

**A STUDY OF VARYING TOURIST BEHAVIOR:
SIGNIFICANT TOOL TO ASSESS THE PROSPECTS OF
ECONOMIC GROWTH IN THE TOURISM SECTOR**

Dr. Madhu Murdia*

Abstract

This research study intends to show the significance of the tourist behavior study in tourism and hospitality industry. We all are consumers. We consume and buy the merchandise according to our needs, wants, purchasing capacity and preferences. Our mood, perception, self concept, cultural and social background, family, age and miscellaneous other factors influence our purchasing behavior to a great extent. Affluent people buy in a quantity and at shorter intervals. In economic and poor societies, people buy the necessary products only when it becomes essential, affordable and on priority. In current scenario study on consumer behavior is not restricted to some industries. Now it has become essential part of every business. Consumer buying behavior is a psychological phenomenon and satisfaction from the services is the same phenomenon. Wherein no matter how good we are at it, it is always difficult to satisfy a consumer. Hence, it is all about the perception of a consumer same applies to hospitality and tourism industry where is customer satisfaction is of prime importance and service brings the actual feedback of all. Hence, it can be seen that service sector and buying behavior are two sides of the same coin and both are psychological phenomenon of the consumer. Thus, there is no doubt in the statement that 'for a good economic growth and reformation in tourism industry a wide study on varying consumer behavior is a need of the hour.' So that services can be improved according to the guest's desires.

* Associate Professor (Department of Tourism Management), Pacific Institute of Hotel Management, PAHER University, Udaipur, Raj.

Research Methodology To study the varying consumer behavior simplified process framework of this study is designed and for the implication of this framework a strategy is prepared. To prove the significance of this study a sample primary research has been done.

Limitation: Tourism and hospitality is a wide industry, so in any study every aspect cannot be covered. This research is limited to the small geographical area and mainly middle class consumer's buying behavior has been studied.

Keywords: Consumer behavior, Tourism, Hospitality, Economic growth

INTRUCTION

Tourism industry became immense lucrative in last few decades. It can be sensed by studying the statistics of tourist receipts in the different regions. This increasing number of tourist shows that now people are taking interest in tourism and related activities. To encash this opportunity at utmost level a consumer buying behavior study is becoming must. This study make hospitality marketers enable to understand and predictable about buying behavior and current trends of the industry. This study is not only concerned with what consumer buy but also why they buy it , what are their preferences, what motivates them to purchase, where and how they buy it, how many times they buy it and consume it? So, many researches and surveys on consumer behavior by marketing personnel shows that the buyer of the same product have different interest and preference to purchase the same product or services, paid different prices, purchase from different places and vendors, have different assumptions and satisfaction level, different emotions and occasions, towards the selection of the product or so on. In tourism industry 'guest is God', so to know about guest's choice and preference, their buying behavior towards services and feedback for improvement is must. The American Marketing Association (AMA) defines consumer behavior as "The dynamic interaction of cognition, behavior & environmental events by which human beings conduct the exchange aspect of their lives.

It can be seen that service sector and buying behavior are two sides of the same coin and both are psychological phenomenon of the consumer. Thus, there is no doubt in the statement that 'for a good economic growth and reformation in tourism industry, a wide study on varying consumer behavior is a need of the hour.' So that services can be improved according to the guest's desires.

The present study is conducted to know the factors responsible for varying buying behavior of the consumer. To verify the significance of this study in tourism sector that it can be helpful in economic growth of the sector. The study also enlighten an importance of the level of involvement of consumer in buying decision and their intensity of interests on a product in a particular situation with reference to the chosen geographical area.

OBJECTIVE OF THE STUDY

To determine the level of significance of consumer buying behavior study in tourism

To find out the contribution of Consumer Buying behavior study in understanding consumer's need

To find out the similarities or differences between tour operators and hoteliers opinion regarding role of consumer buying behavior study

REVIEW OF LITERATURE

Numerous subsequent studies have been done on consumer buying behavior through marketing or management personnel's but as far as tourism industry is concerned the number is very less. To understand consumer buying behavior some studies are reviewed which are as follows:

Many authors defined different determinants of the tourists buying behavior but motivation is defined as strongest determinant of the tourist's behavior. Due to concept of need the theory of motivation came into existence. To understand human motivation, it is necessary to ascertain what needs people have and how they can be fulfilled. Maslow in 1943 was the first to attempt to do this with his needs hierarchy theory, now the best known of all motivation theories. Mill and Morrison (1985), see travel as a need or want satisfier, and show how Maslow's hierarchy binds in with travel motivations and the travel literature. Similarly, Dann (1977) tourism motivators can be linked to Maslow's list of needs. He squabbled that there are basically two factors in a decision to travel, the pull factors and the push factors. The pull factors are those that affect where you travel and push factors are those that make you want to travel

After the determinant need next determinant is choice that how and by which sources people wants to satisfy their need. There is a small amount of research studies of destination choice have

been analyzed personal values to determine for the reason of consumers chooses a particular destination. Muller (1991) has developed profiles for various section in an international tourism market in order to demonstrate the usefulness of profiling visitor segments in such a way that the importance of various tourism destination criteria could be attributed to specific value orientations. Besides that, he also believed that value-based data are easier to obtain than lifestyle profiles because a value survey is considerably shorter than a lifestyle questionnaire. The approach taken was to: Isolate segments in the market, based on the importance visitors attach to several attributes of a city visit Develop value-based profiles of these segments Assess the marketing implications of the value profiles for tourism product development and promotional strategies.

The destination choice has been conceptualized in two phases which are generic phase and the second phase is concerned with where to go stated by Crompton, (1977). The generic phase issue the fundamental issue of whether or not to have a holiday at all. Once the decision-making for vacation is made, the second phase is concerned with where to go such as plan for destination choice. On the other hand, Um and Crompton, 1990 also explored a concept as to probe the second phase with developing a framework of travel destination choice for consumer to provide a context for the study. In facts, the concepts used in the framework were consists of external inputs, internal inputs and cognitive constructs. The sum of social interactions and marketing communications to which a potential traveler is uncovered and the internal inputs were viewed as a potential traveler which includes personal characteristics, motives, values and attitudes. For the last one of cognitive constructs which represent a combination of the internal and external inputs into the destinations and the inducing set of destinations.

Tourism behavior as a study in tourism journals of 2003 have substantially fallen under the basic segments of consumer research, destination preference, image or decision making. The crux of the published studies has lied in the understanding of the basic motivations in choosing destinations among various markets. Andriotis and Vaughan (2003) studied the attitudes of urban residents toward tourism development on Crete. Trekker's perceptions of Nepal were identified by Holden (2003) while Mohsin and Ryan (2003) examined motives of backpackers in Northern Australia. Uriely et al. (2003) examined how residents' religious attitudes influence their

attitudes toward heritage tourism in Israel. Teye and Leclerc (2003) studied the motivations of cruise line passengers from an ethnic perspective.

After the review of literature conclusively it is seen that there has been tremendous research on the impact factor and the tourism behavior but there lies a gap where in-depth study of consumer behavior and their role in economic and infrastructural growth and development is still required. But it shows that consumer behavior study is helpful in hospitality industry equally because by this study industry will become aware about consumer's taste and preferences in near future.

RESEARCH METHODOLOGY

To determine the level of significance of consumer buying behavior study in tourism and its role in economic and infrastructural growth a primary research has been conducted. The secondary data was also collected to know the contribution of service industry in economic development of the country.

Sample Size for the study was 36 personnel, from hotel and tourism industry. Further the sample was divided into two sub samples 18-18 from hotel and tourism respectively.

Sampling Method – convenience sampling method was used.

Sample frame – different age groups- 20-50 years from hotel and travel agencies employed on different positions.

Geographical Scope of the study is confined to Udaipur city only.

For this study structured Questionnaire was used as a **Research instrument**. A 5 point (15 statements) Likert scale was used to collect the primary data. Scores can range from 15 to 75, where higher scores represent favorable attitude.

Hypothesis

H₀. Consumer buying behavior study is helpful in economic and infrastructural growth of the country

H₁. Consumer buying behavior study is not helpful in economic and infrastructural growth of the country

H₀ There is no significant difference in the perception of hotel and tour & travel agency personnel.

H₂ There is significant difference in the perception of hotel and tour & travel agency personnel.

Statistical Tools – To test the hypothesis and data analysis Z-test, Average and Standard deviation was used.

ANALYSIS AND INTERPRETATION

After conducting the research and analysis of available data, the findings which were came out are as follows:

H₀. Consumer buying behavior study is helpful in economic and infrastructural growth of the country

H₁. Consumer buying behavior study is not helpful in economic and infrastructural growth of the country

Table 1.1

Particular	Hoteliers	Travel agency, Tour operators
Sample Size	18	18
Mean	62.66	63.66
Standard Deviation	4.158	4.405
Calculated Value	-0.7003	
Table value for two tail test	1.96	

Interpretation

Hypothesis is tested and the null hypothesis is accepted because calculated value is less than table value so we accept the null hypothesis that consumer buying behavior study is helpful in economic and infrastructural growth of the country and here is no significant difference between

the perception of travel agent and hotel personnel regarding significance of consumer buying behavior study in tourism industry.

Table 1.2

Particular	Hoteliers	Travel agency, Tour operators
Sample Size	18	18
Mean	62.66	63.66

The second hypothesis is tested and the null hypothesis is accepted because Mean score for both the samples are higher than neutral scores (45) which shows that both travel agent and hotel personnel's agree that consumer buying behavior study is helpful in economic and infrastructural growth of the country.

To justify the primary findings the secondary data is collected. The findings are as follows:

“ The hospitality and tourism sector's direct contribution to GDP is expected to grow at 7.8 per cent per annum during 2013–2023 in India vis-à-vis the world average of 4.2 per cent Create higher employment • The travel & tourism sector in India is estimated to create 78 jobs per USD18,366 of investment compared to 45 in the manufacturing sector Higher investments • Travel & tourism's contribution to capital investment is projected to grow at 6.5 per cent per annum during 2013–2023, above the global average of 5.0 per cent.

Contribution of visitor exports to total exports is estimated to increase at 5.7 per cent per annum during 2013–2023 compared to the world average of 4.0 per cent. Foreign tourists visiting India increased to 6.36 million annually in 2012 from 3.9 million in 2005 Pre-1990 1990-2000 2000-2005 2005 onwards. Share of tourists by expenditure (2012) Domestic travel revenues aggregated USD73.8 billion in 2012 and is expected to reach USD175.9 billion by 2023 Foreign visitor revenues reached USD18.2 billion in 2012 and is projected to total USD34.8 billion by 2023 Domestic travellers contributed over 82.2 per cent to total tourism revenues in 2012 Expected share of tourists by expenditure (2023) 80.3% 19.7% Domestic spending Foreign visitor spending 83.5% 16.5%.” (www.slideshare.net)

According to the Planning Commission, the hospitality sector creates more jobs per million rupees of investment than any other sector of the economy. The World Travel & Tourism Council (WTTC), which says India's travel and tourism sector is expected to be the second-largest employer in the world, employing 40,37,000 people, directly or indirectly, by 2019. (www.hospitalityindia.com)

According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC), the demand for travel and tourism in India is expected to grow by 8.2 % between 2010 and 2019. This will place India at the third position in the world. India's travel and tourism sector is estimated to be the second largest employer in the world. Capital investment in India's travel and tourism sector is expected to grow at 8.8 % between 2010 and 2019. The report forecasts India to get more capital investment in the travel and tourism sector and is projected to become the fifth fastest growing business travel destination from 2010 through 2020. (WTTC 2013)

Travel & tourism's contribution to capital investment is projected to grow at 6.5 per cent per annual during 2013-2023, above the global average of five per cent. The tourism policy of Government of India aims at speedy implementation of tourism projects, development of integrated tourism circuits, special capacity building in the hospitality sector and new marketing strategies. Tourism can play an important and effective role in achieving the growth with equity objectives which we have set for ourselves. Government of India recognized tourism sector as one of the important contributors to employment generation and economic growth. (Prasad & Sathish, 2010)

During 2012-13 when GDP growth rate was around five percent, agricultural sector recorded around two percent growth rate and Industrial sector recorded around three percent growth rate. But Service sector has grown at a rate of 6.59 percent which is much above the growth rates in agriculture and industrial sector. Sources: Planning commission Government of India. (Harini k. v & Indra M. 2014)

After analysis of the collected primary and secondary data it is showed that extensive consumer buying behavior studies are very important in hospitality industry. It will help in future projection of the industry. It will increase the footfall of the tourist at the destination. As

secondary data shows it is highest contributor in GDP and continuously provoking infrastructural development of the country.

CONCLUSION

We can conclude by saying that, the hypothesis has matched the result of the study topic. It is clearly shown that consumer buying behavior study is very important in tourism and hospitality industry. In depth study of secondary data proved that service industry is continuously playing a significant role in economic and infrastructural growth of the country. So, to know the consumers taste, to predict the future trends of industry and for continuous up gradation and to meet the demand of the market consumer buying behavior study is the need of the hour. It can be said that in hospitality industry consumer buying behavior study is helpful in economic growth as well as it also helps to develop positive perception of the consumer for the services. It has upgraded the quality of services.

LIMITATION

This study is restricted to the Udaipur city only. It can be done on large scale. Only few aspects are covered, a detailed study can be done.

REFERENCES

- Holden, E.(2004). Ecological footprints and sustainable urban form. *Journal of Housing and the Built Environment*, p. 19, 91-109
- Andriotis, K. & Vaughan, R.D. (2003). Urban residents' attitudes toward tourism development: The case of Crete. *Journal of Travel Research*, p. 42,172-185
- Mill & Morrish (1985). Socioeconomic variables and their effect on tourism. *Tourism system: an introductory text*, Englewood Cliffs, N.J. : Prentice-Hall International, ISBN – 0139257691,– pp 52
- Dann (1981). Tourist motivation: an appraisal, *annals of tourism research*, p. 8:187-219
- Um, S. and Crompton (1990). Attitude determinants in tourism destination choice. *Annals of Tourism research*, 17 (3), p.432-448

Muller (1991). Motivation of tourist, Consumer behavior in travel and Tourism. The Haworth Hospitality Press, NY, p.79-104

Mohsin, A. and Ryan, C. (2003). Backpackers in the Northern Territory of Australia – Motives, behavior and Satisfaction. International journal of tourism Research, vol.5(2), p.113-131

Prasad & Sathish, (2010). Policy for India's services sector, Department of Economic Affairs ministry of Finance government of India, Working paper no.1,Pp 1-78.

Harini K. V & Indra M. (2014). 'Growth and prospects for service sector in globalized economy: A study of Indian Tourism industry'. International journal of Advance Research in Management and Social Sciences, Vol.3, no. 3, p. 69-74

Source: World Travel & Tourism Council's economic impact 2013, Aranca Research

Report of Planning commission Government of India.

External Sources

<http://www.slideshare.net/IBEFIndia/tourism-and-hospitality-august-2013> retrieves on 09/08/14

<http://www.hospitalityindia.com/hospitality-industry-in-india.htm> retrieves on 09/08/14