 52.2% and 43.8%, respectively; however, 33.3% expats were engaged in studies abroad like 49% members of 2nd and 53.3% of 3rd generation diaspora. 30.7 % of first generation of emigrants was having their own businesses. A very small number of diaspora categorized themselves as either housewives or retirees (2.5%). Moreover, professional status divided the four diaspora travelers into groups having significant difference across the respondents (p<.001).

The data illustrated above helped to test the '***Hypothesis (H4) that there are differences in the socio-demographic variables across the first generation, second generation, and third generation emigrants and expats' positively and proved it to be true.***

The next paragraphs test the Hypothesis (H5) that there are differences in travel behavior and characteristics across the first generation, second generation, third generation emigrants and expats.

Travel characteristics

The majority (above 72%) of expats and members of 2nd and 3rd generations emigrants had visited Pakistan 1 to 5 times, whereas, 1st generation diasporas were more mobile than the rest as more than 71% of their members made 6 to 21 trips to country of origin. Moreover, the chi-square test revealed that there was significant difference (p<.001) across the four diaspora groups on this variable.

Stay in Pakistan

There was no statistical significant difference among the four groups as for as stay in Pakistan was concerned. However, 67% respondents stayed in Pakistan for more than 2 months. First generation emigrants and Pakistani expats were staying longer in Pakistan than the rest.

Income

There was statistically significant (p<.05) differences among the expats and emigrants regarding Income. Expats were found to be having earnings in low range as compared to emigrants. 73.6% expats were earning between US$5,000 to US$30,000annualy. Around 72% emigrants were found earning in range US$(30,001-60,000+). First and third generations of emigrants were earning more than the second generation of emigrants. First and third generations were earning at an average of US$ 42,700 per year and expats were having the lowest income among all the groups with an average of US$ 21,000 per year.

Travel Expenses in Pakistan

More than 85% members of first generation of emigrants spent money in the range of PKR 81,000- 5,000,000 or more, which made them the highest spenders while traveling in Pakistan followed by 2nd generation of emigrants travelers, whereas, more than 80% Pakistani expats were found to be spending in range between PKR 40,000 to 2,00,000. The differences among the four groups were found to be statistical significant (p<.001). Expats were spending much lower on various needs than emigrants while visiting Pakistan.

Tour Companions

There were statistically significant differences between emigrants and expats as regards to tour companions while traveling to Pakistan. More than 73% expats traveled alone, whereas, emigrants were accompanied by someone including wife/spouse, family members or friends and relatives as more than 58% first generation emigrants and more than 86% from second and third generations of emigrants were accompanied by closely related person or friends.

Hypothesis (H5) that there are differences in travel behavior and characteristics across the first generation, second generation, third generation emigrants and expats is fully supported by the evidence produced through analysis shown in above lines.

Hypothesis (H6) that there are differences in the motivational push factors between the first generation, second generation, third generation emigrants and expats:

Table 4.26 Expatriates and Generations of Emigrants- Motivations

	Push Factors and variables- Marginal means				
	1st Generation (n=89, 28.34%)	2nd Generation (n=51, 16.24%)	3rd Generation (n=15, 4.77%)	Expats (n=159, 50.63%)	Total Mean
Factors 1: Obligations	**3.49[a]**	**3.22**	**3.43**	**3.16**	**3.28**
Socio cultural obligations	3.96[b]	3.31	3.47	3.64	
Part. socio-cult events	3.66	3.37	3.87	3.33	
Help people	3.99	3.43	3.93	3.45	
Donation	3.29	3.25	3.27	2.87	
Religious participation	3.02	2.84	2.67	3.03	
Factor 2: Family / Fun	**3.71**	**3.73**	**3.73**	**3.95**	**3.84[c]**
Quality time with family	3.51	3.76	4.13	3.72	
Visit friends relatives	4.35	4.18	4.13	4.39	
Visit family	4.30	4.22	4.40	4.66	
Fun Entertainment	3.35	3.71	3.73	3.69	
Luxurious time	3.06	3.12	2.87	3.32	
Refreshing Memories	3.49	3.47	3.53	3.70	
Factors 3: Learn/ Explore	**3.10**	**3.39**	**3.37**	**3.10**	**3.16**
Learn about country	2.78	3.12	3.33	2.87	
Exploring Roots	2.96	3.39	3.07	3.05	
Pak. life experience	3.57	3.69	3.73	3.41	
Factor 4: Escape / Relaxation	**3.06**	**3.12**	**3.06**	**3.28**	**3.18**
Away from my place	2.73	2.96	3.07	3.01	
Escape From routine	2.99	3.25	3.53	3.25	
Rest and relaxation	3.63	3.69	3.53	3.97	
Avoid hustle bustle	2.57	2.43	2.13	2.63	
Factors 5: Socialization	**3.87**	**3.77**	**3.66**	**3.98**	**3.90**
Free time with local	3.74	3.45	3.20	3.87	
Connect with people	3.96	4.02	3.87	4.06	
Refresh relationships	3.92	3.84	3.93	4.01	

a. Highest factor means values across groups

b. important values among variables across the groups

c. highest factor means values among sample population

Table 4.27   Expatriates and Emigrants Motivation- Comparison

Expats and Emigrants Motivations					Total	F. value	Sig.	eta squared
Categories	First Generation (n=89, 28.34%)	Second Generation (n=51, 16.24%)	Third Generation (n=15, 4.77%)	Pak Expats (n=159, 50.63%)				
F1: Obligations	3.49	3.22	3.43	3.16	3.2	2.9	.03	.02
F2: Family / Fun	3.71	3.73	3.73	3.95	3.8	2.3	.07	.02
F3: Learn/ Explore	3.10	3.39	3.37	3.10	3.1	1.1	.31	.01
F4: Escape / Relax	3.06	3.12	3.06	3.28	3.1	1.3	.26	.01
F5: Socialization	3.87	3.77	3.66	3.98	3.9	1.0	.35	.01

The statistics depicted in tables4.26 and 4.27explain the fact that were two main factors among five motivation factors pushing diaspora to travel to country of origin- Pakistan: Socialization (mean=3.90) and Family / Fun (mean=3.84). It also clarifies that expats scored very high on both the factors than the emigrants, even higher than total mean scores of respective factors. Expats scored (3.98) on socialization factor (sample mean=3.90), (3.95) on family/fun factor (sample mean=3.84), and (3.28) on factor Escape / Relaxation- higher than total mean score (3.18) of the same factor. Therefore, the expats scored highly on factor levels on three factors as compared to the emigrants. Whereas, emigrants secured higher on the factors obligation with values (1st generation mean=3.49, 3rd generation mean=3.43) greater than sample mean score (3.28) for same factor. Similarly, on learn/explore factor, the mean values for 2nd generation (3.39) and 3rd generation (3.37) were higher than the sample mean score of (3.16). At emotional variable levels, expats scored higher than emigrants on variables: visiting family(4.66), visiting friends and relatives (4.39), refreshing memories (3.70), rest/ relaxation (3.97), and on all the three variables of socialization factor-'free time with locals', 'connect to people' and 'refresh relationships'.

Figure (4.5)Motivational Variables Mean Scores across the Four Groups
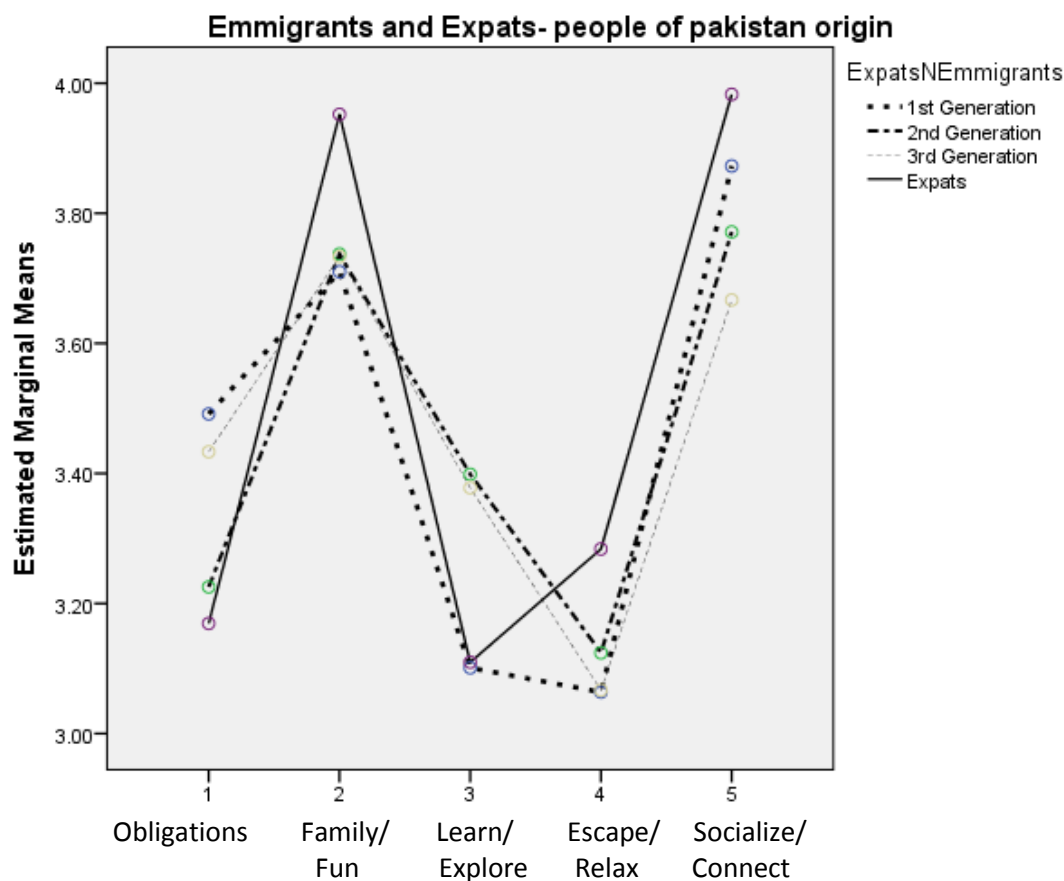
Whereas, emigrants(1st generation) scored higher than expats on the means of variables of 'socio cultural obligations' (3.96), 'participation in socio cultural events', 'help people', 'donation', 'quality time with family' (1st generation 4.13), 'fun and entertainment' (2nd and 3rd generations) and 'Pakistan life experiences'. The analysis of overall five factor scores and their individual components- variables, brings into light the fact that there were important differences between the expats' and emigrants' motivation to visit Pakistan and hypothesis is proved, correct. Emigrants, collectively had higher means score on the variable donations (>3.25) than expats who gave lower importance to donation in Pakistan with mean score of (2.87). Similarly expats and 1st generation emigrants had lower interest in learning/exploring (mean score <2.87) than 2nd and 3rd generation of emigrants. 2nd generation respondents were more motivated (3.39)in exploring roots in Pakistan than others.

There were more similarities than differences among the three generations of emigrants at emotional factor levels. However, there were some differences among the generations at variable levels as shown in table (4.26). On factor 'obligations', 1st generation scored

slightly higher than 3rd and 2nd generations, and 2nd generation's score was low on all the variables of same factor as compared to 1st and 3rd generation except on variable 'religious participation', where it was greater than 3rd generation and less than 1st generation.

On factor 'family/fun', there was almost no difference among the three generations. However, 2nd and 3rd generation scored higher on the variables 'quality time with family' and 'fun/entertainment'.
On the factor of learn/explore, 2nd and 3rd generations scored greater than 1st generation. Similarly, both the generations had higher score than 1st generations on all the variables of same factor.
On the factor of escape/relaxation, there were important differences among the 3 generations. All the generations had greater scored on the variable 'rest / relaxation' and low on rest of variables.
On the factor of Socialization, all the three generations scored higher, but 1st and 2nd generations had, comparatively, greater means scores than 3rd generation.

Despite no major differences among the three generations at factor levels, there were differences found at variables levels. 2nd and 3rd generations scored greater on variables 'quality time with family', fun/entertainment, 'learn about country', 'exploring roots', and 'Pakistan life experiences' than 1st generation. 1st generation visit motivational means were slightly higher than 2nd and 3rd generations on the factor of 'socialization', and variables 'free time with locals', 'socio cultural obligations', 'religious participation' and 'free time with locals. The survey respondents belonging to three generations of emigrants, living in different countries showed more similarities than differences in their motivation to visit Pakistan at factor levels. All three generations from various countries collectively scored highly on means of family/ fun and socialization factors. However, Respondents from UK, Germany, France, Malaysia, Switzerland, Netherlands and South Africa belonging to 1st generation also had higher scores on the means of obligations than nationals of other countries. Whereas, 1st generation German and Swedish finds factors of learning/exploring and escape/relaxation as important motivational factors (table 4.28).

The 2nd generation (table 4.29) nationals from UK (45.1%) and Norway (2%) considered learning/exploring as significant factor than 2nd generation Canadians (49%) scored low on the same factor but 3rd generation Canadians (46.7%) scored highly on the same factor (table 4.30). 3rd generation UK residents considered the Obligation factor as one of the important motivational push factor along with family/fun and socialization to visit Pakistan along with other Europeans, and Canadian. Swedish and Italian (1st generation), British, American and Norwegian (2nd generation), and German and Canadian (3rd generation) consider learning and exploring factor as another very important factor which plays vital role in motivating them to visit Pakistan. Therefore, Hypothesis that there are motivational differences among the nationalities is partially proved to be correct.

Table-4.28 First Generation Emigrants- Motivation/Countries

First Generation Emigrants (n=89, 28.34%)					
Nationality	Factors(means)				
	1. Obligation*(3.27)	2. Family/ Fun*(3.84)	3. Learning /Exploring*(3.16)	4. Escape/Rel axation*(3.11)	5 Socialization *(3.90)
UK (n=29, 32.6%)b	3.60	3.22	3.05	2.94	3.71a
USA (n=9, 10.1 %)	3.36	3.84	3.18	2.96	3.70
Germany (n=8, 9%)	3.81	4.35	3.66	3.70	4.20
France (n=1, 1.1%)	3.75	3.60	1.00	2.33	3.00
Australia (n=3, 3.4%)	3.50	4.60	2.66	3.88	4.11
Sweden (n=3, 3.4%)	3.33	3.86	3.88	3.55	4.22
Canada (n=13, 14.6%)	3.55	4.26	3.23	3.46	4.20
Norway (n=4, 4.5 %)	3.37	3.35	3.33	2.41	3.83
Spain (n=2, 2.2%)	2.87	2.40	1.50	1.66	4.00
South Korea(n=12, 6.7%)	3.08	3.90	3.38	2.88	3.44
Malaysia (n=2, 2.2%)	4.00	3.40	2.00	3.16	4.00
Switzerland (n=1,1.1%)	4.00	2.40	1.00	1.00	5.00
Denmark (n=2, 2.2%)	3.12	3.70	2.66	2.00	3.16
Netherlands (n=1, 1.1%)	3.75	4.40	2.66	4.00	4.33
New Zealand(n=2,2.2%)	3.62	4.20	3.33	2.50	3.83
Italy (n=2, 2.2%)	3.12	3.80	3.66	3.50	4.00
South Africa(n=1, 1.1%)	3.75	4.40	3.00	3.66	4.00
Total	3.49	3.71	3.10	3.06	3.87

a. Highest factor means values across groups

b.significant percentage of countries representing the respondents

*factor means of all 314 respondents

Table 4.29 Second Generation Emigrants- Motivation/Countries

Second Generation Emigrants (n=51, 16.24%)					
Nationality	Factors(mean)				
Nationality	1. Obligation * (mean=3.27)	2. Family/ Fun *(mean=3.84)	3. Learning/Exploring(mean=3.16)	4. Escape/Relaxation *(mean=3.11)	5. Socialization *(mean=3.9)
UK (n=23, 45.1%)	3.21	3.52	3.71	3.00	3.73
USA (n=2, 3.9 %)	3.00	3.70	3.50	3.50	3.33
Canada(n=25, 49.0%)	3.26	3.94	3.08	3.18	3.84
Norway(n=1, 2.0 %)	3.00	3.60	4.00	3.66	3.66
Total	3.22	3.73	3.39	3.12	3.77

a. Highest factor means values across groups

b.significant percentage of countries representing the respondents

*factor means of all 314 respondents

Table 4.30Third Generation Emigrants- Motivation/Countries

Third Generation Emigrants (n=15, 4.77%)					
Nationality	Factors(mean)				
Nationality	1. Obligation*(mean=3.27)	2. Family/ fun*(mean=3.84)	3. Learning/Exploring *(mean=3.16)	4. Escape /Relaxation*(mean=3.11)	5. Socialization*(mean=3.90)
UK (n=4, 26.7%)	3.12	2.80	2.41	2.41	3.08
USA(n=2, 13.25)	3.25	4.30	3.16	3.33	3.83
Germany (n=1,	4.75	4.20	4.00	4.00	4.00
Australia (n=1,	3.25	3.20	3.33	3.33	4.66
Canada (n=7,	3.50	4.11	3.90	3.19	3.76
Total	3.43	3.73	3.37	3.06	3.66

a. Highest factor means values across groups

b.significant percentage of countries representing the respondents

*factor means of all 314 respondents

Hypothesis (7) that diaspora help locals to travel abroad while visiting Pakistan

The survey takers were asked whether they had helped/sponsored people to travel abroad previously, and around 33% of respondents answered affirmatively. Pakistani diaspora members help close relatives, friends and others to visit abroad for various reasons like visiting their relatives, friends, performing religiously motivated pilgrimages and to get jobs, especially, those who could not arrange such costlier ventures due to meager resources or economic reasons, in neighboring countries such as UAE, Saudi Arabia, and Gulf states. Further analysis revealed that Emigrants were the largest group of respondents, and supporters 68 (43.87% of 155), of locals as they helped 275 people to visit different countries of the world, followed by expats 35 (22% of 159) who extended such a support to 142 people to travel abroad. Local people who got this benefit from the respondents included family members, friends, relatives and others. More than 64 % first generation of emigrants reported to have helped someone travel abroad, whereas, only 22% expats and 15% second generation of emigrants provided similar support to locals in Pakistan.

Within emigrants groups, first generation respondents were the largest group 57(64%) who helped 229 people travel abroad followed by 2nd generation (15%)who supported 40 persons and 3rd generation (20%) extended support to 6 people to travel abroad. The significant percentage (33%) of diaspora helped people to travel abroad for various reasons while visiting Pakistan, and thus proved the hypothesis that diaspora members support locals to launch visit abroad.

Hypothesis (H8): Diaspora extend material support to locals

A significantly large number of diaspora extend material support to locals while visiting Pakistan. The material help included financial and material support to relatives, friends, and others in need. A good number of respondents 212(67.51%) of the survey sample provided such a support. 112(72.25% of 155) emigrants provided support to locals while 103(64.77% of 159) expats did the good deed at destination in a similar fashion. First generation of emigrants (84.3%) was the largest among three generations of emigrants to extend generous support to people, followed by second generation (52.9%) and third generation (66.7%).

Table 4.31 Material Support to People by Expats and Emigrants

Material support to people						
Categories	Expat and Emigrants					Sig.***
	First Generation(n=89,28.34%)	Second Generation(n=51,16.24%)	Third Generation (n=15,4.77%)	Pak Expats(n=159, 50.63%)	Total	.000
Yes	75$_a$	27$_b$	10$_{a, b}$	103$_b$	212	
	84.3%	52.9%	66.7%	62.8%	67.5%	
Total	89	51	15	159	314	
	100.0%	100.0%	100.0%	100.0%	100.0%	
Each subscript letter denotes a subset of group categories whose column proportions do not differ significantly from each other at the .05 level.						
*frequency, **=% within cluster. . ***Chi-square $p<0.05$ The highlighted values indicate relatively higher percentages than the percentages of the other groups and the total						

The hypothesis that diaspora extends material support to local in Pakistan is proved to be correct.

Testing of Hypothesizes (H4) to H8).

Hypothesis (H4), that there are differences in the socio-demographic variables across the first generation, second generation, third generation emigrants and expats, was tested with chi-square and found that it is proved true.

Variables gender; age, education and profession were statistically significant in supporting the hypothesis for intended outcomes.

Hypothesis (H5) that there were differences in travel behavior and characteristics across the first generation, second generation, third generation emigrants and expats was also proved to be true.

There were statistical significant differences among the four groups on the variables trips, income, expenses in Pakistan, and tour companion, whereas, variable 'Pakistan stay' was not found significant (p<.069) in differentiating the four groups of diaspora.

Hypothesis(H6), that there are differences in the motivational push factors between the first generation, second generation, third generation emigrants and expats, was partially supported on the factor 'obligation' (p<.03), despite other differences among the four groups at factor and variable levels.

The results of data used for emigrants and expats were determined by extracting the data from main survey instrument and with the marginal mean analysis. It is determined that both the groups scored highly on factors of socialization and family/fun, however, expats have scored higher than emigrants. And expats also scored higher than emigrants on the factors of Rest/relaxation, whereas, emigrants were highly motivated than expats on the factors of lean / explore, and obligations. Therefore, the hypothesis (6) is partially proved to be correct.

First generation emigrants scored relatively higher on variable 'obligation' than 2nd and 3rd generations, whereas, its score on variable 'religious participation' was in the middle of 1st and 3rd generation. 2nd and 3rd generations also scored highly on the variables 'quality time with family' and 'fun/entertainment' than 1st generation. Similarly, their comparative score was higher on factor 'learn/explore'

Hypothesis (7) that diaspora help locals to travel abroad and hypothesis (8) that expats and emigrants extend material support to locals proved correct (p<.001)

Analysis

After achieving the results of data analysis and hypothesis tastings, this study proceeds to discuss the findings under the light of hypothesis tastings to explore the diaspora travel behavior of four clusters and additional analysis done under citizenship status and classification based upon permanent emigrants and temporary migrants like expats and generations of emigrants. Socio demographics, diaspora related behavior and travel characteristics along with pull based destination attributes are analyzed for further implications and marketing prospects.

The tables on next pages produce the outcomes of analysis of the data generated, analyzed and presented in previous chapters in a tabulated and summarized form.

Diaspora Travel Behavior	All	Inactive travelers (n=42, 13.4%)	Family travelers (n=116, 36.9%)	Social travelers (n=67, 21.3%)	Home region travelers (n=89,28.3)
Table 4.32 Summary of Traits of Mixed Group of Diaspora Travelers					
Socio-demographics					
Gender	Male (81.5%)[a]	Male (85.7%)[b]	Male (83.6 %)	Male (81.9) %)	Male (77.5 %)
Age(years)	36.33	36.17	32.28	43.22	36.52
Education	Graduate	Graduate/postgraduat	Post graduate	Inter-mediate	Graduate
Occupation	Employee Stud/bus	Employee/ Student	Employee/ Student	Business/Employee	Employee Stud/Bus
Income(US$)[ns]	$31,000^z$	30,000	34500	30,000	28500
Diaspora related behavior and travel characteristics					
Material support to	Yes	64.3%[b]	64.7%	76.1%	70.8%
Help travel(helpers)	108	11(26.19%)	24(20.68%)	36(53.73%)	37(41.57%)
Help travel(helped)	418	48	79	152	140
Real estate	36.1%[a]	35.7%[b]	27.6%	52.2%	36.0%
Investment [ns]	35.4%[a]	35.7%[b]	37.1%	32.8%	34.8%
Zakat[ns]	62.1%[a]	54.8%[b]	58.6%	68.7%	62.1%
Sudqaa	70.1%[a]	54.8%[b]	68.1%	80.6%	71.9%
Khairaat	60.5%[a]	59.5%[b]	50.9%	71.6%	65.2%
Trips	7.80	6.07	5.97	10.40	8.94
Stay [ns]	46.61	56.27	39.16	39.93	56.66
Travel Expenses [ns]	middle	middle	middle	upper	middle

Travel party (%)[ns]	alone(51)	alone(52)	alone(45)	alone(60)	alone(52)
	family(26)	family(26)	family(26)	family(27)	family(25)
	spouse(19)	spouse(19)	spouse(26)	spouse(9)	spouse(19)
Pull based destination attributes					
Shopping [ns]	4.42[e]	4.35	4.43	4.46	4.41
Dining /Dir. Flight[ns]	3.81	3.72	3.92	3.86	3.67
Destination Benefits[ns]	3.47	3.38	3.39	3.63	3.48
Heritage	3.35	3.30	3.23	3.59	3.36
Satisfaction	6.48	5.64	6.12	7.18	6.83

ns=no significant differences

a% of all clusters

b% of within cluster

[e]mean scores measured on five Likert type scale (1=not at all important, 2=not very important, 3=neutral, 4=somewhat important, 5=very important

z=round figures

Expenses=low =below 1,00,000PKR, middle= between 1,00,001- 2,00,000 upper above 3,00,000

Table 4.33

Summary of Traits of Expats and Emigrants					
Diaspora Travel Behavior	All	1st generation	2nd generation	3rd generation	Expats
Socio-demographics					
Gender	Male	87.6%[b]	47%	40%	93.8%
	Female	12.4%	60%	52.9%	6.2%
Age(years)	36.33	45.91	30.33	28	33.97
Education	Graduate	Graduate/ post grad	Inter/graduate	Inter/graduate	Postgrad /PhD
Occupation	Employee Stud/Bus	Employee/ Business	Stud/Emp/ Business	Students/ Employee	Employee/ Stud/Bus

Income(US$) [ns]	31,000[z]	42,700	37,000	42,700	21,000
Diaspora related behavior and travel characteristics					
Material Suppport[ns]	68.8%[a]	84.3%[b]	52.9%	66.7%	62.8%
Travel Sponsorship	108(34.39	57(64%)	8(6.86)%	3(20)%	40(25.16%)
Travel	418	229	40	6	143
Real estate	36.1%	56.2%	9.8%	13.3%	35.5%
Investment [ns]	35.4%	49.4%	13.7%	26.7%	34.8%
Zakaat[ns]	62.1%	69.7%	45.1%	40%	65.2%
Sudaqaa	70.1%	83.1%	60.8%	40%	68.4
Khairaat	60.5%	80.9%	39.2%	26.7%	59.4%
Trips to Pakistan	7.80	13.04	4.51	5.07	6.13
Length of stay [ns (days)]	46.61	44.08	61.76	77.47	40.10
Travel expenses	middle	upper	middle	middle	low
Travel party (%)[ns]	alone(51) family(26) spouse(19) spouse(19)	spouse(34) family(24)al one(42)	alone(13) FR(10) family(70)	alone(13.3) family(67) spouse(13)	alone(73.5) family(7)sp ouse(16)
Pull based destination attributes(means)					
Shopping [ns, e]	4.42[a]	4.51[b]	4.58	4.73	4.27
Safety	3.98	4.25	3.62	3.35	4.03
Dining /Direct flight	3.81	3.91	4.21	3.80	3.61
Destination Benefits	3.47[ns]	3.62	3.51	3.53	3.39
Heritage	3.35	3.51	3.50	3.33	3.22
Satisfaction [ns]	6.48	6.76	6.37	5.93	6.43

ns=no significant differences

a% of all clusters

b% of within cluster

[e]mean scores measured on five Likert type scale (1=not at all important, 2=not very important, 3=neutral, 4=somewhat important, 5=very important

Expenses=low =below 1,00,000PKR, middle= between 1,00,001- 2,00,000 upper above 3,00,00

Satisfaction

Majority of the travelers were satisfied by the their journey to Pakistan as is testified by findings measuring 6.48 on a scale where 1 was equated with very unsatisfied and 10 was marked to show the highest level of satisfaction. Four diaspora clusters, namely, Inactive travelers, Family travelers, Social travelers and Home Region travelers diaspora had significant (p<.01) differences among them on satisfaction. Social travelers were highly satisfied (7.18) among all diapsora followed by Home Region diaspora, who scored (6.83) on the scale, whereas, Family travelers were the third satisfied group of travelers (6.12). Inactive travelers were least satisfied group of diaspora travelers (5.64)

The satisfaction was also analyzed to reflect the opinion of expats and emigrants. All the groups of emigrants and expats depicted fairly high satisfaction with insignificant differences among them (p<.66). First generation of emigrants were the most satisfied (6.76) group of travelers followed by Pakistani expats, who scored (6.43) on the scale of 1-10 to register their satisfaction. Second and third generations of diaspora were less satisfied as they scored (6.37) and (5.93), respectively, on the same scale.

CHAPTER 5   DISCUSSION AND CONCLUSIONS

5.1   Summary

The summary of the research resulted into profiling of travelers into four specific groups, and discussion on the results is presented in this chapter. The diaspora tourists were profiled according to socio demographic variables used in the study, diaspora behavior of the travelers, and travel characteristics and destination attributes, etc. The profiles of four diaspora groups were reflecting type of typologies; one based upon motivations and other based upon citizenship status and genealogical pattern like first, second and third generations of emigrants to understand diaspora travel motivations and patterns in light of similarities and differences among the travelers. Four groups did shows distinct differences despite having similarities on some points. Marketing and managerial strategies could be better offered and implanted under the light of study results.

Despite differences among the four clusters of diaspora travelers, there were similarities in their travel and behavior while visiting the country of origin. Majority of diaspora were young, well educated, males, and workers or doing business abroad other than studying. They were mostly traveling alone, and indulged in similar diasporic activities and behavior at country of origin like contributing toward the welfare of locals through material help and support, staying at their own home, family homes, or relatives and friends home while in Pakistan. Only a small segment of travelers stayed in hotels, who were mostly emigrants or professionals on business trips. Majority was in middle-income group, spent around US$30,000, and had interest in real estate and/or other investment schemes of the country of origin. Social and religiously motivated activities of diaspora included alms giving, charitable deeds and donations to local people. Majority did not have any safety issue while travelling in Pakistan and mostly were satisfied with their visit to Pakistan. These findings could become the basis of any development or managerial scheme of actions undertaken to promote tourism or related developmental schemes at the destination, accordingly. In the light of findings of study through survey and interviews, it is further suggested that centers for research and studies on diaspora may be set up with the cooperation of public and private organizations at homeland and abroad.

There is need to enhance public and private efforts to strengthen the social and cultural ties with diaspora. Their support may add significant value into current investment efforts and social and cultural uplift schemes at country of origin through better encouragement by government at higher levels like awarding the diaspora members for significant contributions towards such schemes of actions. There is also need to ease rules and regulations for assisting diaspora in travelling to home country and it could be done by providing document processing facilities/services/means near to their place of residences or major cities of diaspora concentration abroad. Establishing and maintaining databases containing information on expatriates and emigrants of Pakistan origin catering their needs could help improve mutual ties, tourism visitations, investment, research and access facilities. The tourism and other marketing efforts should be launched in a way, which matches the diasporas' needs and aspirations.

5.2   Discussion

Similarities and Differences among Diaspora

Socio-demographics

The sample of Pakistani diaspora who were going to visit Pakistan was largely consisted of males, with average age of 36.33 years, employees, students and business persons. The majority of respondents were university graduates who earned 31,000 US$ annually. There four clusters had more males, which shows the dominant role of male in Pakistani diaspora. However, Pakistani emigrants showed different trend as compared to Pakistani expats. Emigrant travelers were having more female tourists among them, especially, 2nd and 3rd generations of emigrants were consisting of 52.9% and 60% females, respectively, as compared to expats and 1st generation visitors who were consisted of 12.4% and 6.2% females, respectively. Pakistani expats were mostly temporary workers and students, who lived abroad alone, whereas, emigrants were living permanently overseas with families and traveled to Pakistan mostly in groups. Pakistani workers and student abroad seemed to be the males and small percentage consisted of females.

Age

While comparing four clusters, it was found that Family traveler diaspora were mostly in younger groups than others and Social travelers' diasporas were the older ones as compared to Home region and Inactive travelers, who were of same age group. First generation emigrants (45years)were the oldest in all groups, while 3rd generation emigrants were the youngest among all followed by 2nd generation and expats. Mostly, first generation emigrants had left Pakistan long ago, and their second and third generations were born abroad. Pakistani expats, mostly workers and student were young reflecting the needs and nature of their professions- work and studies. Mostly Pakistani expats such as students in Europe, Americas and Australia prolonged their stay after studies and engaged in earning livelihood through self employment or businesses.

Occupation

There were differences among the four diaspora groups as Social travelers diasporas were mostly engaged in earning activities and fell in business and employment categories, whereas, Inactive travelers and Family travelers diasporas were employees or students and Home region diasporas were spread among three professions, employees, students and business. First generation of Pakistani emigrants were mostly employees and self employed or business persons, whereas second and third generation travelers were students and employees. Pakistani expats also spread among three professions- employees, students and businesses.

Education

 There were differences among the four diaspora clusters at education level as the Family travelers were highly educated having post graduate or PhD degrees, followed by Inactive travelers with post graduates and graduate degrees. Whereas, Social travelers were least educated- intermediate level of education followed by Home region visitors who were educated up to graduate level. Pakistani Expats travelers were highly educated among all the four groups as they possessed postgraduate or higher education followed by first generation emigrants who were mostly educated up to graduate or postgraduate levels. Second and third generation emigrants were possessing intermediate and graduate degrees. It showed that expats were highly educated group of travelers followed by first generation of emigrants. Pakistani expats were mobile, highly educated and eager to roam around the globe for educational and work opportunities.

Household income

 Annual household income of four diaspora groups and expats and emigrants was not statistically significant to differentiate any group of traveler from other. However, Family travelers diaspora were highest paid among the four clusters, and Home region diaspora the least, whereas, first and third generation of emigrants were highly paid as compared to expats, who were the least income earners among the groups. Expats were mostly students and workers, whose income could not be matched with emigrants who were the nationals of developed countries with fulltime jobs and having better earning opportunities as compared to Pakistani expats who were either students- living on low incomes, and workers in low income groups in Middle Eastern countries or in developed countries at entry level or low paid jobs. .

Diaspora Related Behavior and Travel Characteristics

This study found that diaspora was highly supportive of Pakistani people while traveling to, living in Pakistan. They took active part in social and religious activities, and their material support to friends, family members and other was statistically significant to differentiate the four traveler groups. Besides, helping local communities for their financial needs through Islamic compulsory donations and charitable actions like zaakat, sudqaa and khairaat, they were also keen in undertaking investment activities in Pakistan. Religious activities of diaspora, included payment of money to needy and poor or people who were considered qualified to receive such alms, were significantly important in differentiating the four clusters. More than 68% diaspora travelers reported of paying material support to local community members in Pakistan. Among them, more than 34% sponsored their friends, kin, and kith to travel abroad. Mostly such travelling occurs while someone wanted to go abroad to perform religious obligations such as Ummra and Hajj or to visit friend and family members abroad. Some people, in need of jobs in countries like Middle East also got financial and logistics help from the visiting diaspora. Such a significant support to locals was reported by 36% of sample respondents. Diaspora travelled mostly alone and undertook 7 to 8 trips to Pakistan, and stayed there

around 46 days, in average. Majority of respondents stayed at homes of their family, friends and relatives. A few members number of diaspora stayed at hotels.

In light of above findings further discussion is undertaken to delineate the similarities and differences among the groups. Diaspora had statistically significant differences among the groups regarding provision of material support to locals. Social travelers provided more material help to locals followed by Home region travelers, whereas, Inactive travelers and Family travelers groups were equal in percentage in providing such a help. First generation of emigrants scored highest percentage (84.3%) while reporting their material support to locals followed by third generation and expats.

Emigrants of Pakistan origin were actively engaged in helping people in Pakistan to travel abroad. Pakistani expats were found to be very generous among all to extend their resources to help materialize the travel needs of their family members, friends, relatives and others closely related people to visit foreign lands. Normally, such visits were religiously motivated as to perform religious obligations of Hajj and Ummra in Saudi Arabia, or places of religious importance in Middle Eastern countries, or visiting family members in abroad and other seek job abroad. These actions of expats and emigrants contribute significantly towards visits and mobility of the locals and broaden the scope of emigration to foreign lands. Diaspora was found to be the agent of change in creating such an opportunities and source of funding and motivation, ultimately increasing the number of local peoples' journey to foreign lands. Social travelers were the largest group of helpers followed by Home region travelers to sponsor locals' journeys abroad. Similarly, both the groups sponsored highest number of people, 152 and 140 respectively, to undertake foreign visits. Expats were large in number who sponsored locals' visits abroad and in same way sent more local people out of country than all other groups. First generation emigrants were the second largest group of sponsors, and in terms of number of people who got such benefits from them, whereas, second and third generations travelers were found to be less motivated in providing such a benefit to locals.

Real Estate Investment

The study revealed different patterns among the groups on this variable. This parameter of study significantly differentiated groups from each other. Social travelers were the highest real estate investors in Pakistan followed by Inactive travelers and Home region travelers, whereas, Family travelers scored low on this investment variable. First generation emigrants were found to be more active in buying real estate in Pakistan. Pakistani expat were second largest group of diaspora who invested in this sector in Pakistan. Other investment options were not found to differentiate groups at significant levels despite considerable interest by all the groups, especially first generation emigrants and expats.

Alms giving and donations

People of Pakistan origin were found to be generous donors, alms providers and engaged in charitable activities in Pakistan. Paying Zakaat is a mandatory Islamic principle, and every eligible Muslims has to pay 2.5% of annual savings, exceeding the basic needs. The eligible people to receive such money fell in lower economic order of the society, and those who could not meet their basic needs or in state of serious financial or social crises. Similarly, Sudqaa and Khairaat are Islamic traditions based upon charitable actions, wherein, people extend financial and material donations to needy to seek the blessings of God. Diasporas were actively engaged in extending their support to financially constrained segment of society in Pakistan. All the four clusters of diaspora were found equally engaged in charitable activities, like sudqas and khairaat, which differentiated the clusters significantly at cluster levels except Zakaat. Social travelers were major contributors of Sudqaa followed by Home region travelers and both the group did equally well in providing khairaat to needy as compared to other clusters. By comparing the emigrants and expats on same variable, it was found that all variables zakaat, sudqaa and khairat differentiated groups from each other at a statistically significant level. Members belonging to first generation of emigrants were major contributors of zakat, sadqaas and khairat to people in Pakistan followed by expats, and second and third generation emigrants followed the order in same sequence. Donations and charity organizations play major role in alleviating the needs of lower strata of society in a significant manner. People of Pakistan origin and workers abroad send money to these organizations regularly and a number of schools, seminaries and social institutions are finding lifelines extended by a number of generous entities.

Diaspora travel length

Diaspora stay in Pakistan is longer and travelers spend more than 46 days in average in Pakistan while visiting it. This particular variable could not differentiate the groups from each other, significantly. Home region travelers and Inactive travelers were mostly staying longer (56 days) than Family travelers and Social travelers (39 days).Analysis of data showed that length of stay did well in differentiating the four groups of diaspora on citizenship basis or on genealogical grounds. Third generation of emigrants stayed much longer (77days as compared to expats (40days), and second generation of emigrants were found to be enjoy longer time (61days) in Pakistan than first generation (44days). It reveals that current generations of emigrants were keener in staying longer while visiting Pakistan. Pakistan workers and students lagged behind the emigrants in the period spent in Pakistan on holidays. Perhaps their work and study related issues curtailed their time to live and enjoy while back home, whereas, emigrants had more time to spend away from their current home abroad.

Travel Party

Majority of diaspora traveled to Pakistan alone and rest of the visitors were accompanied by family members and spouse. The travel party variable could not differentiate the

diaspora groups in a statistically significant way. However, Social traveler were more loner than others, and Family travelers were found traveling more in groups composed of family members or spouses.

Analyzing the same variables on nationality basis, it was revealed that it could not differentiate the groups significantly again but showed that expats travelled almost lonely than emigrants. First and third generations of emigrants were mostly travelling along with family members and spouses. The findings were supported by the fact that travel is also used to establish and maintain social contacts as found by Patmore (1983). Majority of Pakistani expats were workers and students who were living abroad alone and traveled to their homeland to unite with family and friends living there permanently, therefore, this groups was very different from emigrants, who were settled abroad and returned to home of their ancestors in groups composed of close friends, relatives and family members.

Travel expenses in Pakistan

While analyzing the four cluster on this variable, it was found that there were not major differences among the four clusters despite Social travelers groups' spending falling in upper level(3,00,000+ PKR) than the rest who reported their travel expenses in middle group (1,00,000-2,00,000 PKR).The same variable showed different behavior once analyzed under the nationality/genealogical identity of travelers, wherein, it statistically significant way differentiated the groups from each other. First generation of emigrants spent lavishly (3,00,000+PKR) on the travelling needs in Pakistan followed by second and third generations of emigrants. Pakistani expats were very conservative spenders while in home country and became the least spender of money among the diaspora. Their professional status justify their low spending as they might be earning less abroad and saving more for family back home. Emigrants spent more while travelling in Pakistan as their trip might be more leisure oriented and exploratory than expats who come to rest and relax, and stay at home.

Pull based destination attributes

Diaspora of Pakistan living abroad while visiting country of origin- considered a number of factors important to their visit including shopping, safety, dining experiences/direct flight, destination benefits and heritage-natural and cultural. Shopping was a very important factor for all the travelers; however, it could not differentiate groups from each other due to very high percentage of travelers were engaged in it while in Pakistan. The shoppers were mostly staying in their family homes and their shopping interests included a host of items like culturally significant foods and sweets, locally produced utensils or artifacts, farm foods, clothing, jewelry and household items. The shopping places like, bazaars, shopping centers and city centers were found to be the major attractions for all.

Safety

The most importance finding was the importance of safety, especially, under given safety conditions in Pakistan. Despite a considerable violence related to terrorism, the diaspora travelers were found to be more than willing to visit Pakistan. In response to one question regarding willingness to travel to Pakistan; a significant majority showed their determination to visit the destination Pakistan, and they could not find safety as a negative factor or an element of hindrance to their visit programs. It could be due to their attachment to the land and people and their sense of obligations. They were eager to visit the land of their loved ones to fulfill their religious and social obligations; especially the emigrants from UK had indicated very high importance for participating in socio religious activities and performing obligatory actions in Pakistan during their visit. The violence could not deter their planning and safety was not considered a negative element of the destination, the fact was reinforced by another finding that they did not had any safety problem in Pakistan while visiting the place in past.

Moreover, the safety factor differentiated the four clusters significantly. Social travelers and Home region diasporas considered Pakistan more safer place than Inactive travelers and Family travelers. The first generation of emigrants and expats considered Pakistan more safer place to visit than second and third generation of emigrants. Third generation emigrants were relatively cautious and concerned about safety issues while visiting Pakistan. As Pakistani expats were mostly students, workers and self employed business persons, and had very strong linkage with land and its people, thus, were not found to be bothered by the ongoing violence and were very willing to visit, whereas, emigrants could have relatively weaker bondage with the place and people and could have second options to stay put and wait for better times.

Destination benefits

Destination benefits was very important factor for all the clusters as relatively cheap travelling, shopping, and foods were considered very important destination factor by all the groups, and as such it could not become a differentiating factor for any group of diaspora.

Heritage

Heritage was differentiating factor among the four clusters and groups of emigrants and diaspora. Visiting museums, old gardens and natural places in northern Pakistan was considered an important factor by all despite variation of liking among the groups. Pakistan is very rich in cultural and natural heritage. It's very diverse archaeological heritage dating back to Stone Age and lush green valleys, rivers, lakes and highest peaks in the world makes it a destination of choice for people from all around the world. Social travelers and Home region travelers considered heritage more important element of the destination than Family travelers and Inactive travelers. Home region and Social travelers visited more cultural and natural heritage places while in Pakistan than others who were either socializing or resting in home than choosing field activities.

Among the emigrants, first and second generation visitors considered heritage assets of Pakistan worth their visit as compared to expats and third generation of emigrants. Emigrants were more mobile than expats while touring Pakistan. Emigrants had shown keen motivation in learning and exploring the country, its heritage and people. Interest in country's natural heritage was also a major travel-motivating factor for them. They wanted to travel to places of natural beauty including the highest peaks of the world, lakes, forests, and to participate in mountaineering, expeditions, and adventurous activates and stay in resorts surrounded by lush green valleys, or spend time on the rooftop of Himalaya or/and in the northern areas f Pakistan.

5.2.1   Marketing Implications

Pakistani diaspora was found to be very mobile, frequent traveler, high spender, philanthropically active, and contributing toward the welfares of locals, helping them materially and creating opportunities for their travel abroad to meet their social, economic and spiritual needs and explore the world around them. It helped create an atmosphere of added mobility, healthy relationship among the family, friends and relatives and catalyzes locals' desire to explore more, and fuels their desire to launch their own travel plans, which might enable them to emigrate to distant lands one day.

Their passion for Pakistan, its people and heritage was outstanding. Their charitable deeds and philanthropically activities were helping relieve pain and sufferings of lower strata of the society through generous charitable actions as some diaspora-visits were purely meant to provide material benefits, help in day to day life, and some of them were found arranging medical camps to treat patients in groups with the help of locally arranged doctors and some were found engaged in creating further opportunities to serve the economically challenged strata of society by way of establishing hospitals, schools, seminaries, hostels, and free food centers, and some were fund to be supplying medicines, food items and clothing to others for distribution among the needy. While travelling in Pakistan, diaspora were having closer and effective communication with locals as part of socializing needs and getting connected exercise, and in that way they were establishing and cementing stronger ties with the people. Their journey home was more of journey of love, care, passion and relationship building exercise besides relaxing, exploring natural and cultural landscape and identifying and materializing social and economic opportunities. The diasporas spent their time in Pakistan, actively, by engaging ina range of activities- cementing personal relationships with close family members, having entertainment and having fun along family friends and relatives, exploring the countryside, indulging in shopping sprees, tasting the local and regional foods, engaging in charitable deeds and philanthropic activities of durable nature and effect, visiting spiritual places and people for healing and social purposes besides fulfilling religiously motivated obligations.

Mostly, Pakistani expats undertook their journeys to Pakistan without active involvement of agency services or services of tour operators or planners of tour programs. Pakistani expats mostly traveled alone and stayed at family house or their own homes. Their visit

purposes included, having rest and relaxation and getting connected to loved ones and fulfilling familial, social, cultural and religious duties. As compared to emigrants, their spending was low and confined to expenses incurred upon meetings their social needs, rest and recreation, fun and entertainment, socialization and on entertaining relatives and friends. This group of visitors may be focused by the marketers, destination planners and public and private organizations to launch tourism services and products meetings their specific needs. Tour packages, created with proper understanding of the consumers are important for successful destination marketing strategies. Expats' entertainment and rest and relaxation needs could be better served with planned tour packages inside Pakistan for sightseeing, fun and entertainment along with family, friends, and relatives. Quality restaurants with variety of regional foods served in a cultural setting at places near to areas of origin of migrants, workers and expats in Pakistan could better serve their needs. Packaged tour to cultural and heritage places in Pakistan is still at infancy stage, and out of reach of many. Expats' touristic needs and nostalgic appetite could be better served by marketers by launching specially designed and crafted programs for travelling, entertainment and fun in family setting. Students and workers made the majority of expats abroad. This group of tourists was staying in Pakistan for relatively shorter time than emigrants were, and had specifics needs likes better quality with low price products and services. They were found to be involved in investing activities in Pakistan, and could be better served by availability of accurate and authentic data and information about investment and real estate opportunities available to expats in real time. Being highly educated, young, mobile and frequent travelers; expats could be reached and served by electronic media and specially designed websites to meet their needs with satisfaction while abroad or travelling inside Pakistan. There are very few web portals, considered authentic and up-to-date on tourism services, products and investment opportunities available to foreign residents of Pakistan origin.

Establishment of information centers about tourism products and services in major cities abroad at accessible places could serves this group of travelers in a better way. Information kiosks at Pakistan airports have no appropriate desks or information cells specially designed or catering for Pakistani abroad. Uninformed and ill trained service providers and product designers are doomed to failures.

There is urgent need to focus on expats and emigrants while designing products and services for tourism in Pakistan. Data and information management is critical for success in modern world. There is dearth of data and information on Pakistani expats and emigrants abroad. Mostly, people of Pakistan origin living abroad and visiting Pakistan were found complaining about lack of proper information, poor quality services, products and service providers. Diaspora living abroad is used to better quality of services and products abroad, and expect the same while visiting Pakistan. Better travelling facilities, tourism products and opportunities to rest and relax in an appropriate setting are the first needs of diaspora while in Pakistan. During my personal conversations at Pakistani airports with incoming diaspora members, it was found that a majority of Pakistan diaspora were missing all such stuff and were unsatisfied about the quality of available services and products. There seems to be good opportunities for standardized and better products and services for diaspora travelers, who are willing to pay more for quality and

stay longer in Pakistan than any other group of international visitors to Pakistan. Pakistani diaspora were passionate, high spenders, quality conscious, highly educated and better aware tourists and need appropriate response from all stake holders of Pakistan tourism.

Inactive travelers

This group of travelers was relative inactive and scored low on the most of the parameters used to measure travelers' motivation related to destination attributes and travel behavior including diaspora related activities. They remained confined to spending time with families and friends and were not interesting in many social and cultural activities. It seems that these members of diaspora were just coming to spend time at home. Being confined to limited activities, and highly educated members of society, this group could be reached well by marketers who had better tools to promote products and services like electronic media, including television, internet and smart phones to create desired marketing effects for them. Products and services specially designed for such an audience could be offered through e-marketing, web advertisements, cable TV channels, and delivered to them at their place of stay. E-marketing seems to be the best marketing tool for them as their outdoor activities were far lower than other groups of diaspora while visiting Pakistan. This group stays longer but spends less on travelling, shopping and food, except necessities and meeting family needs.

Family travelers

This group of diaspora travelers was active, mobile and young group of tourists, who had profound enthusiasm for Pakistan and its people. It must be the focus of products and services designers, providers and destination marketers, and researchers engaged in tourism development and research, others stakeholders seeking to reach out diasporas who could be focus of their attention for long time to come as family travelers mostly visited Pakistan in groups- along with family members, relatives, friends and spouses, had highest income among all groups, therefore, a suitable group for yielding better results in response to efforts undertaken for research and development activities in tourism sector. Being young and brightest, they were mobile, short term vacationers, who loved to indulge in shopping sprees, experiencing local and regional foods, tasting the food buds at local eateries and foreign franchises offering international food delicacies in Pakistan. This group of diaspora was less motivated to dole out money for charities and donations, however, was very active in investment schemes other than real-estate at Pakistan. Pakistani financial markets offering saving schemes could benefit from their urge to invest for better yields and earn hotly sought after foreign exchange due to low reserves of such a commodity in the country and meager foreign investment which is very low in the region. Public and private entities could focus this group by launching specialized services and products to this international group of tourist, who loves to enjoy Pakistan as travel destination and have strong familial and socio cultural ties. Family travelers were international tourists with local taste and passion for indigenous products and services. Products packaged, offered and served with promise of high quality, under

better environment, customized in local settings could attract the attention of this group for longer benefits.

Social Travelers

This cluster of diaspora seems to be the big-time benefactor of people of Pakistan. Their diverse social, religious, and cultural, tourism activities and interests in Pakistan are very valuable to all the segments of society. Social travelers were mostly business person and employees, middle aged and not highly educated visitors. They were very active in providing material support to locals, extending financial resources to needy and people in lower strata of society; and helped family members, relatives and friends to help realize their dreams of traveling abroad for purposes ranging from performing religious pilgrimages to sacred places in Middles East, or getting jobs in distant but lucrative lands or having socially motivated encounters with family members settled abroad. This group was building long term relationship with locals through their social and religious motivated actions and brought with them valuable energy to mobile resources for further social ties; bridging the gap between new generation of Pakistanis at home and their kith and kin around the globe. Public sector organizations and private entities involved in tourism promotion and product offering must focus this group due to their eagerness to reach out locals, high frequency visits, deep interest in real-estate investments and related offerings. They provide good opportunities to bring in foreign exchange in Pakistani market with greater ease due to their long association with foreign business ventures, professionals, and others engaged in different fields of life. This group of business persons and employees creates a temporary pool of professionals and investors while travelling in Pakistan, who could be focused for future cooperation for investment activities in developmental programs and tourism related infrastructure. Their philanthropic activities and interests could be harnessed for better medical and social uplift schemes and facilities for locals. They were found spending highest amount of money on their travel related needs in Pakistan other than spending generously on range of activities including aid programs, charities, donations to deserved communities and people besides engaging in shopping, travelling and food consumption activities while travelling in Pakistan. They valued economically beneficial tour products like travel related facilities including food, transportation and shopping. Public and private organizations interested in foreign collaboration with people of Pakistan origin in fields of business, investment, finance, real estate, philanthropy and charitable activities could establish links to this group for better productivity and results. Their philanthropically motivated activities, material support and sponsorship of highest number of people to travel abroad revealed their love for locals and land, which was testified by the highest level of satisfaction shown by them during their previous trips to Pakistan. Marketers would need fewer resources to get the attention of Social travelers as compared to others if their underlying message is meant for welfare of people, development of socially motivated uplift schemes, foreign trade and investment opportunities and educational collaboration for benefit of commoners.

Home Region Travelers

Home region travelers group of diaspora was consisted of highest percentage of men, who stayed in Pakistan for longest period of time among all the diaspora travelers. Consisting of low paid employees, business persons and students, this cluster of people of Pakistan origin living abroad, mostly paid return visit for family reunion, rest and recreation, shopping, visiting places of cultural and natural importance and were very satisfied after staying longest period in Pakistan. Despite low income group of tourists, they stayed longer than other diaspora travelers, therefore, indulged longer to cherish the homely environs of land, its culture, and tourism products like natural and cultural heritage places, foods and shopping. Economically feasible products and services with better quality and packages could be designed for this cluster's consumption by marketers. Offerings of products and services in tourism sector with benefits like ease of access, economic gains, value and durability might be considered better marketing strategies to capture this group's attention.

Others like marketers, tour operators, and promotion of country of origin, its tourism products and services, especially for expats, emigrants and their next generations may benefit from the study.

Suggestions and Recommendations

In last paragraphs, implications for the stake holders of destination Pakistan were explored in the light of four clusters of diaspora visitors as it was revealed that all the four groups of diasporas differed from each other in many ways, and similarly there were similarities among them, which could be used for better understanding of diasporas, their travel characteristics and behavior and especially diaspora related activities while traveling Pakistan.

5.2.2   Academic Contributions

The study is first of its kind where a mix of respondents from expats, and three generations of emigrants were studied together for better understanding of their travel motivation to country of origin. Earlier studies on the return visits of migrants were mostly non empirical and conducted within the confines of limited nationalities like Israelis and black Americans. This study has highlighted the relatively ignored group of visitors especially in the context of Muslim world, and would provide better understanding of diasporas' motivation to travel to country of origin. Diaspora travlers were found to be very actives in field of philanthropy, investment; and in socially, culturally and religiously motivated activities while travelling in the country where their parents belonged to or where they find their own origin. It highlights valuable contribution made by diaspora while visiting the destination in terms of economic gains by locals, though generous and unconditional support, and amount of money spent on traveling cavities. This group of travelers is both international in terms of spending behavior and local in terms of period spent, and attachment to the land, people and

heritage. Tourism marketers and researcher need to pay more attention towards diasporas as they are more valuable to the destination not only providing much need foreign exchange but they stay longer, spent more and were very willing to extend generous support to locals, which could not be replicated, easily by others groups of travelers. The study using push and pull motivational framework, illustrated that this mechanism of research could be used effectively for better understanding the disporas's motivation not only by segregating them into groups of push or pull based clusters but though further breakup into groups of nationalities and genealogical orders.

The thesis concludes that using push and pull motivation framework, diaspora tourist could be better profiled by using socio psychological motivation of diaspora travelers visiting their country of origin, reflecting their socio psychological motivation, travel characteristics, destination behavior, and diasporic activities carried out by them while visiting destination. Previously, VFR and migrant tourism studies were mostly carried in developed countries, and on tourists visiting their friends a, relatives and families originating from the countries of origin of emigrants. This study has provided two distinctly different typologies; one reflecting their socio psychological motivation, and other based upon diasporas' citizenship status and genealogical and ancestral connections. Both the typologies revealed interesting and meaningful results, which could be used for better understanding of motivation of diaspora, diaspora touristic behavior at the destination, and further marketing and promotional strategies. Push and Pull motivation framework of research was found useful in understanding the tourist's motivations and results were validated with qualitative and quantitative methods. The typologies of diaspora traveling to their country of origin were found a better tool to analyze the tourist travelling characteristics, behavior, and destination preferences, and findings of the study is useful for academics and practitioners engaged in the study of travel motivation, VFR, migrant tourism, segmentation.

Motivation factors:

To achieve the aims and objectives of the study, push and pull factors of people of Pakistan origin, who planned to return to country of origin from abroad for any purpose, and who had stayed abroad for more than one year, were identified. Push factors helped explained their socio psychological travel motivations as the underlying force to launch their travel plans to country of origin and pull factors identified the destination travel attributes and preferences. Diasporas are under the focus of many studies, but mostly researchers are focusing upon their ethnic, cultural, social and regional aspects and there are very few attempts to understand their motivation to visit the country of origin. Even, little studies to delineate their travel motivation could not go beyond inductive interviews etc. Pakistani diaspora are spread around the globe, and there is very little information available about their travel motivations, behavior and diasporic activities while in country of origin. The result of the study showed that there were five push factors namely obligation, family/fun, learn/explore, escape/relax, and socialization. Pull factors which were extracted out of collected data were seven in number and titled as FR/Ease of access, destination benefits, heritage, shopping, safety, spirituality and dining experience / direct flight. These factors are related to visitors' motivation of diaspora tourism, leisure,

special interest tourism and VFR tourism. This exercise helped to find answers of the questions raised in the first part of study. As there are little empirical studies on diasporas motivation, this study would fill the gap by delineating the diasporas' push and pull factors, which proved to be very useful in clarifying their motivations in clear and meaningful manner.

Categorization of Diaspora tourists

After understanding the push motivation of diaspora tourist though factors analysis, next attempt was made to group them under distinct clusters having same socio- psychological traits indentified by common factors. The analysis confirmed the fact that diasporas were not homogeneous in motivation to travel to Pakistan, and groups identified through factor analysis were clearly distinct from each other and had very clearly different reasons behind their travel objectives. This would add into the existing knowledge and literature on diaspora travel characteristics and behavior as little information is available on this aspect of diaspora travel. It was further revealed that Inactive diaspora was motivated to travel to Pakistan just to spend time with family, friends, and relatives and for fun and entertainment but nor mobile neither actively engaged in other leisure or diasporic activities at the destination. Whereas, Family travelers was mostly travelling to Pakistan for a number of emotionally related reasons such as meeting family, friends, relatives, fun and entertainment, socializing and connection with local people, and learning and exploring the landscape of Pakistan alongside immersing in nostalgic memories of past at the land of their dreams. Fourth group identified and labeled as 'Social travelers' was different from others in respect of their motivations, which were mainly socialization, and learning and exploring cultural and natural assets of Pakistan tourism. The last group was identified as Home region travelers due to their need to have rest and relaxation in the country of origin and to meet their social and religious obligations along with needs to build better relationship by meeting family, friends, relative, and seeking some moments of leisure and pleasure. The identification of factors and clustering of travelers into distinct groups could provide destination managers, planners, and other stake holders to chalk out better strategic planning for tourism and diasporics products and services in future.

Delineation of profiles of distinct diasporic travel behavior

After finding four diaspora groups, who were distinctly different from each others, another exercise was made to explore their behavior related to travelling in Pakistan and activities undertaken by them while touring and living inside the country of their origin. The study found that there were some similarities and some differences, here and there, which were used to profile them in a more meaningful way. This exercise was based upon the original set of hypotheses, which were tested using statistical tools and concepts for authenticity. Hypotheses (H1-H8) resulted in better understanding of tourists travel and behavioral actions, which could play significant role in better planning, management schemes, information driven strategies and marketing campaigns for them while travelling to their country of origin.

Diaspora Clusters and Diversity

Inactive travelers were less mobile, not much interested in exploring, shopping or travel activities at home while touring Pakistan as compared to all other groups. They preferred to stay home and spend time along family friends, and relative and had time to indulge in family related fun and entertainment only.

Family travelers were youngest among all groups but highly educated, well paid travelers who were mostly less interested than other in diasporic activities like helping others, least interested in real estate investment but more willing to go for other investment schemes in country of origin. They were far behind in the number of trips to Pakistan; however, they lead others in terms of number of people who accompanied them while on trip.

Social travelers were the senior most travelers among the diaspora but least educated at the same time. They were a group of tourists who had identified their profession only as business or employment. They were most generous towards local people while traveling and living in Pakistan and contributed significantly more than any other group in terms of material support and helping and sponsoring them to travel abroad for many reasons. They lead all the diaspora visitors in a number of activities including investment, religious alms giving, charity, donations, number of trips to Pakistan, and expenses despite being the loners. They very active shoppers, and believed that safety in Pakistan was not an issues at all as compared to diasporas. They enjoyed many benefits in Pakistan like cheap food, travelling and tourism resources. They cherished natural heritage of Pakistan and were found to be the most satisfied group of travelers.

Home region travelers were different from the rest of clusters as they were better defined in terms of gender due to more representation of females than any other group of tourists. Women constituted around 22.5% of Home region diaspora, who were low paid but stayed much longer while traveling in Pakistan than any other group of diaspora.

5.3   Limitations and Future Directions

The study is first of its kind done in Pakistani context and, especially, about a group of people, who were unique in travel characteristics and behavior. Diaspora is an emerging subject in anthropological, religious and socio cultural studies and a very few studies have focused diapsoras' motivation to travel back to country of origin. Most of studies on diasporas motivation were based on simple interviews and conducted either among the black diaspora or Jewish settlers around the world. None of the studies focused the Muslim diaspora's motivational aspect through empirical techniques. Very few tourism motivational studies have had used religious variable to understand tourist behavior at the destination. As this study has used some variables, which were rarely used for motivational understanding and tourist behavior while travelling, like giving religious alms, charitable actions, material support and helping local to launch travel programs for various purposes. This usage makes this study bit different from the others, and its result

could not be applied to population representing non Muslims, or other regional or ethnic groups.

Though, result and findings of the study were valid, backed by statistical methods and tools, it still was not done randomly as respondents were approached in a selective manner like selected internet websites, social media web pages, groups and help of family, friends and relative to reach their contacts spread all over the world for data collection purposes. Therefore, the use of random research methodology could produce results with different outcomes. The problem to reach people of a specific community, nationality and origin for study purposes is not easy to overcome. In the beginning, an attempt was made to recruit a reputed survey agency in USA, but it declined to undertake the survey due to many practical problems in reaching respondents who were spread all over the globe and whose data was not available easily. Therefore, future research could be conducted in a manner which is random, broader, and larger in scope, spread, region, and area for better mix of respondents and nationalities.

Most of the respondents were well educated and had university degrees, which left a significant group of workers of Pakistan origin, having low level of education, especially, in Middle East outside the review of this study. Future research endeavors could harness this group of diaspora for better representation. The research focuses only people of Pakistan origin living and working abroad; therefore, their distinct religious, cultural and economical profiles may not be useful for understanding expats and emigrants belonging to other nationalities, religious and ethnic groups.

Pakistani diaspora were distinctly different from diasporas of other nationalities such as Israelis or black American who were forced to leave their home, whereas, Pakistan diasporas were living abroad mostly for better living conditions or to gain economical benefits, with free will, and return to their country of origin out of love for people, land, or heritage, or familial obligations, therefore, diasporas travel motivation might differ from region to region and county to county.

The study was based upon the respondents who were either web savvy, educated, workers, students and business persons available on social media sites like Facebook, Yahoo Groups and similar internet portal; thus, they were more males, young, educated and active. Females' ratio in diaspora population is low as generally, only young males move out to distant lands for seeking economical or business opportunities and females follow them later. The expats were males in majority, whereas, emigrants had better gender mix as children of first generation of migrants were better educated, well connected, liberal and eager to provide access and reach as compared to their forefathers.

Future research could be undertaken to gain better mix of first, second, third generation of emigrants and expats. Current study is not evenly balanced as far as number of respondents belonging to 1st, 2nd and 3rd generations of emigrants is concerned. There were more respondents from first generation of emigrants than second generation, who again, were more in number than third generation of emigrants. Geographical bias could be overcome by including more people from diaspora from all over the world, but it

could only be possible if more human and economic resources are deployed for such a study. For individual researchers, it might not be easy to undertake such a big project as funds, time and access to diasporas spread around the globe, needs team work, institutional arrangements, and organizational backing and support.

APPENDIX

Appendix 4.1 Push factors Scree plot
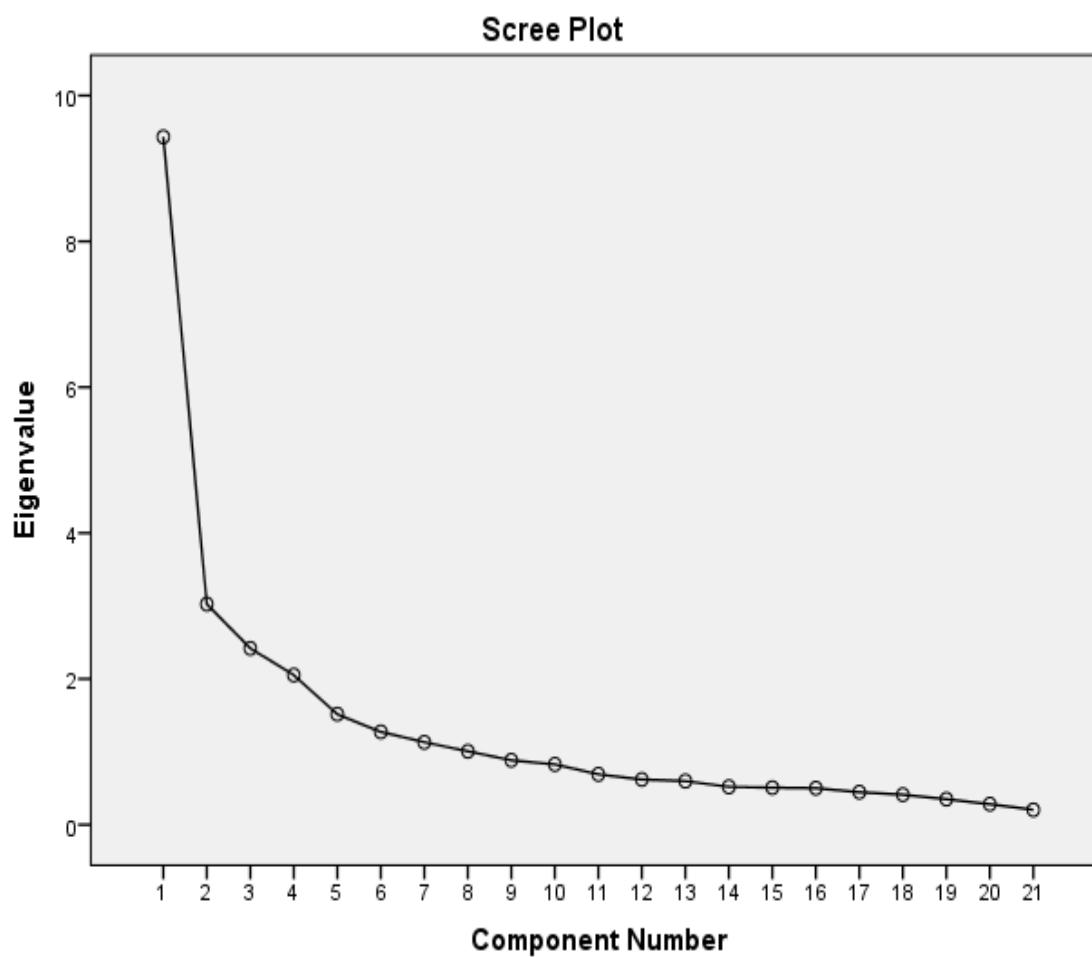
Appendix4.2   Pull FactorsScree plot
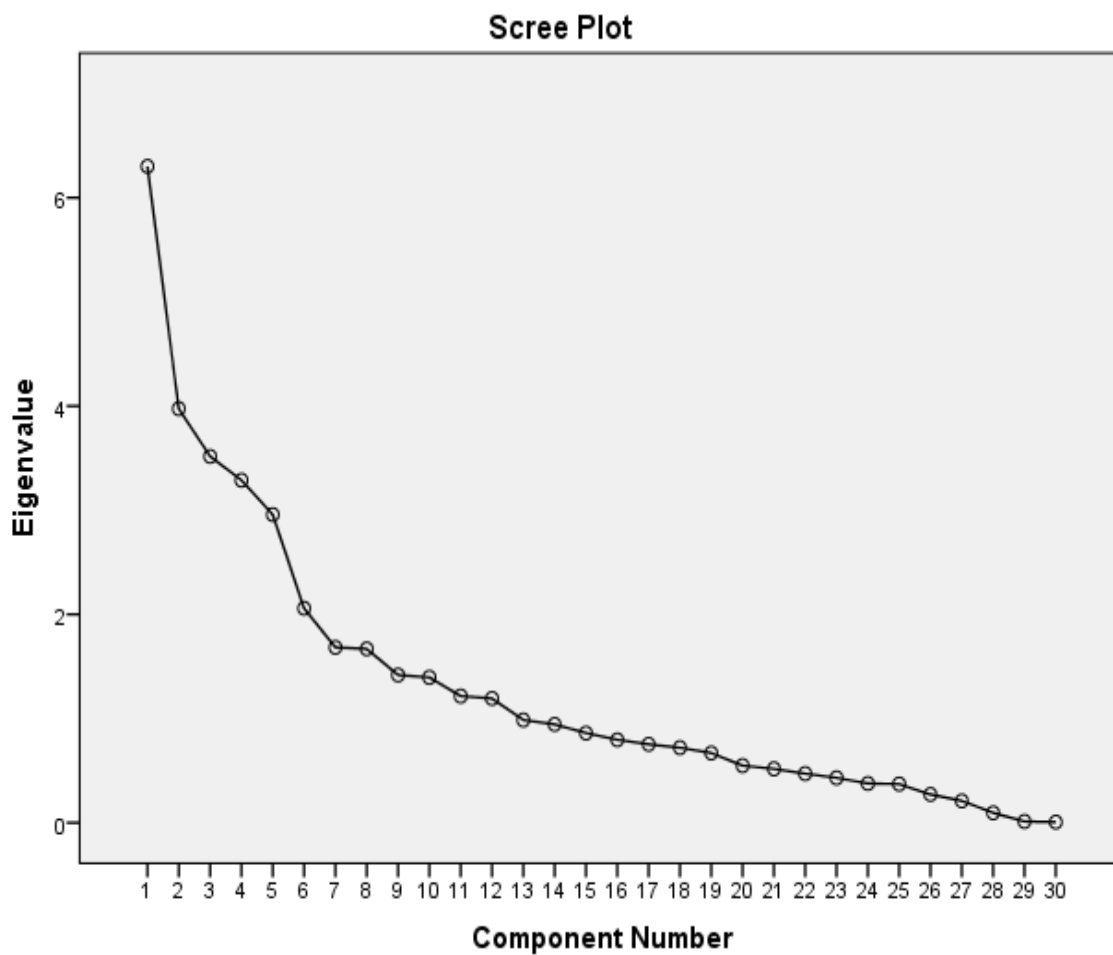
Variables	Appendix 4.3 Ten Pull variables- Un rotated and rescaled									
	Component									
	1	2	3	4	5	6	7	8	9	10
1	.318	-.180	.097	-.009	.252	.060	-.425	-.008	-.038	-.080
2	.417	-.299	.005	.023	.251	.052	-.546	-.076	-.175	.012
3	-.442	.323	-.165	.207	-.173	-.085	.541	.152	.126	.081
4	.303	-.201	-.247	.424	.561	-.106	.160	-.104	.046	-.071
5	.336	-.282	-.100	.419	.625	-.129	.152	.031	-.028	-.081
6	.316	-.256	-.182	.325	.630	-.006	.251	-.025	.068	-.046
7	.286	.041	-.326	-.787	.205	-.190	.142	-.098	-.111	.140
8	.346	-.038	.488	.015	-.038	.000	.157	.029	-.191	-.058
9	.239	-.054	.746	-.273	.109	-.122	.122	.367	-.113	-.161
10	.266	-.003	.478	.229	.131	-.063	.115	.138	-.013	.663
11	.390	.346	-.288	.242	-.140	.112	.040	.202	-.483	-.014
12	.372	-.013	-.037	-.040	-.133	.141	-.138	.035	.023	.133
13	.630	-.355	-.161	.068	-.483	-.170	.162	-.045	.014	-.081
14	.261	-.055	-.209	-.163	.191	-.034	.113	.093	.146	.048
15	.510	.017	.178	.022	-.136	.204	.220	-.197	-.224	-.351
16	.540	-.406	-.012	.134	-.344	-.310	-.075	-.037	.154	.092
17	.079	-.004	-.033	.102	-.081	-.018	-.117	.184	.038	.001
18	.081	-.101	-.136	.084	-.228	-.123	-.172	.143	.150	.125
19	-.086	-.027	.000	-.026	-.154	.044	.029	.036	.118	.089
20	.150	-.119	.219	.016	-.028	.022	-.176	.313	.224	.163
21	.311	.695	-.169	.102	.105	-.339	-.262	.153	.136	-.009

22	.234	.242	-.091	.063	.088	.331	.003	.044	-.104	-.008
23	.505	.268	-.101	.110	-.132	.503	.020	-.018	-.121	.191
24	.484	.068	-.124	-.264	.072	.404	.053	.326	.499	-.196
25	.624	.189	-.037	-.017	-.011	.346	.026	-.083	.095	.200
26	.320	.051	-.307	-.778	.218	-.201	.136	-.069	-.119	.161
27	.404	.749	.181	.140	.000	-.305	-.029	-.180	.086	-.123
28	.246	-.049	.755	-.275	.105	-.114	.117	.352	-.107	-.186
29	.273	-.003	.487	.238	.120	-.062	.115	.121	-.022	.456
30	.094	.098	.526	-.092	.053	.164	.105	-.625	.205	.035

Appendix 4.4							
Multiple comparisons between clusters and factor							
Dependent Variable	(I) Cluster No of cases	(J) Cluster No of cases	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
F1 Obligations	1	2	-.68624884*	.15622844	.000	-1.0897900	-.2827077
		3	-.98893403*	.17074043	.000	-1.4299600	-.5479081
		4	-1.56929565*	.16240567	.000	-1.9887927	-1.1497986
	2	1	.68624884*	.15622844	.000	.2827077	1.0897900
		3	-.30268519	.13312031	.106	-.6465376	.0411672
		4	-.88304681*	.12224697	.000	-1.1988132	-.5672804
	3	1	.98893403*	.17074043	.000	.5479081	1.4299600
		2	.30268519	.13312031	.106	-.0411672	.6465376
		4	-.58036162*	.14031855	.000	-.9428072	-.2179160
	4	1	1.56929565*	.16240567	.000	1.1497986	1.9887927
		2	.88304681*	.12224697	.000	.5672804	1.1988132
		3	.58036162*	.14031855	.000	.2179160	.9428072
F2 Family / Fun	1	2	-1.23773163*	.12767856	.000	-1.5675279	-.9079354
		3	.61889455*	.13953857	.000	.2584636	.9793255
		4	-.40711837*	.13272693	.013	-.7499547	-.0642820
	2	1	1.23773163*	.12767856	.000	.9079354	1.5675279
		3	1.85662618*	.10879331	.000	1.5756109	2.1376415
		4	.83061327*	.09990702	.000	.5725514	1.0886751

	3	1	-.61889455*	.13953857	.000	-.9793255	-.2584636
		2	-1.85662618*	.10879331	.000	-2.1376415	-1.5756109
		4	-1.02601291*	.11467611	.000	-1.3222236	-.7298022
	4	1	.40711837*	.13272693	.013	.0642820	.7499547
		2	-.83061327*	.09990702	.000	-1.0886751	-.5725514
		3	1.02601291*	.11467611	.000	.7298022	1.3222236
F3 Learn / Explore	1	2	.21652448	.17808985	.617	-.2434852	.6765341
		3	.35920864	.19463255	.254	-.1435311	.8619484
		4	.53772629*	.18513148	.020	.0595280	1.0159246
	2	1	-.21652448	.17808985	.617	-.6765341	.2434852
		3	.14268416	.15174815	.783	-.2492844	.5346527
		4	.32120181	.13935328	.099	-.0387505	.6811541
	3	1	-.35920864	.19463255	.254	-.8619484	.1435311
		2	-.14268416	.15174815	.783	-.5346527	.2492844
		4	.17851765	.15995365	.680	-.2346458	.5916811
	4	1	-.53772629*	.18513148	.020	-1.0159246	-.0595280
		2	-.32120181	.13935328	.099	-.6811541	.0387505
		3	-.17851765	.15995365	.680	-.5916811	.2346458
F4 Escape / Relax	1	2	.00785854	.15346895	1.000	-.3885548	.4042719
		3	.28939364	.16772462	.312	-.1438424	.7226297
		4	-1.05794672*	.15953707	.000	-1.4700342	-.6458593
	2	1	-.00785854	.15346895	1.000	-.4042719	.3885548
		3	.28153510	.13076899	.139	-.0562438	.6193140

		4	-1.06580526*	.12008771	.000	-1.3759942	-.7556163
	3	1	-.28939364	.16772462	.312	-.7226297	.1438424
		2	-.28153510	.13076899	.139	-.6193140	.0562438
		4	-1.34734036*	.13784008	.000	-1.7033840	-.9912967
	4	1	1.05794672*	.15953707	.000	.6458593	1.4700342
		2	1.06580526*	.12008771	.000	.7556163	1.3759942
		3	1.34734036*	.13784008	.000	.9912967	1.7033840
F5 Socialize / Connect	1	2	-1.77950312*	.13608415	.000	-2.1310112	-1.4279950
		3	-2.10732543*	.14872496	.000	-2.4914850	-1.7231659
		4	-1.18728847*	.14146489	.000	-1.5526951	-.8218818
	2	1	1.77950312*	.13608415	.000	1.4279950	2.1310112
		3	-.32782231*	.11595562	.026	-.6273380	-.0283066
		4	.59221464*	.10648430	.000	.3171636	.8672657
	3	1	2.10732543*	.14872496	.000	1.7231659	2.4914850
		2	.32782231*	.11595562	.026	.0283066	.6273380
		4	.92003695*	.12222570	.000	.6043255	1.2357484
	4	1	1.18728847*	.14146489	.000	.8218818	1.5526951
		2	-.59221464*	.10648430	.000	-.8672657	-.3171636
		3	-.92003695*	.12222570	.000	-1.2357484	-.6043255
*. The mean difference is significant at the 0.05 level.							

```
        Canonical Discriminant Function 2     Territorial map Appendix (4.5)
       -8.0      -6.0      -4.0      -2.0       .0       2.0       4.0       6.0       8.0
       +---------+---------+---------+---------+---------+---------+---------+---------+
  8.0 +                                          14                        442        +
      I                                          14                       422         I
      I                                          14                      442          I
      I                                          14                     422           I
      I                                          14                    442            I
      I                                          14                   422             I
  6.0 +         +         +         +         +  14       +         +    42    +       +
      I                                          14                 442                I
      I                                          14                422                 I
      I                                         14               442                   I
      I                                         14              422                    I
      I                                         14             442                     I
  4.0 +         +         +         +           14       +   422   +         +         +
      I                                         14           442                       I
      I                                        14          422                         I
      I                                        14         442                          I
      I                                        14        422                           I
      I                                        14       42                             I
  2.0 +         +         +         +          14   +     442 +         +         +     +
      I                                        14       422                            I
      I                                  *C    14      442                             I
      I                                       14      422                              I
      I                                       14     4*2C                              I
      I                                      114     422                               I
   .0 +         +         +        11111133344442+     * C  +         +         +      +
      I                         1111111333333   3332                                   I
      I                      1111113333333           32                                I
      I                   1111111333333              322                               I
      I11111113333333                               332                                I
      I333333                                * C    32                                 I
 -2.0 +         +         +         +        + 32   +         +         +         +     +
      I                                         32                                     I
      I                                        322                                     I
      I                                        332                                     I
      I                                         32                                     I
      I                                         32                                     I
 -4.0 +         +         +         +         + 32      +         +         +          +
      I                                         322                                    I
      I                                          332                                   I
      I                                          32                                    I
      I                                          32                                    I
      I                                          322                                   I
 -6.0 +         +         +         +         +   332+        +         +              +
      I                                            32                                  I
      I                                            32                                  I
      I                                            32                                  I
      I                                            322                                 I
      I                                            332                                 I
 -8.0 +                                            32                                  +
       +---------+---------+---------+---------+---------+---------+---------+---------+
       -8.0      -6.0      -4.0      -2.0       .0       2.0       4.0       6.0       8.0
                          Canonical Discriminant Function 1
```

Appendix 4.6

TOURISM SURVEY

This survey is being conducted for research as a part of PhD program in tourism at Jeju National University, South Korea. The study is designed to understand travel motivation of Pakistan bound visitors having roots in Pakistan. You are requested to complete this questionnaire, which would not take more than 10 minutes. Your participation is highly appreciated. The data would be kept confidential for all purposes.

Thank you very much.

Researcher: Jamil Ahmed Chaudhry, PhD candidate, School of Business and Economics, Jeju National University, South Korea,

Contact: jamil.a.chaudhry@gmail.comPhone: Pakistan +923335254252, South Korea +821058099532

Question No1	All questions may please be answered Please rate your answer by putting X over appropriate digit. (Strongly Agree ◄….5…..4……3……2……1 Strongly Disagree ► **To what extent do you agree or disagree with the following statements?** **The purpose of my trip to Pakistan is:**	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	1. To explore my roots	5	4	3	2	1
	2. To learn about the country	5	4	3	2	1
	3. To experience life in Pakistan	5	4	3	2	1
	4. To enjoy free time with locals	5	4	3	2	1
	5. To connect with people	5	4	3	2	1
	6. I want to refresh my relationships	5	4	3	2	1
	7. To avoid hustle bustle of big city	5	4	3	2	1
	8. To be away from place I live	5	4	3	2	1
	9. To escape from daily routine	5	4	3	2	1
	10. To rest and relax	5	4	3	2	1
	11. To spend quality time with the family away from home	5	4	3	2	1
	12. To visit family members in Pakistan	5	4	3	2	1

13. To visit friends and relatives	5	4	3	2	1
14. I want to have luxurious time	5	4	3	2	1
15. To have fun and entertainment	5	4	3	2	1
16. I want to refresh my past memories	5	4	3	2	1
17. To fulfill social/cultural obligations	5	4	3	2	1
18. To participate in socio-cultural function/event	5	4	3	2	1
19. To help People(family, relatives, friends or others)	5	4	3	2	1
20. To donate money in local charity	5	4	3	2	1
21. I have to participate in Religious events (Eid, Moharram,	5	4	3	2	1
22. I am willing to travel to Pakistandespite violent incidents	5	4	3	2	1
23. I do not foresee any safety problem while travelling in	5	4	3	2	1
24. I do not feel concerned about my safety while travelling in	5	4	3	2	1
25. I want to stay at my own house	5	4	3	2	1
26. I want to stay at my family house	5	4	3	2	1
27. I want to stay at my friends/ relatives house	5	4	4	2	1
28. I want to stay at hotel	5	4	3	2	1
29. I am interested in visiting following places in Pakistan:					
a. Museums, forts, old gardens	5	4	3	2	1
b. Villages, towns, cities	5	4	3	2	1
c. Mazars, Khanqas, Tombs	5	4	3	2	1
d. Market places, shopping centers, bazaars	5	4	3	2	1
e. Open spaces, agriculture fields, forests	5	4	3	2	1
f. Seats of Saints, Sufi, Peer, Religious scholars	5	4	3	2	1
30. I want to see doctor / hakim to	5	4	3	2	1
a. Have dental treatment/surgery	5	4	3	2	1
b. Have eye treatment/surgery	5	4	3	2	1
c. Have general Surgery	5	4	3	2	1
d. Have medicalexamination(s), test(s), advice(s)	5	4	3	2	1
31. I want to visit places in Pakistan to-	5	4	3	2	1
a. Dine - regional or local foods	5	4	3	2	1
b. Shop or browse - bookstores or music stores	5	4	3	2	1
c. Shop or browse –antiques and cultural artifacts	5	4	3	2	1

		5	4	3	2	1
	d. Shop or browse –foods, farms products or sweets	5	4	3	2	1
	e. Shop or browse - local arts & crafts	5	4	3	2	1
	f. Shop or browse - clothing, shoes and jewelry	5	4	3	2	1
	32. Food is believed to be inexpensive in Pakistan	5	4	3	2	1
	33. Traveling is believed to be inexpensive in Pakistan	5	4	3	2	1
	34. Shopping is believed to inexpensive in Pakistan	5	4	3	2	1
	35. I used following for travelling in Pakistan during last stay:	5	4	3	2	1
	a. Public Transport	5	4	3	2	1
	b. Rented Car	5	4	3	2	1
	c. Taxi	5	4	3	2	1
	d. Own Car	5	4	3	2	1
	e. Motor Cycle	5	4	3	2	1

		Yes	No
2	Flight to Pakistan is:		
	a. Direct	☐	☐
	b. Inexpensive	☐	☐
	c. Short	☐	☐
	d. Frequent	☐	☐
3	Do you perform following acts of religious alms giving in Pakistan?		
	a. Zakat	☐	☐
	b. Saddqa	☐	☐
	c. Khairat	☐	☐
	d. Usher	☐	☐
4	Have you supported financially/materially someone while travelling previouslyin Pakistan?		
	Relatives…………………………………………………………………	☐	☐
	Friends………………………………………………………………..	☐	☐
	Others………………………………………………………………….	☐	☐
5	Have you bought property in Pakistan?	☐	☐
6	Have you invested in Pakistan?	☐	☐
7	Have you supported anyone travel abroad while visiting Pakistan?	☐	☐

	If yes, how many people? 1, 2, 3, 4, 5, more( )
8	How many times have you visited Pakistan? ....time(s)
9	How many days did you stay in Pakistan during your previous trip? ………days………months
10	Can you indicate how much money did you spendduring your stay on food, living and travelling in Pakistan (including all members of your group)? (PKR) (PKR)) a. Less than 40,000 e. 1,01,000~2,00,000 b. 40,000 ~ 60,000 f. 2,01,000~3,00,000 c. 61,000~80,000 g. 3,01,000~4,00,000 d. 81,000~ 100,000 h. 4,01,000~5,00,000 i. above

11.   How satisfied are you with your visit to Pakistan?Please rate it on a scale from 1-10?

Very Unsatisfied   Very Satisfied

1--------2--------3--------4--------5--------6--------7----------8----------9---------10

12. Age: years   13. Nationality: 14. Country of Birth:

15.Country of Residence

16. If born outside Pakistan than:

        a.   Nationality of Parents………………..

        b.   Nationality of Grandparents…………

17. Gender: Male☐ Female☐

18. If born in Pakistan, when did you leave it? ……..years ago

19. Education:(Number of years of education)

        a.   Primary School   05   ☐
        b.   Middle School   08   ☐
        c.   High School   10   ☐
        d.   Undergraduate   12   ☐
        e.   Graduate   14   ☐
        f.   Post graduate   16   ☐
        g.   PhD, others   17+ ☐

20. Marital status: ☐Single   ☐ married

21. Which category best describes your annual household gross income?

☐ a. Less than 5000 US$ ☐ e. 30,001- 40,000 US$

☐ 5001- 10,000   US$ ☐ 40,001- 50,000 US$

☐ 10,001- 20,000 US$ ☐ 50,001- 60,000 US$

☐ 20,001- 30,000 US$ ☐ More than 60,000US$

22. Occupation: ☐ Employee ☐ Business owner ☐ Housewife

☐ Retired ☐ Unemployed ☐ Student ☐ Other

23. Are you visiting Pakistan with:

☐ Wife/Spouse ☐ Family members

☐ Friends and Relatives ☐ Others ☐ Alone

REFERENCES

Abbasi, Nadia Mushtaq. (2010).The Pakistani Diaspora In Europe And Its Impact On Democracy Building In Pakistan, *Stockholm: International Institute For Democracy And Electoral Assistanc*e, International Idea, Se-103

Acott, T. G., La Trobe, H. L., & Howard, S. H. (1998). An Evolution of Deep Ecotourism And Shallow Ecotourism. *Journal of Sustainable Tourism,* 6(3), 238–252.

Ali, Nazia, Andrew Holden.(2006). Post-Colonial Pakistani Mobilities: The Embodiment ofthe 'Myth of Return' In Tourism'*, Mobilities,* 1, 2, Pp. 217-242

Anderson, B. B., &Langmeyer, L. (1982). The Under-50 And Over-50 Travelers: A Profile of Similarities And Differences. *Journal of Travel Research*, 20(4), 20-24.

Andreu, L., Kozak, M., Avci, N., &Cifter, N. (2005). Market Segmentation By Motivations To Travel: British Tourists Visiting Turkey. *Journal of Travel & Tourism Marketing,* 19(1), 1-14.

Armstrong, R. W., Mok, C., Go, F., & Chan, G. (1997). The Importance of Cross-Cultural Expectations In The Measurement of Service Quality Perceptions In The Hotel Industry. *International Journal of Hospitality Management*,16(2), 181-190.

Ashworth, G.J. (1999). Heritage Dissonance And Holocaust Tourism: Some Cases From European Planning, *Paper Presented At the Annual Meeting ofthe Association of American Geographers,* Honolulu, Hawaii, 5 March

Ashworth, G.J.(2003). Heritage, Identity and Places: For Tourists And Host Communities', In S. Singh, D.J. Timothy AndR.K.Dowling (Eds) *Tourism In Destination Communities*, Wallingford, Uk: Cab   International.

Asiedu, Alex. (2005).Some Benefits of Migrants' Return Visits To Ghana, *Population, Space And Place*, *11*. 1-11.

Austin, N.K. (1999).Tourism andthe Transatlantic Slave Trade: Some Issues And Reflections', In P.U.C. Dieke (Ed.) *The Political Economy of Tourism Development In Africa*, New York: Cognizant Communications

Ballard, R (Ed.). (1994*). DeshPardesh: The South Asian Presence In Britain*, Hurst: London

Bansal, H., &Eiselt, H. A. (2004). Exploratory Research of Tourist Motivations And Planning. *Tourism Management,25*(3), 387-396.

Barkin, D. (2001). Strengthening Domestic Tourism In Mexico: Challenges And Opportunities. In Ghimire, K., Editor,*The Native Tourist: Mass Tourism Within Developing Countries*. Earthscan , 30–54.

BBC1 *http://news.bbc.co.uk/2/hi/uk_news/4218740.stm*
BBC2 *http://news.bbc.co.uk/2/shared/spl/hi/in_depth/brits_abroad/html/asia.stm*

BBC3 *http://news.bbc.co.uk/2/hi/south_asia/8655697.stm*

Beard, J. G. &Ragheb, M. G. (1983). Measuring Leisure Motivation. *Journal of Leisure Research,15*(3), 219-228.

Becken, S. & J. Gnoth.(2004). Tourist Consumption Systems Among Overseas Visitors: Reporting on American, German, And Australian Visitors To New Zealand. *Tourism Management* 25 (2004) 375–385

Becken, S., Simmons, D., & Frampton, C. (2003). Segmenting Tourists by Their Travel Pattern for Insights into Achieving Energy Efficiency. *Journal of Travel Research, 42*(1), 48- 56.

Ben Ari, E. &Bilu, Y. (1997). *Grasping Land: Space and Place in Contemporary Israeli Discourse and Experience*, Albany: SUNY Press.

Bieger, T. & Laesser, C. (2002) 'Market Segmentation by Motivation: The Case of Switzerland', *Journal of Travel Research* 41(1): 68–76.

Boniface, B. G., & Cooper, C. (2001). *Worldwide Destinations: The Geography of Travel and Tourism.* (3rd ed.). Oxford: Butterworth-Heinemann.

Braunlich, C. G., & N. Nadkarni (1995). The Importance of the VFR Market to the Hotel Industry. *Journal of Tourism Studies*, 6 (1): 38-47

Brown, G., & Getz, D. (2005). Linking Wine Preferences to the Choice of Wine Tourism Destinations. *Journal of Travel Research, 43*(3), 266-276.

Bruner, E.M. (1996). Tourism in Ghana: The Representation of Slavery and the Return ofthe Black Diaspora. *American Anthropologist*, 98: 290–304.

Burns, R. (1997). *Introduction to Research Methods. (3rd ed.).* Melbourne: Longman.

Cha, S., McCleary, K. W. &Uysal M. (1995) 'Travel Motivations of Japanese Overseas Travelers:A Factor-Cluster Segmentation Approach', *Journal of Travel Research* 34(1): 33–9.

Chazan, B. (1997). *Does the Teen Israel Experience Make a Difference?* New York: Israel Experience, Inc.

Chi, Y. N. (2006). Segmenting Fishing Markets Using Motivations. *e-Review of Tourism Research (eBTR), 4*(3), 64-73.

Chon, K. (1989). Understanding Recreational Traveler's Motivation, Attitude And Satisfaction. *The Tourist Review*, *1*, 3-7.

Cohen, E. (1972). Toward A Sociology of International Tourism. *Social Research, 39*(1), 164- 182.

Cohen, E. (1974). Who Is A Tourist? A Conceptual Classification. *Sociological Review, 22*, 527- 553.

Cohen, E. (1979). A Phenomenology of Tourist Types. *Sociology 13*:179-201.

Cohen, Robin.(1997). *Global Diasporas: An Introduction.* London: UCL Press

Cohen, E. (2008).*Exploration Thai Tourism: Collected Case Studies*. Emerald Group Publishing

Cohen, Robin.(1997). *Global Diasporas: An Introduction.* London: UCL Press

Coles, Tim E. &Dallen J. Timothy (Eds), (2004). *Tourism, Diasporas And Space*. London, New York: Routledge

Collins-Kreiner, N. (2000). Pilgrimage Holy Sites: A Classification of Jewish Holy Sites In Israel. *Journal of Cultural Geography* 18(2): 57–78.

Collins-Kreiner, N. (2002). Is There A Connection Between Pilgrimage And Tourism? The Jewish Religion. *International Journal of Tourism Studies* 2(2): 1–18.

Collins-Kreiner, Noga& Dan Olsenin.(2004). Selling Diaspora Producing And Segmenting the Jewish Diaspora Tourism Market, In Tim Coles & Dallen J. Timoth, Editors, *Tourism, Diasporas And Space.* London: Routledge 11 New Fetter Lane

Crompton, J.L.(1979). Motivations For Pleasure Vacation. *Annals of Tourism Research 6* (4),408-424.

Crompton, J. (1992). Structure of Vacation Destination Choice Sets. *Annals of Tourism Research*, *19*(3), 420-434.

Crompton, J., &Ankomah, P. (1993). Choice Set Propositions In Destination Decisions. *Annals of Tourism Research*, *20*(3), 461-476.

Crompton, J. L. &Mckay, S. (1997). Motives of Visitors Attending Festival Events. *Annals of Tourism Research,* 24 (2), 425-439.

Crouch, David.(1999). *Leisure/Tourism Geographies: Practices And Geographical Knowledge*. London: Routledge

Danaher, P. J., & Arweiler, N. (1996). Customer Satisfaction In The Tourist Industry: A Case Study of Visitors To New   Zealand. *Journal of Travel Research*, 31(1), 89-93.

Dann, G. M. S. (1977). Anomie, Ego-Enhancement And Tourism. *Annals of Tourism Research*, *4*(4),184-194.

Dann, G.M.S.(1981). Tourist motivation: An appraisal. *Annals of Tourism Research*, 8(2), 187-219.

Davis, D., Allen, J., & Cosenza, R. M. (1988). Segmenting Local Residents By Their Attitudes, Interests, and Opinions Toward Tourism. *Journal of Travel Research*, 27, 2-8.

Decrop, A., &Snelders, D. (2005). A Ground Typology of Vacation Decision-Making. *TourismManagement,26*(2), 121-132.

De Glopper, D.R. (1978). Doing Business In Lukang, In A.P. Wolf (Ed.) Studies In Chinese Society, Stanford, CA: Stanford University Press

Devesa, Marı´A, Marta Laguna & Andre´ S Palacios. (2010). The Role of Motivation In Visitor Satisfaction: Empirical Evidence In Rural Tourism, Tourism Management, 31, 547-552.

Dolnicar, S., & Fluker, M.(2003). Behavioural Market Segments among Surf Tourists: Investigating Past Destination Choice. Journal of Sport Tourism, 8(3), 186-196.

Dumazedier, Joffre.(1967) Toward A Society of Leisure: Free Press, New York

Duval, David Timothy. (2002). The Return Visit-Return Migration Connection'. In C.M Hall & A. Williams (Eds) Tourism And Migration: New Relations Between Production And Consumption, Dordrecht. Kluwer.

Duval, David Timothy. (2003). When Hosts Become Guests: Return Visits AndDiasporic Identities In A Commonwealth Eastern Caribbean Community. Current Issues In Tourism, 6 (4), 267-308.

Elizabeth Hirschman And Morris B. Holbrook (1986) Expanding Ontology And Methodology of Research onthe Consumption Experience." In The Perspectives on Methodology In Consumer Research , Ed . D. Brinberg& R. J. . Lutz, 213-215. New York: Springer- Verlag

Epstein, S. (1995). Inventing A Pilgrimage: Ritual, Love And Politics on The Road To Amuka, Jewish Folklore And Ethnology Review, 17(1/2). 25–32.

Etzel, M. J., & Woodside, A. G. (1982). Segmenting Vacation Markets: The Case of the Distant and Near-Home Travelers. *Journal of Travel Research*, 20(4), 10-14.

FCO.*http://www.fco.gov.uk/en/travel-and-living-abroad/travel-advice-bycountry/asiaoceania/pakistan#stats* accessed on Oct, 01, 2012

Fei Hsiao-t'ung. (1967). *Hsiang-tu Chung-kuo (Peasant China)*, Taipei: Lu-chouSh'u-pan-she.

Feng, Kathy & Stephen J. Page. (2000). An Exploratory Study ofthe Tourism Migration-Immigration Nexus: Travel Experiences of Chinese Residents In New Zealand, *Current Issues In Tourism*, *3(3*), 246-281.

Finn, M., Elliott-White, M., & Walton, M. (2000). *Tourism And Leisure Research Methods*. Harlow, UK: Longman.

Fluker, M. R., & Turner, L. W. (2000). Needs, Motivations, and Expectations of a Commercial Whitewater Rafting Experience. *Journal of Travel Research*, 38(4), 380-389.

Fodness, D. (1992). The Impact of Family Life Cycle on the Vacation Decision-making Process. *Journal of Travel Research*, *31*, 8-13.

Fodness, D. (1994). Measuring Tourist Motivation. *Annals of Tourism Research, 21*(3), 555- 581.

Frochot, I., & Morrison, A. M. (2000). Benefit Segmentation: A Review of Its Applications to Travel and Tourism Research. *Journal of Travel & Tourism Marketing*, 9(4), 21-45.

Galloway, G. (2002). Psychographic Segmentation of Park Visitor Markets: Evidence Forthe Utility of Sensation Seeking. *Tourism Management*, 23(6), 581-596.

Gnoth, J.(1997). Motivation And Expectation Formation,*Annals of Tourism Research,* 24 (2), 283-304.

Goodall, B. (1988). How Tourists Choose Their Holidays: An Analytical Framework. In B. Goodall& G. Ashworth (Eds), *Marketing In The Tourism Industry: The Promotion of Destination Regions.* (Pp. 1-17). Australia: Croom Helm

Goodall, B. (1991). Understanding Holiday Choice. In C. P. Cooper (Ed.), *Progress in Tourism, Recreation and Hospitality Management.* (pp. 58-77). UK: Belhaven Press.

Goodrich, Jonathan N. (1985). Black American Tourists: Some Research Findings. *Journal of Travel Research*, 24 (2): 27-28.

Goossens, C. (2000). Tourism Information and Pleasure Motivation. *Annals of Tourism Research, 27*(2), 301-321.

Gordon, E.T. & Anderson, M. (1999).The African Diaspora: Toward Ethnography ofDiasporic Identification, *Journal ofAmerican Folklore*, 112(455): 282–96.

Gray, H. P. (1970). Wanderlust and Sunlust Types. Cited in N. Leiper (1995). *Tourism*

Gray, H. P. (1979) *International Travel: International Trade*. Lexington: Heath Lexington Books.

Gruber, R.E. (1992). *Jewish Heritage Travel: A Guide to East-Central Europe*, New York: Wiley.

Gruber, R.E. (1994). *Upon the Doorposts of Thy House: Jewish Life in East-Central Europe, Yesterday and Today*. New York: Wiley.

Guibernau, Montserrat & John Rex, eds.(1997). *The Ethnicity Reader: Nationalism, Multiculturalism, and Migratio*n. Cambridge UK: Polity Press.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., &Tatham, P. L. (2006). *Multivariate Data Analysis. (6th ed.).* Upper Saddle River, New Jersey: Pearson Education, Inc.

Hall, C. M. (1998*). Introduction To Tourism: Development, Dimensions And Issues*. (3rd Ed.). South Melbourne: Longman.

Hall, C. Michael & Allan M.Williams, (Eds), (2002*). Tourism And Migration: New Relationships Between Production AndConsumption*. Dordrecht, Boston, London: Kluwer Academic Publishers.

Hall, C.M. & Duval, D.T. (2004). Linking Diasporas And Tourism: Transnational Mobilitiesof Pacific Islanders Resident In New Zealand. In Coles, T. & Timothy, D. J., Editors, *Tourism, Diasporas And Space*. Routledge , 78–94.

Hall &Sharples(2003), The Consumption of Experiences Or The Experiences of Consumptions?: An Introduction To The Tourism of Taste, In *Food Tourism Around the World: Development, Management And Markets*, Eds Hall, C.M., Sharples,E., Mithchel, R., Cambourne, B. & Macionis, N. Butterworth- Heinemann, Oxford

Hay, B. (1996). An Insight In to the European Experience: A Case Study on Domestic VFR Tourism Within the U K. In H.Yaman (Ed.)VFR Tourism: Issues And Implications, *Proceedings From the Conference Held At Victoria University of Technology,* 52–66

Heckhausen, H. (1989), *Motivation and Handeln* (2nd ed.), Berlin: Springer.

Helen Lee. (2004). Second Generation' Tongan Transnationalism: Hope For The Future? *Asia Pacific Viewpoint, Vol. 45*,No. 2, Pp 235 – 254

Heung, Kucukusta, & Song. (2010). Medical Tourism Development In Hong Kong: An Assessment of Barriers. *Tourism Management* (32)

Holden, A. (1999). Understanding Skiers' Motivation using Pearce's 'Travel Career' Construct. *Annals of Tourism Research 26*(2), 435-438.

Hollinshead, Keith. (2004). Tourism and Third Space Populations: The Restless Motion of Diaspora Peoples, in Tim E. Coles &Dallen J. Timothy (eds), *Tourism, Diasporas and Space,* pp. 50-61. London, New York: Routledge

Holloway, J. C. (2004). *Marketing for Tourism. (4th ed.).* Harlow, England: Pearson Education Limited.

Hose, T. A. &Wickens, E. (2004). Typologies, Tourism Locations And Images: Meeting The Real Needs of Real Tourists. In S. Weber & R. Toml jenovic (Eds.), *Reinventing A Tourism Destination: Facing The Challenge*. (Pp. 103-114). Croatia: Institute For Tourism.

House of Commons. (2003-4). Migration And Development: How To Make Migration Work For Poverty Reduction, UK, (*Sixth Report of Session 2003-4*, Volume 1.

Howie, F. (2003). *Managing the Tourist Destination.* London: Continuum.

Hsieh, S., O'Leary, J. T., Morrison, A. M., & Chiang, D. (1997). Travel Decision Pattern Segmentation of Pleasure Travel. *Journal of Vacation Marketing, 3*(4), 289-302.

Hughes, & Allen, D (2010) 'Holidays of the Irish diaspora: the pull of the 'homeland'?', *Current Issues in Tourism*, 13(1), 1-19.

Hull, Clark Leonard(1943). *Principles of Behavior: An Introduction to Behavior Theory*, D. Appleton-Century Company, Incorporated, Michigan

IOM, (2007). Dina Ionescu, *Engaging Diasporas as Development Partners for Home and Destination Countries: Challenges for Policymakers.* Geneva :International Organization for Migration.

IPRI, (2013), *'Potential and Prospects of Pakistani Diaspora',* Islamabad Policy Research Institute, Islamabad, Pakistan

Iso-Ahola, S. E. (1982). Toward a Social Psychological Theory of Tourism Motivation: A Rejoinder. *Annals of Tourism Research*, *9*(2), 256-262.

Jackson, R.H. &Henrie, R. (1983).Perception of Sacred Space', *Journal of Cultural Geography* 3(2): 94–107.

Jackson, R.H. (1995). Pilgrimage In An American Religion: Mormonism And Secular Pilgrimage, In D.P. Dubey (Ed.) *Pilgrimage Studies: Sacred Places, Sacred Traditions,* vol. 3, Allahbad, India: The Society of Pilgrimage Studies

Jang, S., &Cai, L. A. (2002). Travel Motivations and Destination Choice: A Study of British Outbound Market. *Journal of Travel & Tourism Marketing*, 13(3), 111-133

Jang, S., Morrison, A. M., & O'Leary, J. T. (2004). A Procedure for Target Market Selection in Tourism. *Journal of Travel & Tourism Marketing*, 16(1), 19-33.

Jamrozy, U., &Uysal, M. (1994). Travel Motivation Variations of Overseas German Visitors. In M. Uysal (Ed.),*Global Tourist Behaviour*. (pp.135-160). New York: International Business Press.

Jennings, G. (2001). *Tourism Research*. Milton, Queensland: John Wiley & Sons Australia.

Jennings, G. (2005). Interviewing: a Focus on Qualitative Techniques. In B. W., Ritchie & C. Palmer (Eds.), *Tourism Research Methods: Integrating Theory with Practice.* (pp.99-117). UK: CABI Publishing.

Kahle, L. R. (1983) *Social Values and Social Change: Adaptation to Life in America*.New York: Praeger

Khan, V. S. (1977). The Pakistani Mirpuri Villagers At Home And In Bradford In 1. L. Watson (Ed.) *Between Two Cultures: Migrants And Minorities In Britain*. Oxford: Blackwell.

Khan, Z. (2004). Diasporic Communities And Identity Formation: The Post-Colonial Kashmiri Experience In Britain, *Imperial Journal Online, IV*: Http://Www.Imperiumjournal.Com/0pages/00008.Html, Accessed on Nov 1st, 2012

Kim, S., Lee, C., &Klenosky, D. B. (2003). The Influence of Push And Pull Factors At Korean National Parks. *Tourism Management*, 24(2), 169-180.

King, B.E.M. & Gamage, M.A. (1994). Measuring the Value of The Ethnic Connection: Expatriate Travelers From Australia To Sri Lanka', *Journal of Travel Research* 33(2): 46–9.

Kirshenblatt-Gimblett, Barbara. (1998). *Destination Culture: Tourism, Museums, and Heritage*. Berkeley: University of California Press

Kitchin, Rob; Delphine Ancien & Mark Boyle, (2009). *Exploring Diaspora Strategies: An International Comparison.* Ireland: National University of Ireland

Klenosky, D. B., Gengler, C. E., &Mulvey, M. S. (1993). Understanding The Factors Influencing Ski Destination Choice: A Means-End Analytic Approach. *Journal of Leisure Research, 25*(4), 362-379.

Klenosky, D. B. (2002). The "Pull" of Tourism Destinations: A Means-End Investigation. *Journal of Travel Research,40*(4), 385-395.

Korom, F. J. (2000). South Asian Religions And Diaspora Studies, *Religious Studies Review* 26(1): 21–8.

Kotler, P., Bowen, J., &Makens, J. (2003). *Marketing for Hospitality and Tourism. (3rd ed.).*Upper Saddle River, NJ: Pearson Education, Inc.

Kozak, M. (2002). Comparative Analysis of Tourist Motivations By Nationality And Destinations. *Tourism Management,23*(3), 221-232

Krippendorf, J. (1987). *The Holiday Makers: Understanding the Impact of Leisure and Travel.* Oxford: Heinemann Professional Publishing.

Kugelmass, J. (1993). The Rites fThe Tribe: The Meaning of Poland For American Jewish Tourists, *Going Home*: *YIVO* 21: 395–454.

Kurtzman, J., & Zauhar, J. (2005). Sports Tourism Consumer Motivation. *Journal of Sport Tourism, 10*(1), 21-31.

Lang, C. T., O'Leary, J. T., & Morrison, A. M. (1997). Distinguishing the Destination Choices of Pleasure Travellers from Taiwan. *Journal of Travel & Tourism Marketing,* 6(1), 21-40.

Laws, E. (1995). *Tourist Destination Management: Issues, Analysis and Policies*. London: Routledge.

Lee, C., Lee, Y., Bernhard, B. J., & Yoon, Y. (2006). Segmenting Casino Gamblers By Motivation: A Cluster Analysis of Korean Gamblers. *Tourism Management, 27*(5), 856-866.

Lee, Helen. (2004). Second Generation' Tongan Transnationalism: Hope For The Future?,A*sia Pacific Viewpoint*, Vol. 45,Issues 2 August- 235-254

Lehto, X. Y., O'Leary, J. T., & Morrison, A. M. (2002). Do Psychographic Influence Vacation Destination Choices? A Comparison of British Travellers to North America, Asia And Oceania. *Journal of Vacation Marketing, 8*(2), 109-125.

Leiper, N. (1995). *Tourism Management*. Collingwood, Victoria: TAFE Publication.

Lew, A. & Wong, A. (2002).Tourism And The Chinese Diaspora', In C.M. Hall & A. Williams (Eds) *Tourism And* Migration: *New Relationships Between Production And Consumption,* Dordrecht:

Lew, Alan A. & Alan Wong.(2004). Sojourners, *Guanxi* And Clan Associations Social Capital And Overseas Chinese Tourism To China, In Coles, T. & Timothy, D. J., Editors, *Tourism, Diasporas And Space*. Routledge, 78–94.

Lewin, K. (1942), 'Field Theory of Learning', *Yearbook of National Social Studies of Education*, Vol. 41, pp215-242.

Liu, J., Var, T. &Timur, A. (1984). Tourism Income Multipliers For Turkey. *Tourism Management 5 (4)*, 280–7.

Lowenthal, D. (1975). Past Time, Present Place: Landscape And Memory, *Geographical Review 65(1)*: 1–36

Lowyck, E., Langenhove, L. V., &Bollaert, L. (1992). Typologies of Tourist Roles. In p. Johnson & B. Thomas (Eds.), *Choice and Demand in Tourism*. (pp. 13-32). London: Mansell Publishing Limited.

Lundberg, D. E. (1971) 'Why Tourists Travel', *Cornell HRA Quarterly* February: 75–81.

Malveaux, J. (1998). Black Power Means Economic Clout Today, *USA Today*, 6. February : 11A.

Manfredo, M. J., Driver, B. L. & Tarrant, M. A. (1996). Measuring Leisure Motivation: A Meta-Analysis of the Recreation Experience Preference Scales. *Journal of Leisure Research, 28*(3), 188-213.

Mannell, R., &Iso-Ahola, S. E. (1987). Psychological Nature of Leisure and Tourism Experience. *Annals of Tourism Research*, 14, 314-331.

Mansfeld, Y. (1992). "From Motivation to Actual Behavior." *Annals of Tourism Research*, 19 (4): 399-419

Maslow, A. H. (1943). A Theory of Human Motivation. Cited in L. G., Schiffman& L. L. Kanuk (2003). *Consumer Behaviour. (8th ed.).* Upper Saddle River, NJ: Pearson Prentice.

Mathieson, A., & Wall, G. (1982). *Tourism: Economic, Physical and Social Impacts.* London: Longman.

Mayo, E. J., &Jarvis, L. P. (1981). *The Psychology of Leisure Travel.* Boston: CBI Publishing Company, Inc.

McCleary, K. W., Weaver, P. A., &Meng, F. (2005). Dance As a Tourism Activity: Demographics, Demand Characteristics, Motivation, and Segmentation. *Tourism Analysis,10*(3)*,* 277-290

McGehee, N. G., Yoon, Y., & Cardenas, D. (2003). Involvement and Travel for Recreational Runners in North Carolina. *Journal of Sport Management*, 17(3), 305-324.

McKercher, B. (1996). "Insights into Ranking Attractions: Comparing Visitors Intentions with Their Actions." In *Tourism and Hospitality Research: Australian and International Perspectives*, edited by G. Prosser. Canberra, Australia: Bureau of Tourism Research, pp. 561-56

McKercher, B. (2002). Towards a Classification of Cultural Tourists. *International Journal of Tourism Research, 4*, 29-38.

McKercher, B. & du Cros, H. (2002). Cultural Tourism: The Partnership Between Tourism and Cultural Heritage *Management*. NY: The Haworth Hospitality Press.

Meinung, A. (1989). Determinants of The Attractiveness of A Tourism Region, in S. F., Witt & L. Moutinho (Eds.), *Tourism Marketing and Management Handbook.* (pp. 99-101). Cambridge: Prentice-Hall.

Middleton, V. T.C. & Clarke, J. (2001). *Marketing in Travel and Tourism. (3rd ed.).* Oxford: Butterworth-Heinemann.

Mill, R. C., & Morrison, A. M. (1985). *The Tourism System: An Introductory Text*. New Jersey: Prentice-Hall.

Minca, Claudio and Timothy Oakes, (eds).(2006). *Travels in Paradox: Remapping Tourism*. Lanham: Rowman & Littlefield Publishers

Mo, C., Howard, D. R., &Havitz, M. E. (1993). Testing an International Tourist Role Typology. *Annals of Tourism Research*, 20, 319-335

Morgan, Nigel, Annette Pritchard, and Roger Pride, eds. (2002).*Destination Branding: Creating the Unique Destination Proposition.* Oxford, UK: Butterworth-Heinemann

Morrison, A. M. (2002). *Hospitality and Tourism Marketing. (3rd ed.).* Albany, NY: Delmar, Thomson Learning.

Moscardo, G., Morrison, A. M., Pearce, P. L., Lang, C., & O'Leary, J. T. (1996). Understanding Vacation Destination Choice Through Travel Motivation And Activities. *Journal of Vacation Marketing, 2*(2), 109-122

Moscardo, G., Pearce, P., Morrison, A., Green, D., & O'Leary, J. T. (2000). Developing A Typology For Understanding Visiting Friends And Relatives Markets. *Journal of Travel Research,* 38, 251-259

Mountinho, L. (1987). Consumer Behaviour In Tourism. *European Journal of Marketing*, *21*(10), 5-44.

Mountinho, L. (2000). Segmentation, Targeting, Positioning and Strategic Marketing. In L. Mountinho (Ed.),*Strategic Management in Tourism.* (pp. 121-166). UK: CABI Publishing.

Neuman, W. L. (1994). *Social Research Methods: Qualitative and Quantitative Approaches. (2nd ed.).* Massachusetts: Allyn and Bacon.

Newland, Kathleen and Carylanna Taylor. (2010). *Heritage Tourism and Nostalgia Trade: A Diaspora Niche in the Development Landscape.* Washington, DC: Migration Policy Institute

Nguyen, T.H. & King, B. (1998) Migrant Homecomings: Viet Kieu Attitudes Towards Traveling Back To Vietnam. *Pacific Tourism Review, 1*, 349–61.

Novelli , Marina. (2011). *Niche Tourism: Contemporary Issues, Trends And Cases***,** London and New York : Routledge.

Orozco, M. and M. Lapointe. (2004). Mexican Hometown Associations and Development Opportunities. *Journal of International Affairs* 57 (2): 31-51.

Orozco, Regina Manuel. (2008). *Tasting Identity: Trends in Migrant Demands for Home Country Goods,* Washington, DC: US Agency for International Development

Ostrowski, S. (1991). Ethnic tourism: Focus on Poland. *Tourism Management*, 12 (2), 125–31.

Palacio, V., & McCool, S. F. (1997). Identifying Ecotourists in Belize Through Benefit Segmentation: A Preliminary Analysis. *Journal of Sustainable Tourism*, 5(3), 234-243.

Pallant, J. (2001). *SPSS Survival Manual: A Step By Step Guide To Data Analysis Using SPSS For Windows (Version 10).* Australia: Allen & Unwin.

Patmore, J. A. (1983). *Recreation and Resources: Leisure patterns and leisure places*. Oxford: Basil Blackwell.

Pearce, P. L. (1982). *The Social Psychology of Tourist Behaviour.* Oxford: Pergamon Press.

Pearce, P. L. (1988). *The Ulysses Factor: Evaluating Visitors in Tourist Settings*. New York: Springer-Verlag.

Pearce, P. L. (1993). Fundamentals of Tourist Motivation. In D. G. Pearce & R. W. Butler (Eds.), *Tourism Research:Critiques And Challenges.* (Pp. 113-134). London: Routledge.

Pearce, P. L. &Caltablano, M. L. (1983). Inferring Travel Motivation from Travelers' Experiences. *Journal of Travel Research,* 22(2), 16-20.

Pearce, P. L. & Lee, U. (2005). Developing the Travel Career Approach to Tourist Motivation. *Journal of Travel Research, 43*(3), 226-237.

Pearce, P. L., Morrison, A. M., &Rutledge, J. L. (1998). *Tourism: Bridges Across Continents*. Australia: Irwin/McGraw-Hill.

Phillip, Sharon, Colin Hunter & Kirsty Blackstock (2010). A Typology For Defining Agritourism. *Tourism Management* 31 (2010) 754–758

PIPS. (2011). Understanding North Punjab in the Context of Pakistani. *Conflict and Peace Studies*, Volume 4, Number 1, Islamabad: Pak Institute for Peace Studies, Jan-Mar.

Pizam and Mansfeld(1999). *Consumer Behavior in Travel and Tourism*. Haworth Hospitality Press, New York

Plog, S. C. (1974). Why Destination Areas Rise and Fall in Popularity. *Cornell Hotel and Restaurant Administration Quarterly*, 14(4), 55-58.

Plog, S.C. (1987). Understanding Psychographics in Tourism Research, in, J. R., Ritchie & C.R., Goeldner (Eds.), *Travel, Tourism, and Hospitality Research: A Handbook for Managers and Researchers.* (pp. 203-221). New York: John

Plog, S. C. (2001). Why Destination Areas Rise and Fall in Popularity: An Update of a Cornell Quarterly Classic. *Cornell Hotel and Restaurant Administration Quarterly*, June, 13- 24.

Pomfret, G. (2006). Mountaineering Adventure Tourists: A Conceptual Framework For Research. *Tourism Management,27*(1), 113-123.

Potter, R.B.(2005) Young, Gifted And Back: Second-Generation Transnational Return Migrants To The Caribbean . *Progress In Development Studies 5*, 213–36 .

Punch, K. F. (1998). *Introduction to Social Research: Quantitative and Qualitative Approaches*. London: SAGE Publications Ltd.

Punch, M. (1994). Politics and Ethics in Qualitative Research. In N. K., Denzin& Y. S. Lincoln (Eds.), *Handbook of Qualitative Research*. (pp. 83-97). Thousand Oaks, California: SAGE Publication, Inc.

Pyo, S., Mihalik, B. J., &Uysal, M. (1989). Attraction Attributes And Motivations: A Canonical Correlation Analysis. *Annals of Tourism Research*, 16(2), 277-282.

Read, S. E. (1980) 'A Prime Force In The Expansion of Tourism In The Next Decade: Special interest travel', in Hawkins, D. E., Shafer, E. L. and Rovelstad, J. M. (eds), *'Tourism Marketing and Management Issues'*, George Washington University, Washington, DC, pp. 190-198.

Richard, Butler (2003). Relationships Between Tourism And Diasporas Influences And Patterns. In Espace, Populations, Sociétés, 2003-2.*TourismeEtDynamiquesDémographiques.* Pp. 317-326.)

Richardson, S. L., & Crompton, J. L. (1988). Cultural Variations In Perceptions of Vacation Attributes, *Tourism Management*, 9(2), 128-136.

Richardson, J. L. & Fluker, M. (2004). *Understanding and Managing Tourism*. Australia: Pearson Education Australia.

Ritchie, J., Lewis, J. & Elam, G. (2003). Designing and Selecting Samples. in J., Ritchie & J. Lewis (Eds), *QualitativeResearch Practice: A Guide for Social Science Students and Researchers*. (pp. 77-108). London: Sage Publication.

Robinson, M., &Novelli, M. (2005). Niche Tourism: An Introduction. In M. Novelli (Ed.), *Niche Tourism: Contemporary, Issues, Trends And Cases*. (Pp. 1-11). Oxford: Elsevier Butterworth-Heinemann.

Robinson, T., &Gammon, S. (2004). A Question of Primary And Secondary Motives: Revisiting And Applying The Sport Tourism Framework. *Journal of Sport Tourism, 9*(3), 221-233.

Rojeck, Chris and John Urry. (1997). *Touring Cultures*. London, New York: Routledge

Ross, G. F. (1998). *The Psychology of Tourism.* (2nd ed.).Melbourne: Hospitality Press.

Rossiter, J. & Chan. A. (1998). Ethnicity In Business And Consumer Behaviour. *Journal of Business Research 42* (2), 127–34.

Ryan, C. (1991). *Recreation and Tourism: A Social Science Perspective*. New York: Routledge.

Ryan, C. (2003). *Recreational Tourism: Demand and Impacts*. Clevedon, England: Channel View Publications.

Ryan, C. (2005). Ethics in Tourism Research: Objectives and Personal Perspectives. In B. W., Ritchie & C. Palmer (Eds.), *Tourism Research Methods: Integrating Theory with Practice.* (pp.9-19). UK: CABI Publishing.

Ryan, C. &Glendon, I. (1998). Application of Leisure Motivation Scale to Tourism. *Annals of Tourism Research, 25*(1), 169-184.

Safran, W. (1991). Diasporas In Modern Societies: Myths of Homeland And Return, *Diaspora* 1(1): 83–99.

Sarantakos, S. (1998). *Social Research. (2nd ed.).* South Yarra: Macmillan Education.

Sarantakos, S. (2005). *Social Research. (3rd ed.).* NY: Palgrave Macmillan.

SBP. (2012). *http://www.sbp.org.pk/ecodata/Homeremit.pdf*

Schiffman, L. G. &Kanuk, L. L. (2003). *Consumer Behaviour. (8th ed.).* Upper Saddle River, NJ: Pearson Prentice Hall

Schmidhauser, H. (1989). Tourist Needs And Motivations. In S. F., Witt & L. Moutinho (Eds.), *Tourism Marketing And Management Handbook*. (pp. 569-572). Cambridge: Prentice Hall.

Seaton, A.V. and Tagg, S. (1995) Disaggregating Friends And Relatives In VFR Tourismresearch: The Northern Ireland Evidence 1991–1993. *The Journal of Tourism Studies* 6(1), 6–18

Shafer, E.L. & J. M. Rovelstad (Eds.), *Tourism Marketing And Management Issues.* (Pp. 193-202). Washington DC: George Washington University

Sheffer, G. (1986*).Modern Diasporas In International Politics*, Sydney: Croom Helm.

Shuval, J.T. (2000). Diaspora Migration: Definitional Ambiguities And A Theoretical Paradigm, *International Migration* 38(5): 41–55.

Sial, Safdar.(2008). Exploring the Mindset of the British-Pakistani Community: The Sociocultural and Religious Context, *Conflict and Peace Studies* no.1, 111-150.

Silberberg, T (1995) 'Cultural Tourism and Business Opportunities for Museums and Heritage Sites', *Tourism Management* v16 n5: 361–365

Smith, S. L. J. (1989). *Tourism Analysis: A Handbook*. Harlow, UK: Longman Group

Spotts, D. M., & Mahoney, E. M. (1991). Segmenting Visitors To A Destination Region Based on The Volume of Their Expenditures. *Journal of Travel Research*, 29, 24-31.

Stephenson, M. (2002). Travelling To The Ancestral Homelands: The Aspirations And Experiences of A UK Caribbean Community. *Current Issues In Tourism*, 5(5), 378–425.

Stewart, B. (2001). Fab Club. *Australian Leisure Management*, 16-19. Oct/Nov

Stimson, R. J., &Minnery, J. (1998). Why People Move To The 'Sun-Belt': A Case Study of Long-Distance Migration To The Gold Coast, Australia. *Urban Studies*, *35*(2), 193-215.

Sung, H. H. (2004). Classification of Adventure Travelers: Behaviour, Decision Making, and Target Markets. *Journal of Travel Research*, 42(4), 343-356.

Swarbrooke, J., & Horner, S. (1999). *Consummer Behaviour in Tourism.* Oxford: Butterworth- Heinemann.

Szkółka, A. (2000) Pilgrimages to Auschwitz', in N.-J. Chaline and A. Jackowski (eds) *PergrinusCracoviensis: Selected Research Problems in the Geography of Pilgrimage*, vol. 10, Cracow, Poland: Institute of Geography, Jagiellonian University

Tabachnick, B. G., &Fidell, L. S. (1996). *Using Multivariate Statistics.* NY: Happer Collins College Publishers.

Taylor, Andrew & Bruce Prideaux (2008). Profiling Four Wheel Drive Tourism Markets For Desert Australia. *Journal of Vacation Marketing ,*14: 71

Thanopoulos, J. And Walle, A. (1988). Ethnicity And Its Reference To Marketing: The Case of Tourism. *Journal of Travel Research*, 26 (3).

Timothy, Dallen J. & Victor B. Teye. (2004). American Children ofThe African Diaspora Journeys To The Motherland In Coles, T. And Timothy, D. J., Editors, *Tourism, Diasporas And Space*. Routledge , 111–121.

Tinsley and Eldrege(1995). The Benefits of Working Hard on Leisure: Comment on Tinsley AndEldredge (1995). Borgen, Fred H. *Journal of Counseling Psychology*, Vol 42(2), Apr 1995, 133-135. Doi:10.1037/0022-0167.42.2.133

Turnbull, D. R. &Uysal, M. (1995). An Exploratory Study of German Visitors to the Caribbean: Push and Pull Motivations. *Journal of Travel & Tourism Marketing*, 4(2), 85-92.

Um, S. & Crompton, J. L. (1990). Attitude Determinants in Tourism Destination Choice. *Annals of Tourism Research*,*17*(3), pp. 432-448.

UNWTO. (2010).*World Tourism Barometer, Interim Update April 2010 (Madrid: UNWTO,www.unwto.org/facts/eng/pdf/barometer/UNWTO_Barom10_update_april_e n_ excerpt.pdf.*

Urry, J. (2003). *Global Complexity*, Cambridge: Polity Press

Uysal, M., & Hagan, L. A. R. (1993). Motivations of Pleasure Travel and Tourism. In a *VNR's Encyclopedia of Hospitality and Tourism*. (pp. 790-810). New York: Van Nostrand Reinhold.

Uysal, M.,& Jurowski, C.(1994). An Empirical Testing of The Push And Pull Factors of Tourist Motivations. *Annals of Tourism Research21* (4), 844-846.

Vanhove, N. (1989). Tourist Market Segmentation. In S. F., Witt & L. Moutinho (Eds.), *Tourism Marketing and Management Handbook*. (pp. 563-568). Cambridge: Prentice Hall.

Veal, A. J. (1997). *Research Methods for Leisure and Tourism: A Practical Guide. (2nd ed.).* UK: Financial Times Pitman Publishing.

Veal, A. J. (2006). *Research Methods for Leisure and Tourism: A Practical Guide. (3rd ed.).* Harlow, England: Pearson Education.

Wagner, Lauren. (2008). Diasporic Visitor, Diasporic Tourist Post-Migrant Generation Moroccans On Holiday At 'Home' In Morocco. *Civilisations,* 57.

Waryszk, R. Z., & Kim, H. (1994). Psychographic Segmentation of Tourists as a Predictor of Their Travel Behaviour: An Exploratory Study of Korean Tourists to Australia. *Journal of Hospitality & Leisure Marketing, 2*(4), 5-19.

Weaver, D. (2001). *Ecotourism.* Queensland: John Wiley & Sons, Australia.

Weaver, D., &Oppermann, M. (2000). *Tourism Management.* Queensland: John Wiley & Sons.

Weissinger, E., &Bandalos, D. L. (1995). Development, Reliability And Validity of A Scale To Measure Intrinsic Motivation In Leisure. *Journal of Leisure Research*, 27(4), 379-400.

Wells, W., Burnett, J., & Moriarty, S. (2000). *Advertising: Principles and Practice. (5th ed.).* New Jersey: Prentice Hall.

Western, J. (1992). *A Passage to England: Barbadian Londoners Speak of Home.* Minneapolis: University of Minnesota Press.

Wikipedia (2012) *http://en.wikipedia.org/wiki/Pakistani_diaspora* accessed on Oct 30. 2012

Wikipedia (2014) *http://en.wikipedia.org/wiki/Pakistani* accessed on May 20, 2014

Wiley & Sons.Plog, S.C. (1991). *Leisure Travel: Making it a Growth MarketAgain!* NY: John Wiley & Sons.

Williams, A.M.,& Hall, C.M. (2000). Guest Editorial: Tourism And Migration. *Tourism Geographies: International Journal of Place, Space and the Environment* 2(1), 2 -4.

Wongkit, Methawee and Bob McKercher. (2013). Toward a Typology of Medical Tourists: A Case Study of Thailand, *Tourism Management*, 38. 4-12

Woodside, A. G., Cook, V. J. &Mindak, W. A. (1987). Profiling the Heavy Traveler Segment. *Journal of Travel Research*,*25*(4), 9-14.

Woodside, A. G. &Lysonski, S. (1989). A General Model of Traveler Destination Choice. *Journal of Travel Research*, *27*(4), 8-14.

Woon,Y.-F. (1989) 'Social Change And Continuity In South China: Overseas Chinese And The Guan Lineage of Kaiping County, 1949–87', *The China Quarterly 118*:324-44.

WorldBank.(2011).*http://data.worldbank.org/data-catalog/migration-and-remittances* accessed on 30th Oct 2012

WTO. (1997). *International Tourism: A Global Perspective*. (2nd ed.). Madrid.

WTO. (1997a). *Tourism Market Trends: Africa 1988–1999,* Madrid.

WTO. (1997b). *Tourism Market Trends: Africa 2000*, Madrid.

Yoon, Y., Uysal, M.(2005). An Examination of the Effects of Motivation And Satisfaction and Destination Loyalty: A structural model. *Tourism Management* 26 (1), 45-56.

Yuan, J., Cai, L. A., Morrison, A. M., & Linton, S. (2005). Segmenting Wine Festival Attendees: A Factor-Cluster Approach. *Tourism Review International*, 8, 297-309.

Yuan, S., & McDonald, C. (1990). Motivational Determinates of International Pleasure Time. *Journal of Travel Research, 24*(1), 42-44.