

# Leisure trip behavior for destination choice -A case study of Porbandar City (Gujarat)

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**Abstract**—Tourism is one of the growing sectors in India, with 6.23% to the national GDP 8.78 % of the total employment in India. Indian tourism covers 0.49% of the world. India having uniqueness in leisure places like heritage sites, cultural attractions, beaches, shopping, and Indian cuisine. There are many factors effects on making leisure trips making decision. There are Income, Available budget for trip, Number of days, Trip purpose, Family members, Mindsets of making trips, Mode choice, Preference for location, Connectivity of place, Climate of place, Safety and comfort. Lack of proper travel mode and public transport mode are still in bad condition on which government should do improvement, second thing about language barrier which important to improve, sign boards and informative boards must be in regional and English language. Local transports at the destination places are too costly, which should be controlled by government. The main objective is to identify the parameters influencing the destination choice for Leisure trips. Generally, from the study and survey there is growth in tourist flow at the chosen destination places, but that can be increase in flow by providing good and basic amenities to the tourist like good public transport system, affordable and appropriate cost of hotels and local transport as well as good food quality, road conditions, traffic condition. These are the very important things which are needed to improve in proper way.

**Key words**—Mode choices, leisure trip, influencing parameters

## I. INTRODUCTION

Leisure means free time or holiday time for relief and enjoyment. People usually makes trips in this duration mostly which are known as “leisure trips”. There are various types of leisure trips like Social get together, Natural place visits, Shopping, Recreational, Sport tours, Cultural /religious trips. There are many factors effects on making leisure trips making decision. There are listed below:

- Income
- Available budget for trip
- Number of days
- Trip purpose
- Family members
- Mindsets of making trips
- Mode choice
- Preference for location
- Connectivity of place
- Climate of place
- Safety and comfort.

## II. OVER VIEW OF TRIP SCENARIO - INDIA

Tourism is one of the growing sectors in India, with 6.23% to the national GDP 8.78 % of the total employment in India. Indian tourism covers 0.49% of the world. India having uniqueness in leisure places like heritage sites, cultural attractions, beaches, shopping, and Indian cuisine.

There are more than 5 million annual foreign tourist arrivals and 562 million domestic tourist visits India. Leisure trips occur more than business trips. “Condensate traveler” leading travel journal ranked India among top four tourist destinations. Another one is “Incredible India “campaign ranked as highest recall investment worldwide by “Tourism and Leisure”

## III. TRIP GENERATION SCENARIO - GUJARAT

Gujarat Located Western Side of India. There Are Many Places of Leisure in Gujarat Like Sasangir, Katch White Desert, Modhera, Somnath, Diu and Dwarka. Gujarat one of the most ancient 3500 years of history, natural and cultural delights, beaches, fairs and festivals, temples, holy site. The gross flow of tourist during 2013- 14 was approximately 28.79 million. For Gujarat, we can say that “The Tourist Hub”.

Gujarat is divided in different hub in point of view of leisure trips like:

- Ahmadabad Metro
- Ahmadabad Rural (North Gujarat) Rajkot
- Junagadh (Saurashtra)
- Jamnagar (Saurashtra)
- Bhuj (Kutch)
- Vadodara
- Diu (Beaches)
- Porbandar

Leisure places are well having facilities of Modern Infrastructure, In the Areas of Commerce, Communication, Connectivity, Hospitality, Transportation, Medical Facilities, Etc

#### IV. NEED OF STUDY

Generally, from the study and survey there is growth in tourist flow at the chosen destination places, but that can be increase in flow by providing good and basic amenities to the tourist like good public transport system, affordable and appropriate cost of hotels and local transport as well as good food quality, road conditions traffic condition. These are the very important things which are needed to improve in proper way. Lack of proper travel mode and public transport mode are still in bad condition on which government should do improvement, second thing about language barrier which important to improve, sign boards and informative boards must be in regional and English language. This type of survey is also carried out for regional and other places also to know the needs of study of that place.

#### V. OBJECTIVES OF THE STUDY

The main objective is to identify the parameters influencing the destination choice for Leisure trips. Following are the sub objectives:

- Identifying the study destination with considering leisure trips.
- Determine the parameters influencing the destination choice.
- To prepare the questionnaire survey for collecting Information about the leisure trips.
- To carry out statically analysis of the collected parameters.

#### VI. SCOPE OF THE STUDY

The Scope of the Study Is limited to: The Destinations Which Are Selected Are Having “Leisure Value” Of Historical, Religious and Recreational of Porbandar city.

#### VII. LITERATURE REVIEW

There is lot of investigation and survey has been done on the Leisure trip analysis Leisure trip generation, trip variation, and trip frequency and traveler’s behavior play very important part. There are many research work done on International tourist behavior compares to domestic tourist behavior. Traveler’s behavior is the important about making any leisure trip. There are many factors directly and indirectly effects on making trip decision. There are many parameters like days of trip, budget of trip, direct connectivity, safety and comfort, traffic condition, affordable accommodation etc.

Leisure trips are the important part of life, which occurs in numbers of time on-week to-week with much variability. The main purpose is to study of frequency of leisure trips on week to week and variability changes. This change is correlated with socio-demographic structure, location factor, place choice etc. Its helps to promote tourism, to improve GDP, to develop new relations between new countries (1). There are many attributes like safety, comfort, information, socio-demographic structure effects on decision making of leisure travel. If in two worker households , one male and one woman than they having stable characteristics of leisure travel, and if they having children than its really needs tricks for dealing with time pleasure , such as avoiding travel time, limiting out home activity duration which results stable travel patterns. There is also study related to self-planning and agency planned tours. In agency planned tours, they have to arrange and take care of their mode of travel accommodation for stay and other facilities like safety and comfort of the travelers (2). Leisure activity and trips varies from person to person there is very differentiate behavior in one worker households and two worker households. As the individuals or one worker households 10 are likely to have variability in trips than two workers. As well, two worker households have mostly stability in trip generation than one worker. There is the most important factors in two worker households, if both are male than its great intrapersonal variability in trip

generation. If in two worker households, one male and one woman than they having stable characteristics of leisure travel (3). Leisure trips are based on one's preference of location and their interest point. Preference about different places of leisure trips affects by many factors. There are many factors like income groups, socio demographic, economics, safety and comfort, pre-decisions as well destination specific attributes. Destination choice is very difficult decision which depends on many complexes and correlated factors like Accommodation, Food quality, Recreational facility, Socio - demographic structures, Main factor "Income" They have studied out six places in India related with Historical and Cultural, Religious, and Waterfronts. Usually Indian family are joint family having parents, husband-wife, children, that age group, members of family affects destination choice. Other aspects like physical comfort, safety, climate, comfortable stay effects on place choice. Presence of attributes like shopping facility, casinos, entertainment factors effects on choice. Monthly Income, Family composite, Vehicle own ship, such data collected. Destination choice is the most complex decision which depends on family member's choice and preference. As well, HIG more concern on Safety and Comfort than money matters, where LIG focus on how to utilize the place in available budget (4). Destination choice of leisure trip is affected by many variables like pre-information availability, motivation, time and budget available. There are many sociological, psychological, economic, environmental aspects effects on domestic tourists. Satisfaction effects on revisiting of that destination place there are many different attributes effects on destination choice between heritage place and cultural place. In case, in visiting of historical place they give impotence to the accommodation, travel costs than safety. As well at religious place comfortable, safety affordability and information about place don't needed. As India is the country of joint-families, give more important to the aged persons of the family, in choosing religious place (5). From study during past 20 years, female tourist faces more constraint, one of them are lack of time and lack of money obviously. There are most constraint factors such as language and information search about the place to the tradition leisure tourist (6). The ratio of domestic tourist to international tourist is higher in India compared to other countries. Domestic tourists are the major contributor of the tourism and the

economy of the country. There are many factors like travel time, congestion network impacts on tourist. On time of vacation and weekend there is jam condition of road and non-availability of berths in rails. The attitudes of tourist towards risk, safety, convenience affects their choice. As studied, that the persons involved in leisure gives more time to site as compared to salaried person give more weight to travel time (7).

#### VIII. SUMMARY OF LITERATURE REVIEW

Review of the literature revealed that various factors effect on making decision of leisure trip. One's interest and mind-set is important factor. Usually high income group are more concern about safety and comfort than other factors. Time and money is the basic important attributes. From literature review, come to know that domestic tourists are revisits more the places than internationals. The travel behavior of the domestic tourist is too important to understand

#### IX. STUDY AREA AND METHODOLOGY

As Gujarat is State of Sea-Sites and Temples. Porbandar district is one of the 33 districts of Gujarat state in western India. The district covers an area of 2,316 km<sup>2</sup>. It had a population of 5,85,449 of which 48.77% were urban as of 2011 census. This district was carved out of Junagadh District. It lies on the Kathiawar peninsula. Porbandar city is the administrative headquarters of this district. This district is surrounded by Jamnagar district and Devboomi Dwarka to the north, Junagadh district and Rajkot district to the east and the Arabian Sea to the west and south. As of 2011 it is the second least-populous district of Gujarat (out of 33), after Dang. Porbandar is the birthplace of Mahatma Gandhi. Porbandar is also mentioned in the Mahabharata as the native place of Krishna's childhood friend Sudama. As per the mythological reference in SudamaChaitra of SkandPuran of ShrimadBhagvad, the present Porbandar city was names after Goddess Porav, and was located along the riverbanks of Asmavati three locations were selected as Study Area. One Is "KirtiMandir as Historical Place", Sudama as Religious Place and Another Is Chowpati as "Recreational Place".

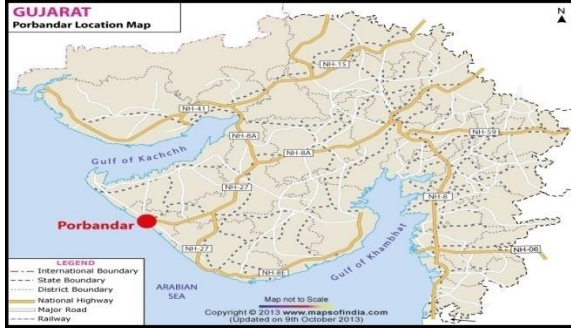


Figure-1: Porbandar Map Location



Figure-2: Glimpse of Porbandar City



Figure-3: KirtiMandir



Figure-4: SudamaMandir



Figure-5: Chowpati Beach

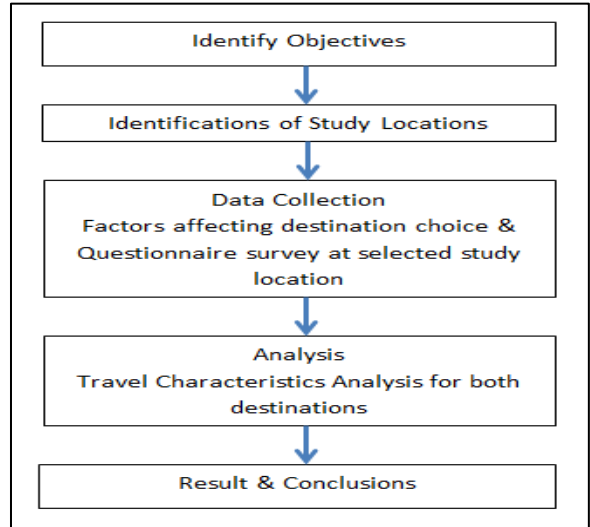


Figure-6: Methodology

#### X. DATA COLLECTION

For Data Collection, First Have to Prepare a Questionnaire –A Data Collection Form Which Includes All Parameters like Trips per Year, House-Hold Income, Members of the Trip, Budget of the Trip, And Days of Trip Etc.



Figure-7: Pictorial View of Data Collection





Figure-8: Pictorial View of Data Collection

XI. SAMPLE SIZE CALCULATION

- Population of Porbandar, N = 2, 29,000
- e = ± 10 %
- n = Sample Size
- Sample size,  $n = \frac{N}{1 + N(e)^2} = \frac{229000}{1 + 229000(0.10)^2}$
- N= 100
- n =150

XII. DATA ANALYSIS

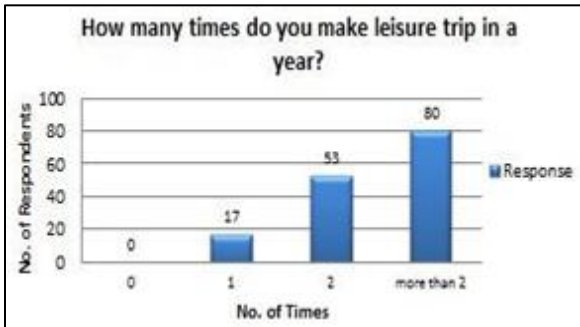


Figure-10: Leisure Trip in a Year

This graph show that 80 peoples make a trip more than 2, 53 peoples make a trip 2 time and 17 peoples make trip 1 in 1 year.

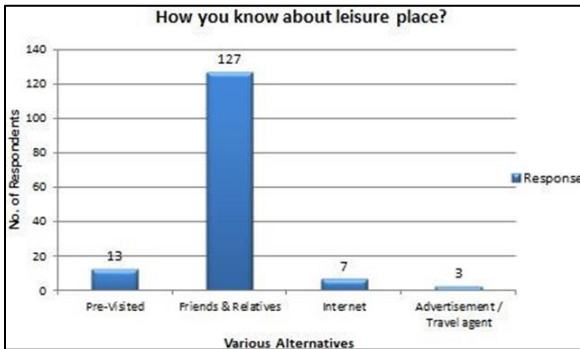


Figure-11: How You Know About Leisure Trip

This graph shows that 127 peoples told us that informed about leisure place by friends & relatives.

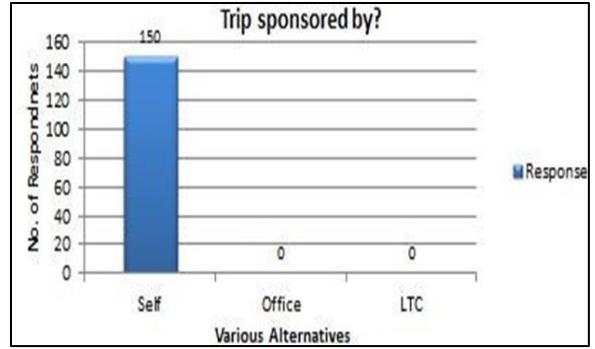


Figure-12: Trip Sponsored By?

This graph show that trip sponsored by whom.

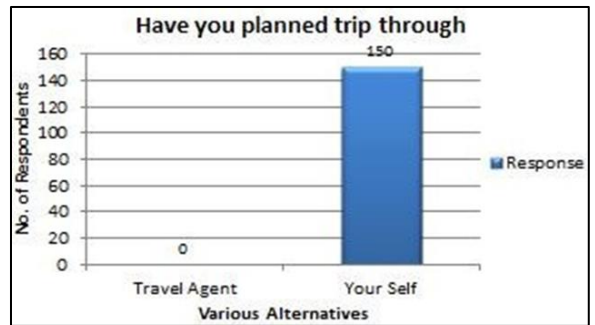


Figure-13: Have You Planned Trip Through?

This graph show that trip sponsored by whom.

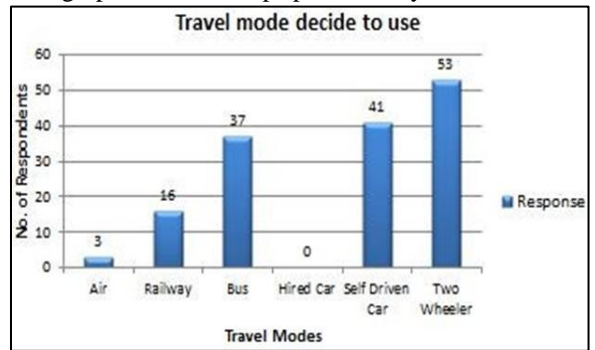


Figure-14: Travel Mode Decided to Use

This graph shows that travel mode of origin to destination place.

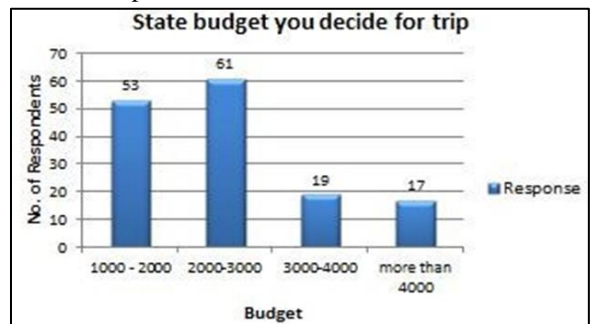


Figure-15: State Budget You Decided for Trip

This graph shows that maximum budget of leisure trip. 61 peoples told us that our budget is 2000 – 3000.



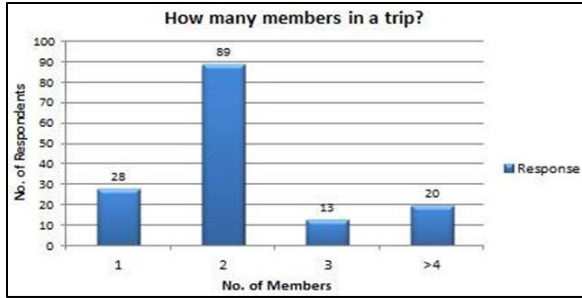


Figure-16: How Many Members in a Trip?  
In this graph 89 peoples told us that in this trip they have 2 members.

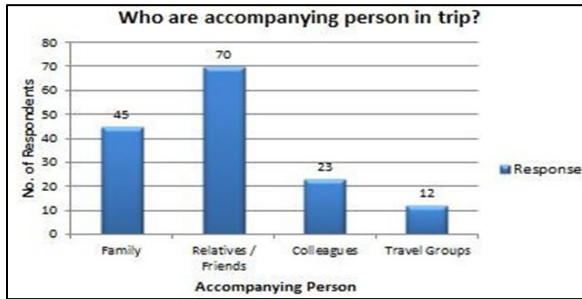


Figure-17: Who is Accompanying Person in a Trip?  
This graph informs that maximum accompanying person is relatives / friends.

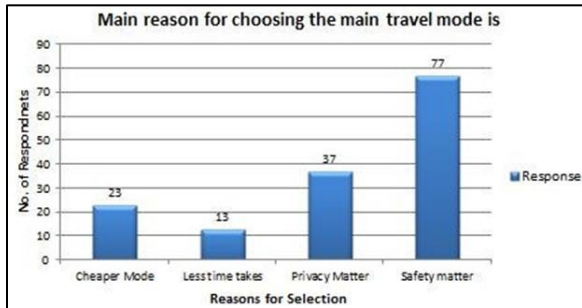


Figure-18: Main Reason for Choosing the Main Travel Mode?

This graph indicates that what reason of choosing your travel mode is.

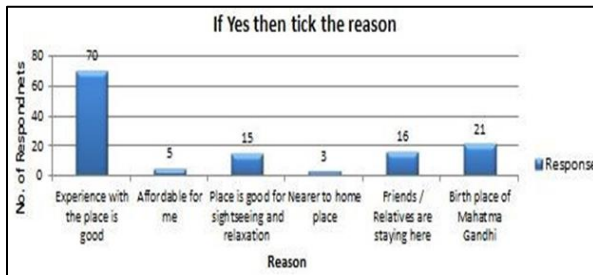


Figure-19: If Yes Then Tick the Reason  
This graph informed that feedback of leisure place.

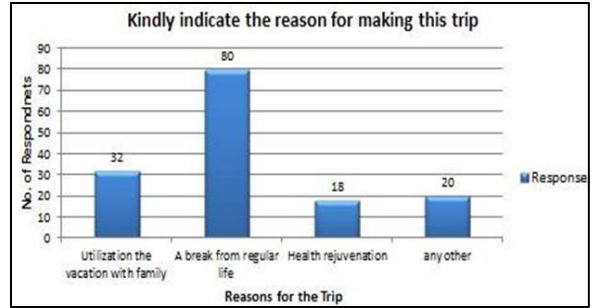


Figure-20: Kindly Indicate the Reason for Making this Trip  
This graph shows that what reason of making leisure trip is.

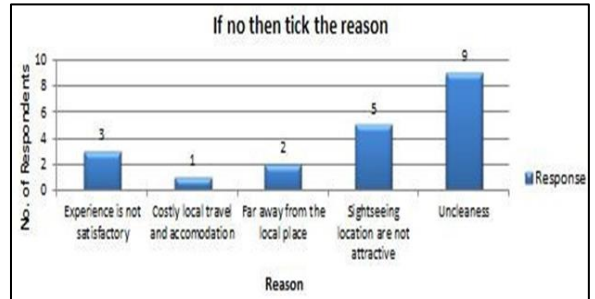


Figure-21: If No Then Tick the Reason  
This graph informed that what a reason that does not like leisure place is.

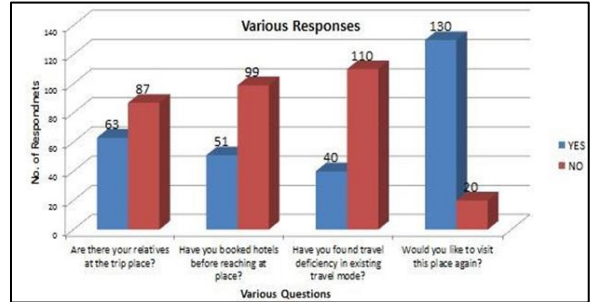


Figure-22: Various Responses  
This graph indicates various responses of tourist.

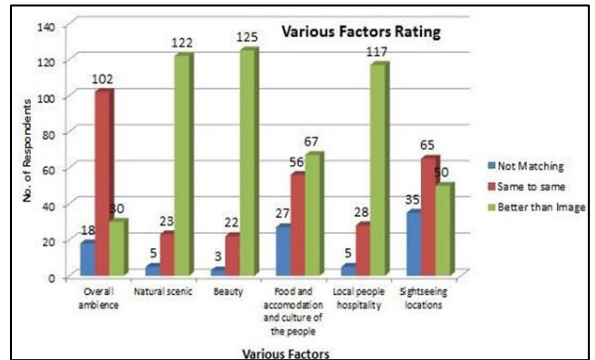


Figure-23: Various Factors Rating  
This graph is indicating that various factors of leisure place.

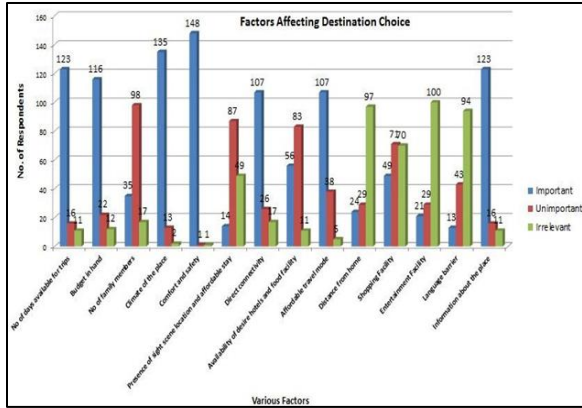


Figure-24: Factors Affecting Destination Choice  
This graph indicates factors affecting leisure trip.

XIII. CONCLUSION

The study was aimed to determine the factors influencing the mode choice of tourists for three different destinations. The selected destinations included Kirtimandir (Historical destination), Sudamamandir (Religious destination) and Chowpati (recreational destination). Questionnaire survey was done at this three locations and statistical analysis was done. The results and conclusions are summarized as below:

- Parameters like trips per year, house-hold income, members of the trip, budget of the trip, and days of trip etc. were considered for study.
- From the analysis it can be concluded that travel mode, vehicle ownership and monthly are important factor affecting the trip generation at religious place. Distance from the home is important. There is negative value of comfort and safety and budget that shows these parameters are not as much important at place like religious leisure value.
- From the analysis it can be concluded that distance from home effect positively in making trips to leisure destinations. Factors like vehicle ownership, comfort and safety also affect the selection of mode and destinations. The availability of budget for trip and direct connectivity to the place have a negative effect indicating that a leisure trip can be taken up only if sufficient budget is available and near may be due constraint of number of holidays.

XIV. RECOMMENDATION

- There is lack of public amenities such as Good infrastructure, public utilities and connectivity to popular destination.
- To overcome this problem district should build budget hotels so that needs of the tourist is satisfied, to provide easy and good transport, government should encourage hoteliers by giving them tax subsidies, land should be easily available to construct hotels, way side amenities, public toilets. Security problem should be tightened so that no unwanted accident happens. Transport system like rickshaw, car and other vehicles which the tourist will use must be in good shape and with reasonable fares.

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