



**National Conference on Recent Advances in
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Department of Commerce, VEL TECH RangaSanku Arts College,
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**The Factors Influencing Adventure Tourist's Decision Making While
Choosing Destination In Karnataka**

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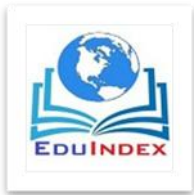
Abstract

Adventure tourism is a growing sector in tourism marketing that deal with outdoor activities centered on the natural terrain of the destinations. Among the wide variety of adventure tourism activities white water rafting, trekking and scuba diving are popular among tourists. The purpose of the study is to understand how travel decision maker (DM) and non-decision makers (N-DM) are motivated to travel and how they develop destination loyalty in adventure tourism. Destination marketers should understand that the key to useful destination marketing is to develop destination loyalty among non-decision makers. Destination loyalty in general refers to the idea that tourists form positive attitude towards a destination that leads to repeated visitation and positive word of mouth. The objective of the study is to examine the role of motivational factors influencing tourists in adventure activities and to find out the relationship between tourists satisfaction and tourists loyalty. Literature also supports that there is a relationship between tourist's perceived behavior, present behavior and post behavior to destination loyalty.

Key words: Motivation, Tourist's Satisfaction, Destination Loyalty

1. Introduction

Tourism is a social, cultural and economic phenomenon which involves the motion of people to destination outside their typical surroundings for business and several reasons, they are called as



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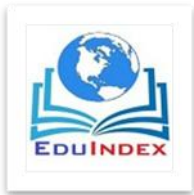
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tourists (UNWTO, 2005). Tourist choose destinations before they decide to travel. It can be resort, city, country. These choices are made according to their needs, desires, income, family and other factors like age, gender, education, occupations. In order to understand and recognize the different influencing factors, the major player in tourism industry need to find out behavior of consumers which affects their decision making on travelling.

The study will help us to understand the tourist's behavior and their decision making based on destination choice. Understanding tourist's behavior in the destination decision making is essential for efficient destination marketing.

Karnataka is blessed with enormous flora and fauna, with a great potential for tourism as in art forms, wildlife, beaches, cuisines and heritage. Karnataka is the eighth largest state in India. Based on secondary data (Karnataka tourism policy 2019) destination have been categorized based on grades like shrirangapatnam is graded as B, Karwar, Chitradurga, Gokarna and Udupi as B grade. Government had initiated practices to promote tourism with different campaign like incredible India, aithi devo bhava, swadesh darshan etc. Karnataka tourism have proposal to establish cable car at Nandi hills, madhugiri, chamundi hills and kemmannugundi hills, allowing cruise tourism at various ports like belekeri port, malpe port, Karwar port and old Mangalore ports and providing infrastructure and facilities at the tourists destination through Karnataka tourism infrastructure limited.

There are a vast number of adventure tourism activities conducted in the state. Adventure based tourism was initially limited to specific regions of India and with time it has shown an increasing movement year after year with development of facilities and greater awareness about adventure



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tourism. Tourist satisfaction is determined by destination image and attributes and tourists attributes is also directly influenced by destination image and destination loyalty. Destination with more positive images will more likely be included in the processes of decision making.

1.1 Tourist decision Makers: Decision Makers and Non-Decision Makers

Decision makers and Non-Decision makers are motivated to travel, decision makers are the individuals who make travel choice whereas non-decision makers are those who take the trip but do not make the travel choice (Gilbert& Wong, 2003). Motivation has played a vital role in understanding travel behavior and decision making. Tourist motivation is based on the internal and external motives of tourists (Wu&Wall, 2016);(Yousefi&Marzuki, 2015). Decision makers are towards collecting information through different sources like social media, friends and word of mouth, they also give attention to attributes in the destinations (Boland,Brucks,&Nielsen,2012).Children have also been found to directly and indirectly impact the decision making process related to family trips (Gram,2007)

2. Literature Review

(Barbara Humberstone, 2013) Achievement and risk taking, Ego Enhancement, Novelty and knowledge seeking and exciting experience were found to be the most significance motivation related to the reason for travel for chines students choosing to participate in adventure tourism. Motivation can be psychological or physical prestigious or social fantasy and cultural. Travel motivation is perceived as one of the most useful



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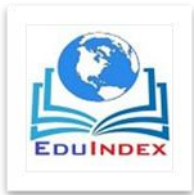
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methods to understand tourists demand and their behavior and to predict their decision making procedure.

(Lee TH, Tseng CH and Jan FH, 2015) There are four main elements influencing consumer behavior: cultural, social factors, personal and psychological factors are analyzed. Demographic characteristics determined the age, gender, marital status, income, education and occupation of respondents. Travel behavior questions showed trip length, information source, travel partner, the reason for traveling in the country and the route respondents prefer to travel which is overall affected by cultural, social and personal factors.

(Tracey Dickson & Sara Dolnicar, 2004) Tourist's satisfaction is also seen as a post purchase construct. Tourist's satisfaction is the result between tourist experience at a destination and tourist's expectation about destination. Satisfaction can be defined as the attributes. Tourist's satisfaction is an element which can be used to see how tourists evaluate.

(J seyidov, 2016) There are two types of attributes they are positive and negative. Positive attributes are characteristic that have favorable impression about destination and negative attributes. Expectation is referred as what a tourist get or experiences from these attributes. These attributes will help us to analyses the experience and expectation in holiday satisfaction towards a destination with regard to before tourists visit and after their visit.



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(Sam Thomas, 2015) Tourist perceive risk will affect their travel decision such as destination selection and itinerary planning. The study has also shown that tourists have agreed that they avoid destination with greater perceived risk. Whereas tourists internationally seek to participate in risky activities and visit risky destination. Risk can be broadly divided into absolute risk, actual risk, desired risk and perceived risk. Perceived risk is pertinent to themselves, perceived risk is more widely studied in the field of tourism because it is not possible to measure the exact scale and range of actual risk

3. Research Methodology

1. Objectives of the study

1. To find out the relationship between tourist satisfaction and destination loyalty for adventure activities in Karnataka.
2. To explore the behavioral intention of tourist in choosing adventure activities.

2. Need of the study

The study will help the tourism market player to understand the tourist's behavior and their decision making based on destination choice. Understanding tourist's behavior in the destination decision making is essential for efficient destination marketing

3. Gap of the study



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There have been limited study focused on gender perception, and decision making process while choosing adventure activities. There is less importance given to the needs and choice of baby boomers for adventure activities.

4. Hypothesis

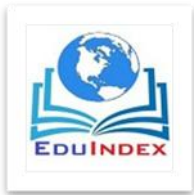
1. Tourist satisfaction has a positive influence on destination loyalty.
2. Destination attribute will influence the tourist satisfaction

6. Sampling Technique

- Sample size -400
- Sampling Method: Random sampling and stratified sampling
- After the pilot study out of 38 question 25 question were finalized.

7. Sample Distribution of the study

Variable	Value	Count	Percent
Age	< 20yrs	53	13.1%
	21 - 30 yrs	314	77.3%
	> 31 yrs	39	9.6%
	Single	328	80.8%



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Marital Status	Married	78	19.2%
	Graduate and below	269	66.3%
Education	Post Graduate and above	137	33.7%
	Professional	155	38.2%
Occupation	Service	60	14.8%
	Student	191	47.0%
	Domestic	380	93.6%
Nationality	International	26	6.4%
Gender	Male	207	51.0%
	Female	199	49.0%

7. Data Collection

This study is a descriptive research with quantitative approach. Descriptive research is a research which is intended to describe characteristic of variable.



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In this study quantitative data will primary data source for analysis while qualitative information would be used as secondary data source to support data analysis and also would be used to determine attributes which will be analyzed.

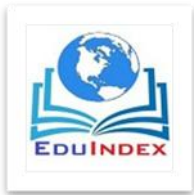
- Data was collected through primary and secondary sources
- **Primary source:** Tourist in Karnataka
- Tool for data collection: Questionnaire Survey using Google forms
- **Secondary Sources:** Research articles and reports
- Data was also collected by distributing hard copies of questionnaires to the tourist who have participated and experienced adventure activity.

8. Reliability

Test

Cronbach's Alpha	No of items
.756	25

- A pilot study was conducted before the survey questionnaires was administered to ensure the questions are valid by avoiding obvious errors and omissions. The pilot study includes 38 questions which was distributed to tourists among the participants twenty were male and eighteen were female. The data was statistically tested by SPSS24. Convenience sampling was used for the study, no interview was done in the data



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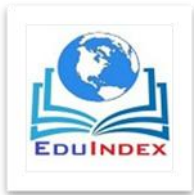
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collection process. Reliability test was done to find the validation of questions i.e. no of items and **Cronbach's Alpha is .756**

9. Discussion

- **Scale of the study**

Variables of the study	Items
Personality Development	• I participate in adventure activities to build a sense of achievement • Adventure activities create a unique experience in me • I take adventure activity as learning experience • I take part in adventure activities because it pushes my physical limits • I have developed skills to participate in adventure activity
Safety and Security	• I prefer taking up adventure activity in group • I prefer safety and security before participating in adventure activity • I prefer the presence of trainer while performing the activity. • Adventure packages are tailored to meet my needs as a adventure tourists
Convenience	• I choose adventure activities based on season • I need to break out from my daily routine and experience thrill.

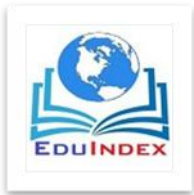


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	• I prefer summer season to participate in adventure activities. • I participate in adventure activities when I am on trip
Socialization	• I participate in adventure activity to socialize. • I prefer taking part in adventure activities with my friends • I participate in adventure activity for environmental education
Cost of adventure activity	• I save from my monthly income to participate in adventure activity • I participate in adventure activities which are of less cost • I choose price as a major element in choosing adventure activity
Socio- demographic	• Age • Gender • Education • Occupation
Behavioural attitude towards adventure activity	• I revisit the destination when I am satisfied with the adventure activities • Variety of adventure activity at the destination helps me in choosing adventure activities • I recommend my friends and relatives to take up more and more of adventure activity



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Tourist satisfaction has a positive influence on destination loyalty

According to the outcome of the study the variable tourist satisfaction and destination loyalty has significance and positive relation and significance value ($p < 0.000$) that means the customer tourist satisfaction contributes 56% to destination loyalty, therefore H1 is valid

Destination attribute will influence the tourist satisfaction

Test Statistics^{a,b}

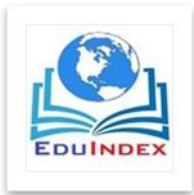
	Variety of adventure activity at the destination helps me in deciding which activity to choose.	Destination attributes influences me while choosing adventure destination.
Chi-Square	2.269	8.652
df	3	3
Asymp. Sig.	.518	38.6

a. Kruskal Wallis Test

b. Grouping Variable: tourists satisfaction

The analysis shows that destination has significant relationship with tourists satisfaction with $b = 0.386$ and ($p < 0.000$), therefore 39% supports that attributes influence the tourists satisfaction.

- **Finding of the study**



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- The finding indicates that decision makers and non-decision maker are influenced by the destination attributes.
- Literature review states that DMs are goal oriented than Non-DMs (Prebensen & Kleiven, 2006)
- Non-DMs are more likely to be encouraged to travel by family or friends.
- DMs' are more into adventure activity.
- DMs' are highly satisfied tourists because they are motivated by themselves to travel. Whereas Non-DMs' have lower expectation that might be more easily satisfied.
- DMs' have higher expectation towards destination because they search for more information than Non-DMs'

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