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An Assessment of the Activeness Factors of Tourists Visiting Southern Karnataka

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Abstract

This study is pivotal in understanding the segmentation of activities that tourists' are engaged in during their visit to the regions of Southern Karnataka. The study covers the regions of Kodagu, Bengaluru and Mysuru where a survey was conducted in the popular attractions of the destinations to understand the integrities of the activities that the tourists engage in during their visit to the destination. The study conducts a factor analysis on the various activities and arrives at the prospect that there are predominantly five major factors that draw tourists to be engaged in the region of South Karnataka. The study contributes to the knowledge that once the activities are gathered it can also be used in the assessment of what activities to develop and suggest improvements to existing destination features to enhance the tourism growth in the region.

Keywords: Tourist's activeness, Factor analysis, Motivation to travel and Product development

Introduction

Each destination has a reason or a set of attractions that draw the tourists to that area. The study of activities that the tourists engage in is essential as Zhang and Marcussen (2007) explain that activities have an effect on satisfaction; less active tourists are less satisfied with the destination. Besides, the information gathered by this study can be used for generating customized tourism products,

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liketour itineraries or packages;this would draw supplementary benefits to the tourists and the destination. In this context, destination cards are well-recognized, integrated products that facilitate tourists in their consumption by offering public transport usage and access to activities and attractions at the destination. Lehto, O'Leary and Morrison (2004) find that prior visit to the same destination has a higher effect on activity participation than age. They measure activity breadth by adding up the number of factors in which any of the activities are practiced by the respondents. Repeaters become specialists in terms of activities; they participate in fewer activities but more profoundly. Another way to measure activities is to perform it in terms of involvement, as behavioural differences can be linked to the degree of engagement" (cited by Zoltan & Masiero, p.23, 2012). Hence the study is with respect to understanding the activities that tourists engage in while on a tour of South Karnataka.

Review of Literature:

The study by Al-Haj Mohammad and Mat Som (2010) studies on the pull motivations and their study found that there were eight factor groupings. They are 'events and affordable', 'history and culture', 'variety seeking', 'adventure', 'natural resources', 'heritage sites', and 'sightseeing variety'. 'Events and activities' are the most important pull motivational factor to Jordan.

On the other hand Bashar, Mohammad, and Abdelnaser (2012) found that items like "activities for the entire family", "reliable weather", and "convenience of getting visa", were ranked as the third among the listed important pull motivational items. While, items such as "traveling to a safe destination", "Taking advantages of night life", "scenic attractions", have been shown as an aspect of minor importance by the respondents and were ranked as fourth important item. "traveling to a closer or nearby destination", "traveling to a cosmopolitan city", " variety of short tours" and "availability of pre-trip and in-country tourist info" were ranked as a fifth pull motivation item.

Push motivational factors emphasize reasons that tourists choose one place over another, based on experiences and activities

available (Ryan, 1991) and include common themes such as 'escape, novelty, social interaction, and prestige' (Prayag& Ryan, 2010).

The study by Beldona, Lin and Yoo (2012) identifies that to assess pull and push motivation, a factor analysis is conducted to identify the range of activities that the tourist would like to engage in as it is essential to identify the travel potentiality and innovativeness of the tourist. This is essential as travelers typically draw out their emotional energies and exercise imagination about the prospective travel experience. Innovative search is based on a traveler's need to be innovative and creative in their travel experiences (Vogt and Fesenmaier, 1998). It reflects the traveler's need based on "how" a destination can be best experienced (Beldona, 2008).

This showcases that a destination is visited by a tourist who may have various agendas that may lead to the ultimate satisfaction of the products and services that the consumer avails in a destination. All the above researchers used an exploratory factor analysis to gather their information. Similarly even this study utilizes this method. Hence, it is essential to study about the various attractions in a destination and the ones that the tourist is partaking in. The outcome of which would lead to the knowledge of what activities most interest tourist can also enable the researcher in identifying key activities that the destination card, looked as a product, should involve.

Objective and Methodology of the study:

This study revolves around the identification of the activities that the tourist engages during their visit to the region of South Karnataka. The study utilizes an adopted questionnaire formulated by Zoltan and Masiero (2012) who studied about the activeness of the tourists in the region of Ticino in Switzerland. The questionnaire was slightly altered to meet the activities available in Southern Karnataka. The pilot study was conducted and found that the Cronbach Alpha score was .845 and, therefore, the study was conducted wherein samples of 341 tourists were collected and the factor analysis conducted.

The factor analysis on the activities:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.646
Bartlett's Test of Sphericity	Approx. Chi-Square	1276.360
	df	91
	Sig.	.000

The above table depicts the KMO and Bartlett’s test. The Bartlett’s Test of Sphericity shows that the p-value is lesser than 0.05, it is 0.00 meaning that there is high significance and there is high correlation between the variables. Whereas the Kaiser-Meyer-Olkin test shows that the score is 0.646 which is lesser than 0.9 therefore showing that the variables taken for the study are ideal and that the study is apt for factor analysis.

Factors Loading and Variance

Factor	Factor Names	Rotated Component Matrix					
		Statements	Loadings				
F1	Nature and local activities	Events and festivals (Dassaraetc.)	.502				
		Natural and botanical parks (with an entrance fee)	.822				
		Visit wildlife sanctuaries/ national parks/ zoo etc.	.815				
F2	Wellness of body and mind	Wellness facilities		.683			
		Religious purposes visit temples, churches, monasteries etc		.647			
		Sports and renting equipment		.821			

Factor	Factor Names	Rotated Component Matrix					
		Statements	Loadings				
F3	Heritage and culture	Visiting panoramic sites and/ or hiking			.738		
		Visiting museums and/or historical buildings			.841		
		Nightlife			.516		
F4	City bound activities	Shopping				.703	
		Eating in typical restaurants				.806	
		Ride the metro/ travel via public transport				.600	
F5	Water themed activities	Boating on lakes					.694
		Entertainment parks					.754
Total			2.253	1.910	1.829	1.701	1.687
% of Variance			16.091	13.646	13.061	12.152	12.049
Cumulative %			16.091	29.738	42.798	54.950	67.000

The above table depicts the factors, loadings and variance score of the study. Three major factors were identified and termed as F1: Nature and local activities, F2: Sporting-wellness and religious, F3: Heritage and culture, F4: City bound activities, F5: Water themed activities. The cumulative frequency of the factor analysis is 71 percent, showing that 71 percent of the data has been captured by the factor analysis and that around 30 percent of the data is lost by the analysis. Items such as isolation and visit historical place were eliminated by factor analysis. The factors can be described as follows:

F1: Nature and local activities. It was identified that the most important factor that the tourists partook in was in nature and local activities where the factor analyses captured 16 percent of the data the highest Engien value was .822 and here it can be seen that various adventure trails, trekking activities were in high demand. Besides this the tourists also engage in local activities of sightseeing

F2: Wellness of body and mind. Was the next major factor where the tourists undertook activities that engaged them in both in body and mind (sporting activities such as ATV biking, trekking, boating, kayaking, mountain climbing and so on as well as in religious activities such as visiting temples and other religious sites of worship). It also reflects that the tourist is eager to participate in activities that engage in both the spirit and body that is wellness activities. Here the factor analyses captured 29 percent of the data

F3: Heritage and culture is the third most important factor or activities that the tourist engage in the region of South Karnataka being rich in culture and heritage the tourists engage in various sightseeing activities such as visiting and participating in various cultural shows and so on. Here the factor analyses captured 42 percent of the data

F4: City bound activities is the next important factor that the tourist is engaged in and this highlights the various city bound activities such as the use of public transport such as the metro and bus routes to travel. It also included shopping in the city as well as eating in authentic local restaurants. The factor analyses captured 54 percent of the data.

F5: Water themed activities is the last important factor and it highlights the activity of engaging in water themed activities such as boating, visiting attraction where water is the dominate feature. Also various one day theme parks were also one of the key attractions of the tourist who visit the region. The factor analyses captured 67 percent of the data.

Findings of the Study

The study reveals that the most important activity that the tourist wants to engage in is nature based activities. The region of Kodagu,

the outskirts of Mysuru and the garden city of Bangalore draw tourist from various domestic regions of India as they are keen on visiting the natural attractions in the region. They want to get away from the daily stress and busy life to relax and unwind in a natural setting. Other than this the other activity that the tourists are engaging in is the recuperation of body and mind where they engage in activities of relaxation by engaging in sporting activities, such as trekking or mountain climbing, boating and so on. Tourists are engaged in this alongside visiting spas and Ayurvedic centers for therapy and relaxation. The study also reveals that the tourists are engaged in activities like visit to heritage monuments and engaging in cultural activities. The region being popular for hosting some of the most culturally rich activities the region is popular for this reason. Besides this many of the other activities that the tourists engage in is the city bound activities such as shopping or trying out new cuisines in restaurants. Lastly the activity that attracts many tourists is water themed activities mainly revolving around boating and theme parks where land and water themed rides are available.

Conclusion

The study reveals that there are five major activeness factors that tourists engage in during their visit to the regions of South Karnataka which are "Nature and local activities", "Wellness of body and mind", "Heritage and culture", "City bound activities" and "Water themed activities". This study goes a long way in determining the type of activities that tourists are interested in and would result in the determination of the products and services offered to potential tourist while developing new products and creation of destination cards. Also it could be understood that to popularize the regions inflow of tourists, the major activity that needs to be focused upon is enhancing the natural appeal of the destination. With cities such as Bangalore, and even Mysuru, getting more and more industrialized off late, the civic authorities should bear in mind that development and advancement should be sustainable and the natural beauty of the cities should be maintained and preserved.

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