

Travel motivation among domestic tourists: A study of Jammu and Kashmir

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Abstract:

This study focuses on travel motivation among intrastate tourist in jammu and Kashmir it is an attempt to explore and analyze the domestic traveller motivation towards travelling in the area being studied, as tourism is the most vital sector for development in all over the world especially in jammu and Kashmir .As jammu and kashmir is a hub of tourism, government at national and international level has paid their vigil concern for the development of the sector. In this study we mainly focus on motivation, belief, attitude, and attention of tourist to visit in various part of jammu and Kashmir. Further, this is an exploratory attempt use primary and secondary source of data, and it is found that there are various factors which contribute to attract the domestic tourist towards the tourism sector

Key words: Tourist, tourism, Motivation, travel, jammu and Kashmir, Government.

Introduction

Humans have travelled since ancient time. No doubt travel is a part of life some factors like need of food, shelter, safety, et cetera were the ancient travel motivation factors

But at present tourism scenario is not limited up to the need of safety food and shelter level but now travel for exploration, pleasure, to be pursuit of desired experience and to get rid from high stressful life, and use to see some thing advance .As Jammu and Kashmir is full of natural beauty people always attract to see the wonderful places ,Do some activities,

experience of something new, Adventure and many more like disengage from regular work and duties by which human fed-up

Tourism is not limited up to some extent it is a universal and gives a new soul and source of refreshment to those people who work regularly and fed-up by their duties but now the Government, Researcher, and large no of people are concerned and focusing on tourism industry due to its significance in major areas. As large no of people travelling due to this people get employment and also a source of income generation at national and international level. Tourism connected the people at global level spread Culture makes peace and harmony

It is a progressive process as it transfer wealth from richer section of people to poor people and also from developed to developing and under developed countries. In last five decades this industry is badly affected by a large no of problems such as Flood, Disaster, economic conflict, War Et cetera .But now government at national and international level trying their best for the promotion and development of this industry. This is a soul for economic activities.

Tourism industry in the state of Jammu and Kashmir An overview

In Jammu and Kashmir state tourism is the major industry .this industry is playing a vital rule for the economic development and employment especially in Kashmir region and ladakh region tourism industry provides employment opportunities for younger it's generate economic source for all other important sectors of state There are three region of jammu and Kashmir i.e.jammu, Srinagar, and ladakhjammu is famous for temple and known as the city of temples while Srinagar is famous for its natural beauty like river, lakes, Gardens, meadows temples and shrines and ladakh also famous for rivers and many more things which attract the tourist

TRAVEL MOTIVATION

The word motivation came from Latin word mover which means 'to move'but in this context motivation means to develop a curiosity or willingness for goals.Motivation is like a need

that require satisfaction needs can convert into want and desires when influenced by Society, culture, tradition, etc. Motivation is a force which comes from different sources. Some time people inspire from other people by listening to their ideas or by seeing their behaviour and attitude and after inspiring he/she try to go forward

Some factor which motivates the people for travel

Physical motivation: Physical motivation is an important factor which motivates towards tourism for the refreshment of body and mind example swimming in summer

Cultural Motivation: It is an important factor which influences a lot for travelling in this factor the tourist wants to get awareness about other people's culture, life style, their language and way of living

relational Motivations: There are a lot of interpersonal reasons like some people want to meet with new people, friends and relatives and gain new experience

Status and Prestige Motivation: These desires which motivate the tourist are to get rid from daily work stress, education and to see different ancient monuments and new places

IMPORTANT MODELS OF TRAVEL MOTIVATION

Maslow's Hierarchy of Needs (1943)

Maslow's Hierarchy of needs: application to travel motivation	
Self-actualization	Creativity, spontaneity, problem solving, lack of prejudice acceptance of facts. Morality,
Esteem	Self-esteem, confidence, respect of others, respect by others. achievement
Love Belonging	Friendship, sexual intimacy, family
Safety	Security of body, of employment of resources, of majority, of the family, of health, of property.
Psychological Needs	Breathing, water, sex, sleep homeostasis, excretion food.

Source: Maslow's Hierarchy of Needs/Maslow's Pyramid (1954)

REVIEW OF LITERATURE

It is an important aspect of any research work as it helps the researcher to know the opinion of other researchers. It also tells about the kind of research that has been done in the particular or related field. As a result, the researcher is not only saved the futility of repeating the research but is also guided about the details of areas in which to direct efforts.

There are various sources from which the information about relevant researches can be retrieved. The dissertation abstract international is the most important of them. It not only lists the researches done in various fields but a brief notation in standard format is not provided. The other source is the surveys of research in various areas which are brought out periodically. Besides these, the researcher can explore the libraries of various universities and institutions which document the researches. The internet is also a very important source of reference, but the search engines mostly list a lot of links and it is rather difficult to explore more than a few of them. An important link on the internet is jstor.org. This site provides subject or author-wise details of up-to-date information of various research papers published in various journals. Most of the universities subscribe to such sites as they are not open.

2.2- models of travel motivation used by researchers

Summarised review of literature

Author	Title of the study	Objective of the study	Findings
Bashar Aref Mohammad, Al- Haj Mohammad (2010)	An analysis of push and pull travel motivations of foreign tourists to Jordan.	To understand travel motivation of foreign tourists to Jordon.	The study was an attempt to understand tourist motivation and extend the theoretical and empirical evidence on the relationships among push and pull motivations, through the relationship is not significant. Nevertheless, the study suggests that

			the conceptual framework of push and pull factors in the literature was generally supported. The study reconfirms that tourists, travel behaviour is driven by Internal and External factors. In other words, they decide to go on a holiday because, they want to fulfil their intrinsic desires, and at the same time, their decisions on where to go are based on destination attributes.
Maryam Albughuli (2011)	Exploring motivations and values for domestic travel from an Islamic and Arab standpoint (The case study of Saudi Arabia).	To identify motivations and values for Saudi citizens to travel domestically to measure their satisfaction.	Push factors of relaxation and pull factors of religion are the most important as perceived Saudis.
C.vanVuuren (2011)	Travel motivations and behaviour of tourists to South African resorts.	To determine the travel behaviour and more specifically the travel motivations of tourists visiting resorts in South Africa.	The results indicated that the main travel motivation are resting and relaxation, enriching and learning experiences, participation in recreational activities, personal values and social experience. These results indicated similarities with the findings of previous research studies.
RaneeEsichaikul (2012)	Travel motivations, behaviour and	To examine the travel motivations and travel	The results of the study were rest and relaxation. Majority of the tourists travel in Thailand for rest and

	requirements of European senior tourists to Thailand.	behaviour of European senior tourists in Thailand.	relaxation.
Macy Wong (2013)	A study on travel expectation, motivation and attitude.	To examine the correlation between traveller expectation, attitude and motivation for visiting an outbound destination.	Significant correlation between traveller expectations and motivation, as well as motivation and attitude.
Dr. C. Kanagara J, T. Bindu (2013)	An analysis of push and pull travel motivations of domestic tourists to kerla.	The study seeks to primarily analyze the underlying motivations for Indian travellers choosing kerla as a holiday destination.	Majority of the visitors travelling and visiting kerla as adventure experience, relaxation activities, water based activities and museums.
Sin'penYiamjanya, Kevin Wongleedee (2014)	International tourists travel motivation by push and pull factors and decision making for selecting Thailand as destination	Aims to identify travel motivation by push and pull factors that affected decision making of international tourists selecting Thailand as destination	Getting experience in the foreign land Learning new culture Relaxing in foreign land Wanting learn new things Adventure and good weather

	choice.	choice.	
Hsi-Ying Hsieh (2016)	The influence of travel motivation and destination image on destination choices of Backpackers in Tainan.	Understanding travel motivation of backpackers and purpose of their travelling.	The different education degree and transportation are resulted in different travel motivation. The motivation influenced travel image and destination choice. Destination image influenced by travel and destination choice.
Caroline WangariNjagi (2017)	Understanding the travel motivation among youth travellers in Kenya: The 'push and pull paradigm'.	To provide an in-depth understanding of the factors those motivate youth travel in Kenya by using the 'push and pull paradigm of travel motivation'.	The findings of this study have demonstrated that push factors are more important determinants of youth travel in Kenya than the pull factors.

Research methodology

In the present study Descriptive research design is followed. Therefore, a systematic and organized methodology is utilized for the research study. In order to ensure that the study remains focused, it's necessary to decide the study area. The population for this study is the domestic tourists visiting Jammu and Kashmir. The study endeavors to analyze the travel motivation of domestic tourists visiting Jammu and Kashmir.

Objectives of study:

To identify the travel motivation of domestic tourists visiting J&K.

To study the Demographic variables of respondents regarding travel motivation.

To identify and explore various travel motivation factors.

Results

Descriptive statistics of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	81	78.6	78.6	78.6
	Female	22	21.4	21.4	100.0
	Total	103	100.0	100.0	

By conducting the survey of domestic tourists regarding the gender of the respondents, 78.6% of the respondents are male and 21.4% of the respondents are female. Most of the domestic tourists in which they are visiting Jammu and Kashmir are male as compared to female. The frequencies of the respondents are 81 male and 22 female out of the total number which is 103.

Factor analysis to identify the travel motivation factors

Factors	Load Values
Factor 1: Resting and Relaxation	
To get away from the routine social setup	.693
To get away from demand of everyday life	.590
To break from routine	.728
To rest/relax	.844
To relieve stress and tension	.566
To break thrill and excitement	.790
To satisfy curiosity	.721
Factor 2: social experience and Learning	
To meet different people	.810
To meet people with similar interest	.676
To develop close friendship	.714
To increase knowledge	.703
To visit a place that I have never been to	.779
To visit a destination valued and appreciated by most people	.675
Factor 3: Personal and family	
To be with family or friend	.676
To facilitate family and kinship ties	.589
To visit a destination that would impress my friend or family	.765
To fulfill my dream of visiting a place	.610

INTERPRETATION

By running the factor analysis the factor analysis of 25 travel motivations resulted in 3 factor groupings of ‘Resting and Relaxation’, ‘Social experience and learning’, ‘Personal and family’. Resting and relaxation is the most important travel motivation factor with value of .844 to rest/relax followed by social experience and learning with value of .810 to meet different people.

7 Result regarding who paid for your travel?

		Freque ncy	Perc ent	Valid Perc ent	Cumulat ive Percent
Val id	My self	69	67.0	67.0	67.0
	My company	00	00	0	0
	My family relatives	34	33.0	33.0	100.0
	Others	00	00	00	
	Total	103	100. 0	100.0	

Fig. 1 Graph showing regarding who paid for your travel?



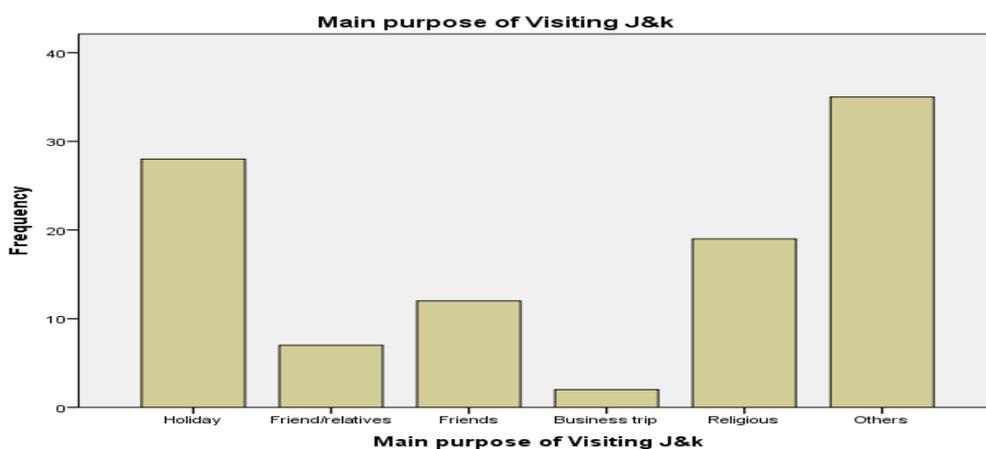
INTERPRETATION

By conducting survey of domestic tourists visiting jammu and kashmir regarding the payment of traveling of the respondent, 67% of the respondents are paying their traveling cost by myself and 33% of the respondents are getting traveling cost by their family/relatives. The rest of the options are not respond by anyone of the respondents.

Result regarding main purpose of visiting J&K?

		Frequen cy	Perc ent	Valid Perc ent	Cumulativ e Percent
Val id	Holiday	28	27.2	27.2	27.2
	Friend/relatives	7	6.8	6.8	34.0
	Friends	12	11.7	11.7	45.6
	Business trip	2	1.9	1.9	47.6
	Religious	19	18.4	18.4	66.0
	Others	35	34.0	34.0	100.0
	Total	103	100. 0	100.0	

Fig. 2 Graph showing result regarding purpose of visiting J&K?



INTERPRETATION

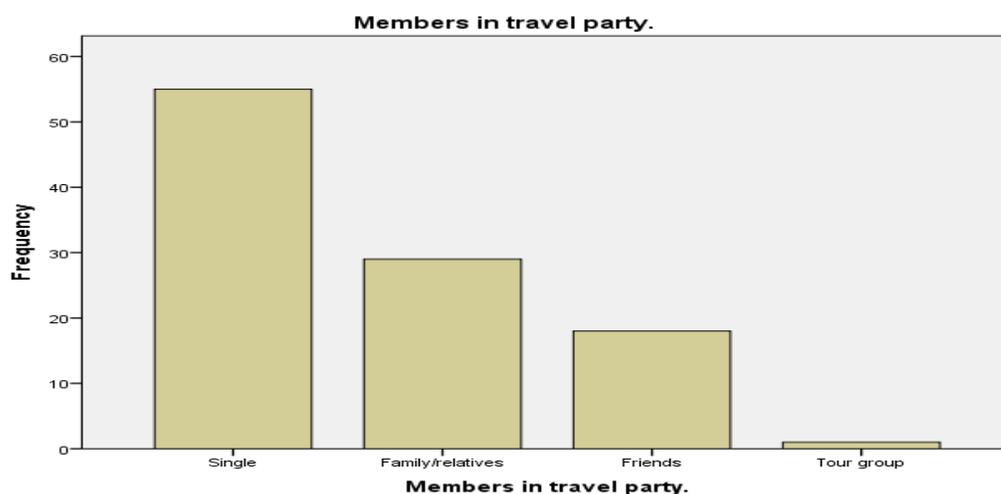
By conducting the survey of domestic tourists visiting Jammu and Kashmir regarding their main purpose of the respondents, 27.2% of the respondents are for holiday purpose, 6.8% of the respondents are visiting J&K for family/relatives, 11.7% of the respondents are visiting Jammu and Kashmir for meeting their friends, only 1.9% of the respondents visiting Jammu

and Kashmir for business purpose, 18.4% of the respondents are visiting J&K state for religious purpose and rest of the respondents are visiting Jammu and Kashmir for other purpose.

Result regarding members in travel party?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	55	53.4	53.4	53.4
	Family/relatives	29	28.2	28.2	81.6
	Friends	18	17.5	17.5	99.0
	Tour group	1	1.0	1.0	100.0
	Total	103	100.0	100.0	

Fig. 3 Graph showing result regarding members in travel party?



INTERPRETATION

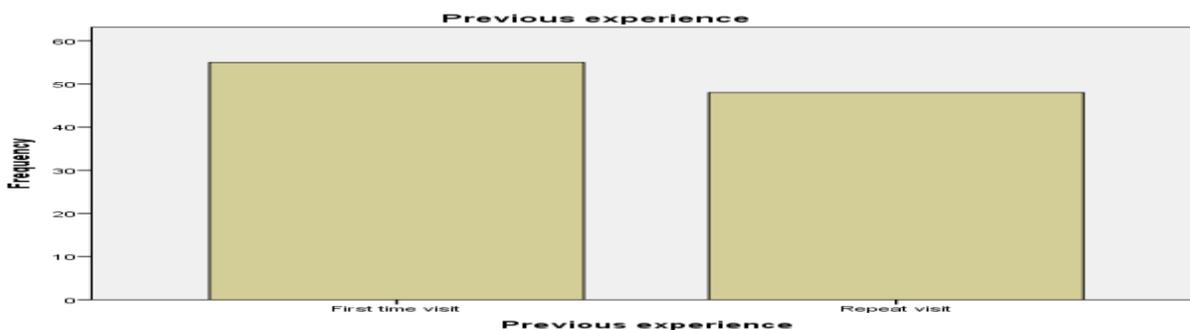
By conducting the survey of domestic tourists visiting jammu and kashmir regarding the members in travel party of the respondents, 53.4% of the respondents are travelling single in

J&K, 28.2% of the respondents are visiting J&K with their family/relatives, 17.5% of the respondents are travelling Jammu and Kashmir with their Friends and as per the respondents only 1% of the respondents are travelling with Tour group.

Results regarding previous experiences of the respondents?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First time visit	55	53.4	53.4	53.4
	Repeat visit	48	46.6	46.6	100.0
	Total	103	100.0	100.0	

Fig. 4 Graph showing result of previous experiences of the respondents?



INTERPRETATION

By conducting the survey of domestic tourists visiting Jammu and Kashmir regarding the previous experiences of the respondents, 53.4% of the respondents are visiting J&K first time in their life and 46.6% of the respondents are visiting repeatedly.

Results regarding have you travel with package holiday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	4.9	4.9	4.9
	No	98	95.1	95.1	100.0
	Total	103	100.0	100.0	

Fig. 5 Graph showing result regarding travel package?



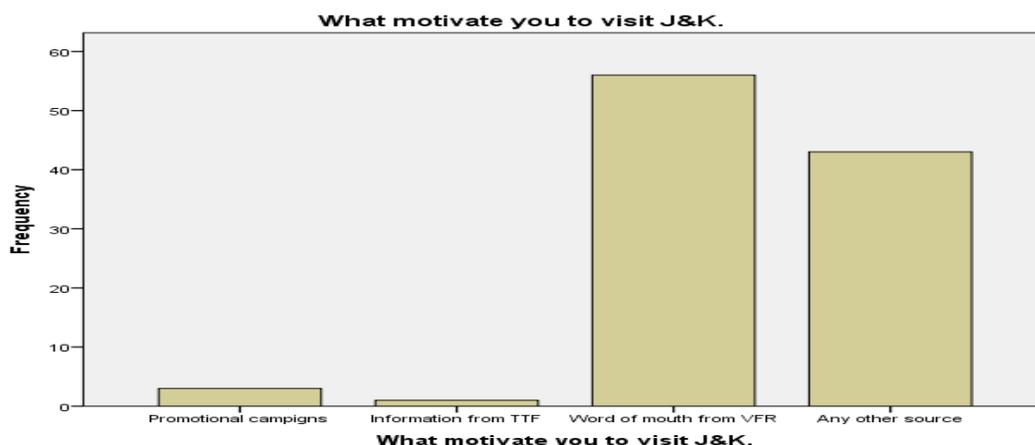
INTERPRETATION

By conducting the survey of domestic tourists visiting Jammu and Kashmir regarding Package of the respondents, only 4.9% of the respondents are travelling in Jammu and Kashmir with package and rest of the 95.1% of the respondents are travelling without package.

Results regarding what motivate you to visit J&K?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Promotional campaigns	3	2.9	2.9	2.9
	Information from TTF	1	1.0	1.0	3.9
	Word of mouth from VFR	56	54.4	54.4	58.3
	Any other source	43	41.7	41.7	100.0
	Total	103	100.0	100.0	

Graph showing results regarding motive of visiting J&K?



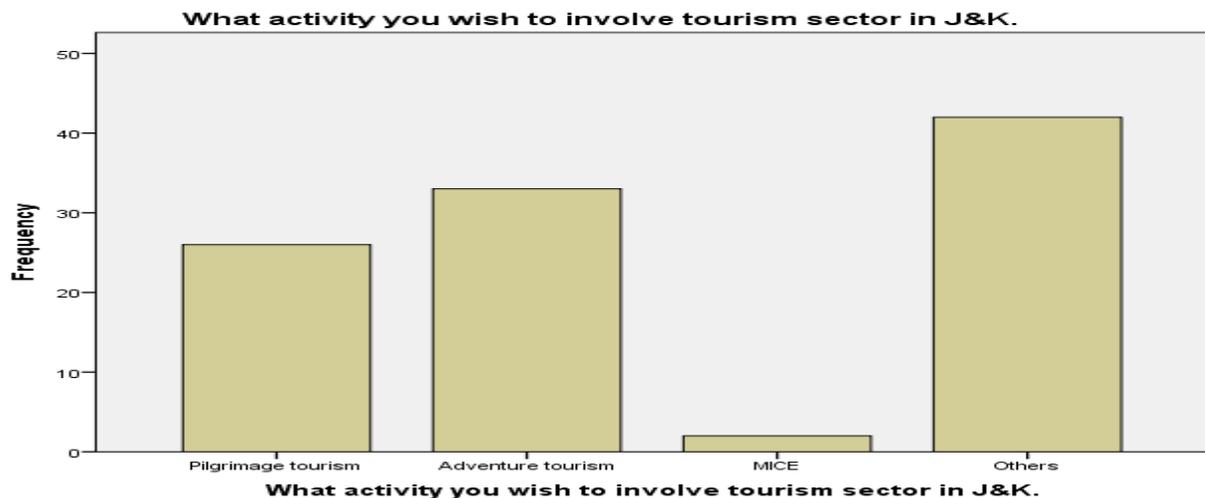
INTERPRETATION

By conducting the survey of domestic tourists visiting Jammu and Kashmir regarding the motivation of the respondents, 2.9% of the respondents are motivated by promotional campaigns, 1% of the respondents from TTF, 54.4% of the respondents are motivated from word of mouth by Family/relatives and friends (VFR), 41.7% of the respondents are motivated by other sources.

Results regarding what activity you wish to involve tourism sector in J&K?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pilgrimage tourism	26	25.2	25.2	25.2
	Adventure tourism	33	32.0	32.0	57.3
	MICE	2	1.9	1.9	59.2
	Others	42	40.8	40.8	100.0
	Total	103	100.0	100.0	

Graph showing results regarding what activity you wish to involve tourism sector in J&K?



INTERPRETATION

By conducting the survey of domestic tourists visiting Jammu and Kashmir regarding their involvement in tourism sector of the respondents, 25.2% of the respondents are involved in Pilgrimage tourism, 32% of the respondents are involving in adventure activities as per the respondent respond, and rest of the 40% visitors are involved in other rest of the activities.

Findings & Discussion

The aim of analyzing travel motivation of domestic tourists visiting Jammu and Kashmir is to explore tourists travel decision making. The study has major implications for tourism planner in Jammu and Kashmir. The factor analysis reveals that the three travel motivation factors 'resting and relaxation', 'social experience and learning', 'personal and family'. The main findings of the study are as under

It was found that 27.2% of the respondents of their visiting purpose are for holiday purpose and 18% of the respondents are visiting J&K for religious purpose while 11.7% for VFR purpose.

It was found that 53.4% of the respondents visiting J&K single while 28.2% of the respondents visiting J&K with their family/relatives and 17.5% of the respondents are travelling with their friends.

It was found that 53.4% of the respondents visiting J&K in their very first time while rest of the 46.4% visiting repeatedly.

It was found that 95.1% of the respondents travelling without packages while 4.9% of the respondents travelling with packages.

It was found that 54.4% of the respondents motivated by word of mouth while 41.7% of the respondents were from other sources.

It was found that 32% of the respondents are involved in adventures tourism, 25% of the respondents are involved in pilgrimage tourism while rest of the other 40% of the respondents are involved in other tourism activities.

It was found from the factor analysis that 3 factors are there through which we can understand travel motivation as :Resting and relaxation, Social experience and learning, Personal and family

It was found that the factor loading one varies from .844 to .590 in which .844 was rest/relaxation, .728 was to break thrill and excitement, .701 are to satisfy curiosity and .590 are to get away from the demand of everyday life.

It was found that the factor loading two varies from .810 to .676 in which .810 was to meet different people, .779 was to visit a place that I have never been to, .714 was to develop close friendship, .703 was to increase knowledge and .676 was to meet people with similar interest.

It was found that the factor loading three varies from .676 to .589 in which .676 was to be with family or friend, .610 was to fulfill my dream of visiting a place and .589 to facilitate family and kinship ties.

Conclusion

The aim of analyzing travel motivation of domestic tourists visiting Jammu and Kashmir is to explore tourists travel decision making. The study has major implications for tourism planner in Jammu and Kashmir. The factor analysis reveals that the three travel motivation factors

‘resting and relaxation’, ‘social experience and learning’, ‘personal and family’. Most of the tourists visiting Jammu and Kashmir are young and majority of the tourists visiting J&K as per this study 78.6% were male and 21.4% female

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