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# Tourist Motivation strategies and Activities

## Reference to Maharashtra, India

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**Abstract** – The study investigates tourist’s motivation strategies with a segmentation approach in order to give an understanding of the theory of motivation strategies in general and the motivation factors influencing consumer decision making in a tourism context in particular. The research findings identified two tourist segments based on motivation strategies, referred to as “Traditional Tourists” and “Nightlife and Positive Recommenders”, with social and intellectual motivation strategies found as the strongest motivations. Based on the findings of the study, some policy recommendations are given to the local tourism marketers and managers in order to develop the local tourism industry appropriately.

**Keywords** – *motivation strategies, tourists’ motivation, tourists’ activities, segmentation, Maharashtra.*

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### INTRODUCTION

The motivation strategies of employees, whether professional, skilled or unskilled, are a major issue in all service organizations. For the tourism industry, employee motivation is a major issue. It is a challenge for the management of the tourism industry to motivate employees to stay on the job and to offer the efficient, good service which customers expect. One of a human resource manager’s functions is related to ensuring employees’ workplace motivation strategies. Human resource management’s function is to assist the general manager in keeping the employees satisfied with their jobs. If employees are not satisfied, they will not perform to expected norms. Workplace dissatisfaction and poor performance usually lead to high employee turnover in the hospitality industry, particularly in developed countries. Tourism is a favorite leisure activity. The motivation strategies which causes someone to choose a certain activities and a destination for vacation is an interesting issue, which allows for a better understanding of people’s behavior in the area of leisure spending. The reasons behind why people choose a destination over another have been the topic of many researchers and are important considerations for both planners and managers of tourism industry. Motivation is the driving force which compels an individual to take action. This implies that motivation moves a person to do something. Motivations are thus the basis of all behavior, including traveling. Tourist motivation, therefore, can be defined as “the global integrating

network of biological and cultural forces which gives value and direction to travel choices, behavior and experience”. Therefore, the author of the present study has chosen the segmentation approach to investigate tourist motivation and activities of visiting a destination, using a case study of Maharashtra, India in order to identify the distinctive types of tourists. The study will focus on tourist motivation as a foundation for segmentation study.

### Statement of the Problem

Because of the high turnover and high absenteeism within the tourism industry service, managers now realize the importance of employee motivation strategies to retain quality staffing. When employees maintain a high level of motivation, quality services will result.

### Objectives

The objective of this study is to investigate reasons why tourists choose certain Destination and activities in order group them into practical segments.

The study will answer these questions:

- (1) What are the tourists’ motivation strategies for visiting Maharashtra?
- (2) What are the most popular activities?
- (3) Are there efficient motive-based segments?

### **Hypothesis**

There is a significant relationship between motivation strategies and activities

### **Motivation**

Motivation is defined as the result of processes, internal or external to the individual that arouse enthusiasm and persistence to pursue a certain course of action. People's motivation to behave is an interesting issue to explore, especially in understanding leisure motivation. This paper describes the concept of motivation in a marketing context and then includes further discussions about what the background of motivation is within a tourism context. Next, the relationships between tourist motivation and activities will be discussed. In general, basic motivation theory describes a dynamic process of internal psychological factors namely needs, wants, and goals, which generate an uncomfortable level of tension inside of human's minds and bodies. These inner needs and resulting tension then stimulate to activate actions to satisfy the needs. Motivation, thus, can be seen as the inspiration to satisfy needs. Additionally, according to Maslow (1943), human demands do not have ending points but will raise other needs and demands once the present ones have been satisfied.

### **Activities**

Activity generally is defined as "the state or quality of being active"; "lively action or movement"; or "a specified pursuit in which a person partakes". Based on these definitions, tourist activities can be seen as tourists' behaviors of choosing to visit destinations and/or participate in various kinds of recreations. Hence, activities in a tourism context can be understood both as those activities that exist at the destinations, and tourists' action of choosing certain destinations for their vacations. Additionally, since tourists' activities have taken place during their vacations, the activities will have taken place as leisure activity. This refers to the activities without any compulsion. Leisure activities, hence, have been described as "non-work pursuits" that people participate in without obligation. The present study will investigate the relationships between tourists' motivation in choosing a destination and activities at the destinations that tourists participate in in order to understand the impact between the two concepts. Specifically, the effect of tourists' motivation on their behavior of choosing certain destinations and the impact of activities at the destinations and tourists' motivation strategies will be measured and explained. Concurrently, the relationship between tourists' attitude and motivation will be examined as well.

### **Motivation strategies in a tourism context**

As the definitions and theories above illustrate, in general human behavior is both directed to, and results from, unsatisfied needs. People do everything for a reason, although sometimes it is not easy to determine expressly what the reason is. To understand motivation strategies in tourism is to understand what motivates tourists to choose a certain destination. Pearce, Morrison and Rutledge (1998) defined tourist motivation strategies "as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience". In addition, understanding motivation strategies and tourist motivation theories can help tourism organizations and companies understand scientifically what type of needs tourists have in order to better satisfy those needs. Firstly, understanding needs theories will help us understand what customers want the most during their stay (as the primary stage need), as well as what will be the next stages of their needs, so that we can plan how to meet all of their expectations and needs. This is better than just offering services and products without any order of priority. Secondly, the tourist motivation strategies theories will help us identify what kinds of tourists are in which stages of the needs theories so that we can focus on how to satisfy the needs as they develop and evolve. The real-world practice sometimes is not exactly the same as what the theories analyzed, however, by studying the theories we can understand the normal rules to follow in doing business in a tourism field.

### **Research Methodology**

The research is an exploratory study.

Data collection method -

Primary Data: - Survey was conducted in the form of in depth interviews of the tourists from Maharashtra. A sample of surveys of 150 international tourists coming to Maharashtra constitutes the data used in this study in order to ensure a wide sample group. The data collection method used structured questionnaires that measure tourists' motivation strategies, activities, demographics and intention to revisit the destination and recommend the journey to others. The questionnaires were specifically developed and then administered for international tourists visiting Maharashtra to complete. The questionnaires were given to customers during the time they were staying in a hotel or waiting for their food and drink in a restaurant so that they had time to read and answer the questions. The author went to these places to collect the completed questionnaires every day. Secondary Data: Secondary data was collected from various reference books on marketing research, tourism

industry, consumer / tourist behavior, journals, magazines etc.

Analysis: Graphical analysis & some statistical methods were used to analyze the data Analysis / Observations: From the extensive data that we collected, we could make the following observations.

**The Analysis**

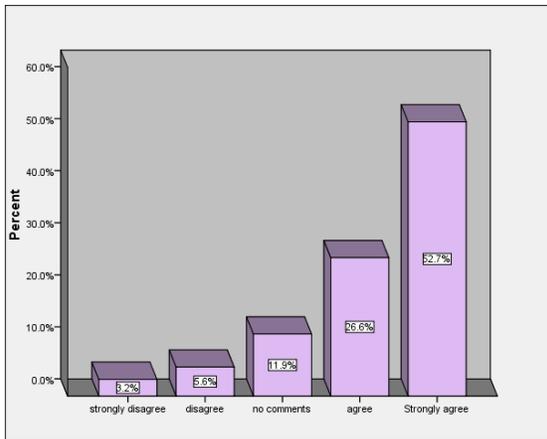
The data was analyzed using SPSS 18. The demographic characteristics and travel patterns were analyzed descriptively. Factor analysis was used to explore travel demand and motivational factors.

**Descriptive of questionnaire results**

NO	Question	Strongly agree	Agree	No comments	Disagree	strongly disagree	mean	
1	vote Q	102	26	12	7	3	4.45	150
	percent	0.68	0.17	0.08	0.05	0.02		
2	vote Q	91	41	12	1	5	4.41	150
	percent	0.61	0.27	0.08	0.01	0.03		
3	vote Q	78	32	10	18	12	3.97	150
	percent	0.52	0.21	0.07	0.12	0.08		
4	vote Q	69	60	11	8	2	4.24	150
	percent	0.46	0.40	0.07	0.05	0.01		
5	vote Q	110	18	12	9	1	4.51	150
	percent	0.73	0.12	0.08	0.06	0.01		
6	vote Q	54	66	22	4	4	4.08	150
	percent	0.36	0.44	0.15	0.03	0.03		
7	vote Q	99	28	11	8	4	4.40	150
	percent	0.66	0.19	0.07	0.05	0.03		
8	vote Q	123	21	3	1	2	4.75	150
	percent	0.82	0.14	0.02	0.01	0.01		
9	vote Q	46	45	55	3	1	3.88	150
	percent	0.31	0.30	0.37	0.02	0.01		
10	vote Q	100	22	11	6	11	4.29	150
	percent	0.67	0.15	0.07	0.04	0.07		
11	vote Q	88	29	20	8	5	4.25	150
	percent	0.59	0.19	0.13	0.05	0.03		
12	vote Q	75	36	25	4	10	4.08	150
	percent	0.50	0.24	0.17	0.03	0.07		
13	vote Q	29	81	25	10	5	3.79	150
	percent	0.19	0.54	0.17	0.07	0.03		
14	vote Q	68	57	13	3	9	4.15	150
	percent	0.45	0.38	0.09	0.02	0.06		
15	vote Q	64	36	27	22	1	3.93	150
	percent	0.43	0.24	0.18	0.15	0.01		
16	vote Q	66	41	32	9	2	4.07	150
	percent	0.44	0.27	0.21	0.06	0.01		
17	vote Q	82	39	3	21	5	4.15	150
	percent	0.55	0.26	0.02	0.14	0.03		

**Computing index in hypotheses and T- test**

There is a significant relationship between motivation strategies and activities				
Test Value = 3				
Mean	Std. Deviation	T	d.f	p-value
4.2000	.38570	38.104	149	.000



Drawing percentage frequency in hypotheses

**CONCLUSIONS AND DISCUSSIONS**

This study has attempted to investigate and provide an overview of tourists visiting the city of Maharashtra, India, with a focus on tourists’ motivation and activities and using a segmentation approach. The current tourism can be characterized as flexible, segmented, customized and diagonally integrated. The tourism industry is able to offer much more too experienced, sophisticated, demanding tourist who is looking for authentic experiences and has wanderlust as well as an independent attitude. A relatively new movement towards environmental preservation and appreciation for local society is also evident. Tourists tend to participate in the experience by being active and spend their time on special interests. Although this is a small study the findings of this research cannot be ignored. We firmly believe that it still has some applications, which are follows:

1) Private Service providers like car rentals, resorts, hotels, hotels, one stop travel solution providers, restaurants etc. should try to segment customers based on their personality type. This can be done using a simple questionnaire. Once segmented, they can have a different strategy to market their services for each personality type. This effort will be a more focused approach and will definitely yield maximum results.

2) Advertising experts after studying these personality types can design their promotional strategies taking into account the number of people in each category. They can help their clients identify their exact tourist type.

3) Government agencies and civic authorities should be able to plan infrastructure and make policies regarding environment etc. after understanding the travel personalities who help in developing the economy of an area. As more people visit the tourist destinations the more earnings for the locals as well as the government in form of taxes.

4) Customer satisfaction is the key in every business. Once you understand the customer type better, you will be able to serve him better. This effort will lead to profit maximization.

The findings generally indicate that the majority of tourists visiting Maharashtra were quite young with the average age between 25 to 50 years old. The research findings, generally, delineate the profiles of the two clusters, which can be seen as good indicators in adequately planning tourism development policies for the defined segments. Specifically, based on the findings and discussions above, cluster two, the group of Nightlife and Positive Recommenders, , and would thus be a very good potential segment for the tourism industry of Maharashtra. This segment can be considered as the target market for the local tourism industry to focus on in both the present and the future. The differences found in motivations and preferences in activities should be given more attention by the tourism marketers and managers to produce efficient policies in developing and managing the tourism industry of the city of Maharashtra, as well as the country of India, in order to attract more tourists visiting the destination and expand the markets identified. In general, segmentation in a tourism context, supported by cluster analysis, is a methodological tool to systemize the tourists into distinct groups in order to provide insight into visitation behavior so as to help tourism marketers and managers to develop the industry appropriate. Indeed, the present study has attempted to carry out the research to meet those two main core purposes. On one hand, the study has investigated tourist motivation through Segmentation approach in order to identify the tourist segments and with their characteristics scientifically, and, on the other, the findings of the study would be helpful for the tourism organizations and managers in developing the industry.

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