Impact of travel destination factors on travel destination choice: An empirical investigation of Indian Travelers

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ABSTRACT

Travel is claimed to be one of the most favorite leisure or stress buster round the globe. The question of how people consume travel and tourism products has become a focal point in tourism research in the past two decades. In recent years, a growing number of published research works have improved our body knowledge in this highly important domain. However, these scholarly studies are scattered in numerous journals and have never been incorporated into a single volume that summarizes all explored and, as yet not fully explores issues in tourist's behavior. The aim of this volume is to represents for the first time an attempt to explore, define, analyze, and evaluate the state of the art in this multifaceted phenomenon of consuming tourist and travel products. This article investigates the influence of travel motivation, destination image and destination type on destination choice. Now a day's tourism industry also becoming popular. Tourists are easy to get travel information so that travel styles also become diversified. The quantitative research is used to analysis data. Research was conducted by means of the distribution of questionnaires. The results indicated that the main travel motivations are resting and relaxation, enriching and learning experiences. These results indicated similarities with the findings of previous research studies. There are 190 questionnaire received which are analyzed through regression, cross tabulation etc. the study results indicates that the travel motivation, destination image and destination type have influence on the destination choice of the tourists. And also the other demographic factors such as age, income and the job also influence the travelers in choosing a particular destination.

Keywords: Travel motivation, destination image, destination type and destination choice.

INTRODUCTION

India is one of the quickest developing economies on the planet, because of the unexpected development in its tertiary area post progression. Assist this development is likewise improving the development of various enterprises among which comes the tourism business. India has an extremely differing business sector of tourism. No different nations on the planet has such a topographical and social assorted variety, thus India is dependably a favored visitor area around the world. Plus, India is likewise a less expensive visitor area thus it is a noteworthy fascination for vacationer which is adding to the development of tourism industry in India. Directly, Indian tourism is having new open doors s numerous remote ventures are made on the inns, which in a way is advancing the Indian tourism additionally as guaranteed. (Dev and Kuckreja, 1989)

This documentation consists of a comprehensive discussion of the main factors that affect consumer behavior in travel and tourism and the relationship between travel motivation, destination image and also the destination choice. In search of improved approaches to marketing tourist product, this project consists of comprehensive discussion on main factors that affect consumer behavior in travel and tourism.

The tourism industry is one the fastest and largest growing industry in the world. As a worldwide occurrence if forms a very important part of the service sectors strongly influencing the economy. For the tourism industry to maintain or improve its current status it is dependent on the tourists "travel decisions which are reflected in travel behavior".

Many travelers stated that destination choice has always been an important aspect in tourism literature and there are there are various factors influencing travel decisions. These factors constitute of culture, travel motivations, finances and previous experiences, to name a few. Cooper and Hall state that tourism is subject to a collection of influences and factors that determine its relative distribution. Travel motivation forms an integral part of travel behavior and has been widely researched and applied in tourism marketing strategies. The need to see the unseen and know the unknown drives people to travel to new places and motivates them to visit new destinations.

The need to study of destination choice process has become more important in recent years as a result of rapid growth of both travel demand and the tourism industry. Many studies of destination choice have analyzed personal values to determine why consumers choose a particular destination. The concepts used in the framework were described as external inputs, internal inputs or cognitive constructs. External inputs were viewed as the sum of social interactions marketing communications to which a potential traveler is exposed. Internal inputs derived from the socio psychological set of a potential traveler, which includes personal characteristics, motives, values and attitudes.

The purpose of this study was to determine the travel behavior and is more specifically the travel motivations of the tourists. As the competition in tourism market is growing day by day every company needs to concentrate on each and every aspect of its activities. Customers should be satisfied with the tourism packages, service quality, and place where it is located etc. so every company needs to know the travel behavior and satisfaction level of its customers and try to reach the expectations of the customers.

LITERATURE REVIEW

Tourism in India

India has an exceptionally various market of tourism. No different nations on the planet has such land and social assorted variety, henceforth India is dependably a favored traveler area round the globe. In addition, India is additionally a less expensive traveler area thus it is a noteworthy fascination for remote voyagers which is adding to the development of tourism industry in India. By and by, Indian tourism is having new open doors the same number of remote speculations are made on the inns, which in a way is advancing the India tourism likewise as guaranteed by (Dev and Kuckreja, 1989).

Kulkarni, 2015 in the article examines about the MAKE IN INDIA mission on Indian tourism setting. The examination is done on the stage of Karnataka. One of the significant angles in this investigation is FTAs in India (travel and transport).The article guarantees that there has been a momentous development and furthermore new open doors have landed in the tourism setting with the presentation of Make In India mission. As this mission till an extraordinary degree achieved mechanical upset, henceforth, another measurement was added to the business which was advantageous in nature**.**

Marketing and Promotion in Tourism

Web can be a compelling device for advancement and furthermore to open up new open doors in the segment of travel and tourism. This could be just conceivable with the section of web and web based business in the business. As insights say that tourism has a commitment of 9.9% in worldwide GDP and as overviewed that there are more than 2 billion web clients before the finish of 2010. Henceforth, the mixture between the business and web can be profoundly gainful as far as development of the business; (Patil, 2014). Very much developed sites can help in giving data as well as in advancement and other promoting exercises as a relative report has been done over the North American and New England Tourism. Web not just assumes the part of a business exchange device however an advancement device also; (Parker, Sears and Smith, 2012). Web can be utilized as a noteworthy device for advancement of the tourism and cordiality. Clients through web entryways can pick up

mindfulness about traveler goals as well as can access the different lodgings accessible there and coordinate them as per their necessity. As a review in Sri Lanka has demonstrated that web is an extremely effective stage for advancing lodgings and pull in both neighborhood and outside clients; (Sambhantham and Good)

Factors influencing consumer travel behavior

Motivation is the inner drive that cause people to take action to satisfy their needs

Atttitude is more difficult to change, as they are ingrained feelings about various factors of experience. Perception is an overall mind- picture of the world, shaped by information that people filter and then retrieve. Thus, perception is inextricable bound to the concepts of bias and distortion. Culture can be defined as the norms, beliefs and rituals that are unique to each person. These different factors influence how we live, communicate, and think about certain things; culture can also dictate how a person will act in a certain situation.

Social class is the position one occupies within the society, determined by such factors as income, wealth, education, occupation, family, prestige, value of home, and neighborhood. Social class is still considered to be one of the most important external factors influencing consumer behavior. (J.R and Tureckova, J, 2004)

Travel motivation

Motivation is a state of need or a condition that drives an individual toward certain types of action that are seen as likely to bring satisfaction (Moutinho, 2000). A list of travel motivations might include: relaxation, excitement, social interactions with friends, adventure, family interactions, status, physical challenges, and escape from routine or stress (Esichaikul, 2012). With the birth various medical instruments pre dominantly in different locations, states and countries it has all together given a new perspective to the motivating factors.
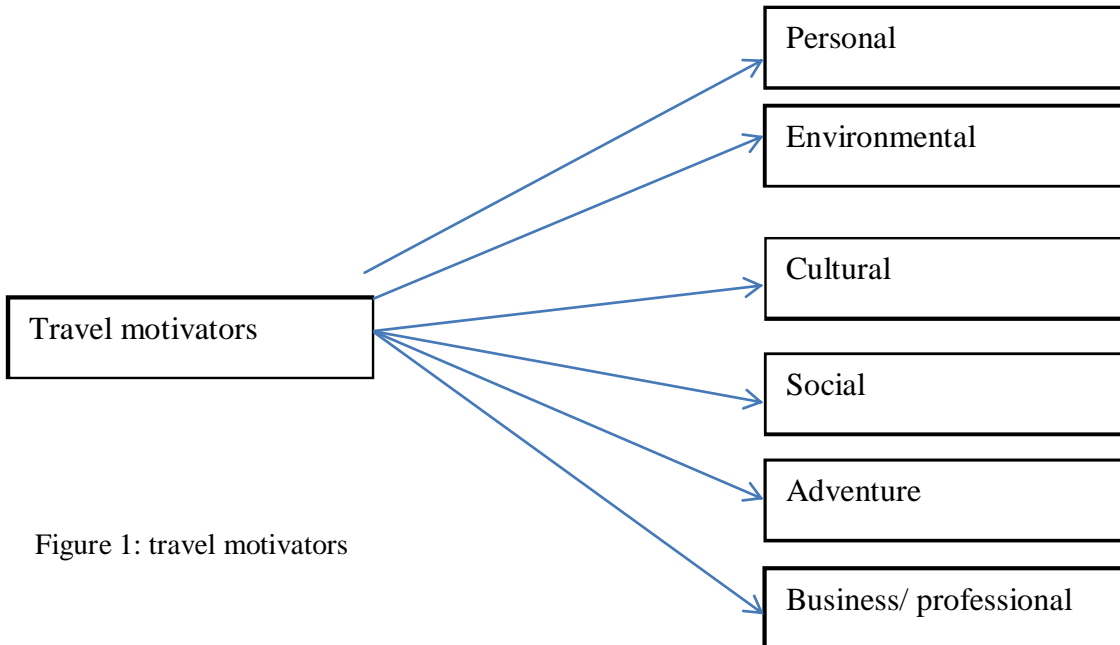
Figure 1: travel motivators

Destination Image

Destination branding appears to be emerging as one of the most compelling tools available to destination marketers seeking a competitive advantage (Murphy, Benckendorff and Moscardo, 2007) Brand image is an important concept in consumer behavior (Dobni and Zinkhan, 1990). The most common and widely accepted definition of brand image is "the perceptions about a brand reflected as associations existing in the memory of the consumer" (Keller, 1993). Much empirical research support the premise that destination image consists primarily of two components: cognitive and affective (Crompton, 1979). It's not necessary the destination image always has to be about only based on the word of mouth from other people. Today Social Media has made everything highly accessible to help us get information and also build up destination images in our mind. Destination image is generally known as an essential perspective in fruitful tourism advancement and showcasing the destinations because of its effect on both supply-and demand side parts of showcasing. (Tasci and Gartner, 2007). The focal hypothesizes of the destination image is considered has a significant part in a person's travel purchase which is related to basic leadership and a person's voyager's fulfillment/disappointment. To a great extent travel purchase relies upon an examination of his assumption about the destination, or a formerly held destination image, and his anticipated performance of the destination (Steven and pike, 2002)

Destination image is said as the , "flood of information" and has many sources including promotion such as advertising and brochures may be through online or by the opinions of others such as family/friends, travel agents etc. or by any ,media reporting like newspapers, magazines, television news reporting and documentaries etc. and popular culture like motion pictures, literature etc. . "Furthermore, by actually visiting the destination, the image will be affected and modified based upon first-hand information and experience" (Echtner and Ritchie 2003, p. 38).

Brand association influences consumer evaluation towards the brand and brand choice. The emphasis of a destination image is also the beginning point of tourist expectation of a place which eventually a determinant of tourist behavior. Destination image exerts two important roles for both suppliers and tourists. The first involves the things to inform the supply system that what and how to promote and for whom to promote and how to design the actual project which is purchased. The second informs the tourists that what to purchase and for what extent that purchase is consistent needs and self-image, and how to behave and consume. The cognitive and affective image components of brand association influence the destination image (Hailin, 2007).

Destination Choice

Many studies in destination choice have analyzed personal values to determine why consumers choose a particular destination. Distribution choice is the sum total of the above favorable factors. The cumulative perspective from the above areas gives a clear vision about the destination choice. But beyond those there are few personal and psychological factors which helps in inclining the decisions towards particular locations. The final choice of destination is the result of a decision-making process that involves the use of information, whether from personal experience or through an active search, to generate an image of the destination. There are many different definitions of what destination image actually is (Galarza et al., 2002). There is however, a consensus that destination image plays an important role in destination choice (Hamilton, 2004) There are many potential benefits from improving our ability to predict the destination choice of individuals as a function of the socio-demographic attributes and the interaction of these attributes with the service level and the characteristics of a particular destination (Pozsgay and Bhat, 2001)

Destination Theme

After observing closely and analyzing various leading online travel and tourism aggregators a new factor called destination theme was introduced. The aggregators and various other travel businesses

capture the destination themes such as beach, resort, pilgrimage, commercial cities, and historical places among the list of types of destinations travelled by the tourists.

This paper investigates the influence of the destination theme on the travel destination choice made by the travelers.

RESEARCH METHODOLOGY

The study contains the exploratory research, which is designed has been used in order to know the depth insights into the research area and the relationship between the travel motivation, destination image and destination theme influencing a particular traveler in choosing his destination.

For this research, both primary as well as secondary data is used. A questionnaire was developed to collect the quantitative analysis. The questionnaire is having five parts such as personal characteristics of the respondents, travel motivation, destination image, and destination theme and destination choice. The travel motivation is conducted by some factors such as special occasion, relax, break etc. The destination image is conducted by some factors such as advertising of the place, feedback of the tourist, uniqueness etc. and the destination themes is conducted by some factors such as hill stations, pilgrimage, commercial cities etc. and the dependent variable as destination choice contains boarding and lodging and also the safety etc. and the questionnaire is on the five point Likert scale (1= strongly disagree and 5= strongly agree).

Reliability

Reliability is an assessment tool that produces stable and consistent results. Here the reliability check is done for the each variable in the research such as travel motivation (cronbach's alpha = .740), destination image (.724), destination choice (.778) and destination theme (.597).
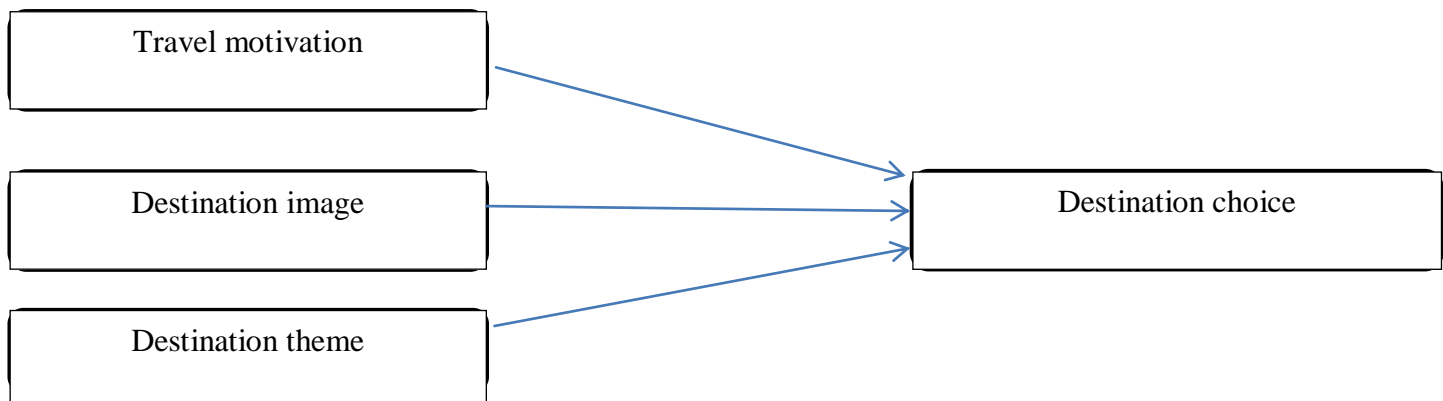
Multiple Regression Analysis

Multiple Regression Analysis (MRA) is a factual strategy used to think about the relationship between variable and at least one autonomous factors. This method is exceptionally accommodating in evaluating the effect of different independent variables impacts upon a single dependent variable.

The following multiple regression analysis equation is used to know the influence of travel motivation, destination image and destination theme on destination choice.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where, Y represents the destination choice and X_1, X_2 and X_3 represents the independent variables such as travel motivation, destination image and destination theme and α is constant. β_1, β_2, β_3 represents the strength of different constructs, and ϵ represents the error.

The multiple regression model was found to be significant (F=345.54, P<0.0) (Refer table no 1) at 5% level of significance. This implies that the independent variables such as travel motivation, destination image and the destination theme in this multiple regression model are significant in determining destination choice.

The main measure in the Model Summary (Refer table 1) is R, regularly known as numerous relationship coefficients. R is a measure of how well autonomous factors foresee the ward variable. Typically, the estimation of R ranges from – 1 to 1. R is the relationship between the independent and the dependent variables, though the positive or negative indication of R shows the heading of relationship. In this various relapse investigation, R estimation of 0.847 demonstrates more grounded connection between the travel motivations, destination image and destination theme on destination choice.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.920[a]	.847	.845	.21116	.847	345.545	3	187	.000

a) Predictors: (Constant), destination image, destination theme, travel motivation

b) Dependent Variable: destination choice

Table 1

Regression model explained that the R2 is the coefficient of determination signifies the variation in the dependent variables. R2 is a measurement that gives indispensable insights about the decency of fit with reference to a various relapse demonstrate. In the event that R2 esteem is 1, it demonstrates that the regression line completely fits the information. In spite of the fact that R2 esteem ranges from 0 to 1, R2 esteem 0.3 or more considered as great model if there should be an occurrence of numerous relapse examination. For this situation, the estimation of R2 is 0.847 and adjusted R2 is 0.845; the numerous relapse demonstrate utilized is particularly proper to get it the effect of different develops. The R2 multiplied by 100 tells the percentage of variance in the independent variables and dependent variables.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.221	3	15.407	345.545	.000[a]
	Residual	8.338	187	.045		
	Total	54.559	190			

a. Predictors: (Constant), destination image, destination theme, travel motivation

b. Dependent Variable: destination choice

Table 2

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.209	.153		-1.366	.173
	Destination theme	.206	.047	.187	4.361	.000
	Travel motivation	1.631	.275	1.359	5.931	.000
	Destination image	.762	.284	.596	2.682	.008

a. Dependent Variable: destination choice

Table 3

On the basis of result of multiple regression analysis, multiple regression can be written as below.

Destination choice = 0.209 + 1.631 (travel motivation) + 0.762 (destination image) + 0.206(destination theme)

Positive sign of the two beta coefficients confirms that higher the extent of these travel related constructs. Among all, travel motivation has the highest beta coefficient and thus the most important construct in predicting the traveler's destination choice.

Therefore on the basis of multiple regression analysis, it can be said that if the travel and tour agencies, focus on the travel motivational factors, enhance the destination image in the minds of travelers on important destination themes, it will help them in predicting the destination choice made by the travelers.

CONCLUSION

It has been concluded that every day millions of people are travelling as a part of their jobs, meetings events, conferences, leisure etc. the world has turned into a global village, where people have become very conscious and fastidious in selecting and planning their travel destinations and also selecting travel agency or a tour operator.

The result of this research provides the insight information of the travelers in India and their travelling behavior, and the various ways how they are getting the information as well as how they are planning their tour to a particular destination and the way they collect the information and the various reasons for travelling etc.

Through this analysis some of the significant points which popped up are family and friends are the greatest source of travel information, meeting new people is the most agreed motivation factor for travel. The travel destination leading on the top of the line is beaches. Travel motivation, destination image and destination theme has significant influence on choosing a particular destination.

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