Chapter-VII
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Travel and Tourism, especially for the economic growth around the world, have undergone different stages of development in the last few decades (Hui et al., 2007). According to Castro et al (2007), one of the major challenges that tourism managers face is to understand the behavioural patterns of individual tourists. In this chapter the summary and conclusion of the study undertaken has been discussed under following headings:

7.1 HYPOTHESES TESTING

III: There exists a significant difference in travel behaviour on the basis of tourists’ demographics.

To test the first hypothesis, a one way analysis of variance (ANOVA) is applied for the age on travel behaviour. The calculated value of \( F \) i.e. 1.09 for \( \nu_1=3 \) and \( \nu_2=571 \) at 5% level of significance is less than the table value = 2.604, thus hypothesis that there is significant difference in travel behaviour vis-à-vis demographics on the basis of age is supported.

A one way analysis of variance (ANOVA) is applied for the region visiting on travel behaviour. The calculated value of \( F \) i.e. 5.19 for \( \nu_1=3 \) and \( \nu_2=568 \) at 5% level of significance is more than the table value = 2.604, thus hypothesis that there is significant difference in travel behaviour vis-à-vis demographics on the basis of region visiting is not supported.

A one way analysis of variance (ANOVA) is applied for the travel purpose on travel behaviour. The calculated value of \( F \) i.e. 3.15 for \( \nu_1=5 \) and \( \nu_2=569 \) at 5% level of significance is more than the table value = 2.21, thus hypothesis that there is a significant difference in travel behaviour vis-à-vis demographics on the basis of travel purpose is not supported.

A one way analysis of variance (ANOVA) is applied for the occupation on travel
behaviour. The calculated value of F i.e. 5.188 for $v_1=5$ and $v_2=569$ at 5% level of significance is more than the table value = 2.221, thus hypothesis that there is significant difference in travel behaviour vis-à-vis demographics on the basis of occupation is not supported.

A one way analysis of variance (ANOVA) is applied for the marital status on travel behaviour. The calculated value of F i.e. 1.316 for $v_1=3$ and $v_2=571$ at 5% level of significance is less than the table value = 2.604, thus hypothesis that there is significant difference in travel behaviour vis-à-vis demographics on the basis of marital status is supported.

A one way analysis (ANOVA) is applied for the income on travel behaviour. The calculated value of F i.e. 3.921 for $v_1=3$ and $v_2=571$ at 5% level of significance is more than the table value = 2.604, thus hypothesis that there is significant difference in travel behaviour vis-à-vis demographics on the basis of income is not supported.

A one way analysis (ANOVA) is applied for the travelling pattern on travel behaviour. The calculated value of F i.e. 3.921 for $v_1=3$ and $v_2=571$ at 5% level of significance is more than the table value = 2.604, thus hypothesis that there is significant difference in travel behaviour vis-à-vis demographics on the basis of income is not supported.

A t-test for gender of the respondents is applied to know the level of significance. Since the calculated value $t_{0.05} (0.2913)$ is more than the table value at 0.05 (1.96), so the hypothesis that there is no significant difference in travel motivation vis-à-vis tourist demographics on the basis of gender is not supported.

**H2: Travel motivations, travel destination choices and travel behaviour are positively co-related.**

Correlation is a bivariate analysis used to know the association between two variables. Pearson correlation is used in the present study to find out the degree to which there is a linear association between the variables. The value of Pearson r correlation lies between -1 to +1 from perfect positive to perfect negative linear association (Malhotra and Dash, 2010). A correlation test has been applied on the above mentioned variables for this
particular hypothesis. The result shows that there is a strong relationship between variables travel motivations and travel destination choices (0.472) whereas the correlation between travel destination choice and travel behaviour is 0.373 and correlation between travel motivation and travel behaviour is minimum i.e. 0.346.

H3:  Travel motives and destination choices influence the travel behaviour.

Regression Analysis is run to assess the relationship of travel motives and destination choices on the travel behaviour taking former as independent variables and later as dependent variables. The findings suggest travel motivation and travel destination choice are positively and significantly related to travel behaviour. The β value of travel motivation is 0.233 and travel destination choice 0.146 and both are statistically significant at 5 percent level of significance. The overall model summary suggests that 64% of the total variance in travel behaviour is explained by travel motivation and travel destination choice as suggested by adjusted R. Hence, the proposed hypothesis is accepted.

7.2  ACHIEVEMENT OF OBJECTIVES

O1:  To study the influence of tourists’ demographics on the travel behaviour.

In this objective, an attempt has been made to study the influence of different demographics such as gender, age, monthly income, educational background, region visiting, travel purpose, marital status, income, travelling pattern on the travel pattern. The objective has been studied with the help of the secondary data information collected from the tourists visiting the different tourist destinations of Jammu and Kashmir.

For obtaining the mentioned objective, Anova and t-test is applied and the results reveal that there is a significant difference in travel behaviour vis-à-vis demographics on the basis of age and marital status is supported while for rest of the demographics i.e. region visiting, travel purpose, qualification, occupation, income and travelling pattern; the hypothesis that there is a significant difference in travel behaviour vis-à-vis demographics is not supported. The t-test for gender of the respondents reveal that the calculated value $t_{0.05} (0.2913)$ is more than the table value at 0.05 (1.96), so the
hypothesis that there is no significant difference in travel motivation vis-à-vis tourist demographics on the basis of gender is not supported.

O2: To study the travel behaviour characteristics of tourists visiting Jammu and Kashmir.

This particular objective is an attempt to study the travel behavior characteristics such as dietary considerations, information on where to go, fear of not having a good time and wasting money, fear of hassles, finding time, age problem, lack of someone to travel with, physical ability, financial considerations and fear of leaving home unattended of the tourists visiting Jammu and Kashmir.

This objective is obtained with the applying of mean and standard deviation tools, which indicates that the mean scores have varied from 2.899 to 3.486. It has also been observed that the statement ‘Financial Considerations’ has recorded the highest mean of 3.486 with S.D. value of 1.025 whereas the statement ‘Age Problem’ has recorded the minimum value of 2.899 with S.D. value of 1.156.

O3: To examine the travel motivations and travel destination choices of tourists visiting Jammu and Kashmir.

The third objective is an approach towards examining the travel motivations of the tourists visiting Jammu and Kashmir such as rest and relaxation, meeting people and socialization, spending time with family, visiting new places, seeking intellectual enrichment, seeking spiritual enrichment, visiting historic museums and historical sites etc and the travel destination choices such as beautiful and historic scenery sights, restaurant, hotel and airline facilities, local peoples’ attitude, local food and custom, good travel safety, convenient customs and migration, reasonable consumer price etc. of the tourists visiting the said destination.

This objective is obtained by applying mean and standard deviation to the travel motivation variable and the results reveal that the mean scores have varied from 3.606 to 4.180. It has also been observed that the statement ‘Good Travel Safety’ has recorded the highest mean of 4.180 with S.D. value of 0.784 followed by statement ‘Availability of Medical Facilities’ with mean value of 4.106 and S.D. value of 0.814 whereas the
statement ‘Convenient Custom and Immigration’ has recorded the minimum value of 3.606 with S.D. value of 0.983 whereas while applying mean and standard deviation to the travel destination choice variable the results revealed that the mean scores have varied from 3.606 to 4.180. It has also been observed that the statement ‘Good Travel Safety’ has recorded the highest mean of 4.180 with S.D. value of 0.784 followed by statement ‘Availability of Medical Facilities’ with mean value of 4.106 and S.D. value of 0.814 whereas the statement ‘Convenient Custom and Immigration’ has recorded the minimum value of 3.606 with S.D. value of 0.983.

O4: To study the joint influence of travel motivations and travel destination choices on the overall behaviour of the tourists in study area.

The fourth objective is an attempt to study the joint influence of different travel motivations and travel destination choices on the Overall Travel Behaviour which includes General Behaviour, Travel Behaviour with respect to Travel Related Activities and Travel Behaviour Characteristics of the tourists visiting the different tourist destinations of all the three regions of the Jammu and Kashmir.

For obtaining this particular objective, multiple regression is applied and the result reveals that the dependent variable is travel behaviour and the independent variables are Travel Motivation and Travel Destination Choice. The results indicate that for one unit increase in travel motivation, the travel behaviour of the tourists accelerate by 0.177 units (R Square = 0.177) and are statistically significant as depicted by β and t-values.

O5: To suggest the strategic optional model for competitive advantage to the service providers.

This particular objective is an attempt for suggesting the model for the service providers of tourism industry in Jammu and Kashmir as a tourist destination.

For obtaining this particular objective, multiple correlation and multiple regression is applied.

On applying multiple correlation between overall travel behaviour and overall general behaviour characteristics, overall travel behaviour characteristics, overall travel related activities, overall travel destination choices and overall travel motivations. The results
reveal that the relationship is strongest among the Overall Travel Destination Choices and Overall Travel Motivations (.473) and weakest among the Overall Travel Behaviour and Overall General Behaviour Characteristics (.209).

On applying multiple regression between overall travel behaviour (OTB) and overall general behaviour (OGB), overall travel behaviour characteristics (OTBC), overall travel related activities (OTRA), overall travel destination choices (OTDC) and overall travel motivations (OTM); the results reveal that for one unit increase in independent variables accelerate by 0.265 units (R Square = 0.265) and are statistically significant as depicted by $\beta$ and t-values where the dependent variable is Overall Travel Behaviour and the independent variables are Overall General Behaviour, Overall Travel Behaviour Characteristics, Overall Travel Related Activities, Overall Travel Destination Choices and Overall Travel Motivations.

Therefore, Strategic options for improvising service providers using Travel Behaviour Characteristics is as under:

$$OTB = 0.266 + 0.130(OGB) + 0.160(OTBC) + 0.325(OTRA) + 0.166(OTDC) + 0.224(OTM)$$

7.3 MAJOR FINDINGS AND SUGGESTIONS

The present study has undertaken a profound review of travel behaviour, travel motivation and travel destination choice. The researcher has succeeded in drawing certain logical findings on the basis of analysis and interpretation of the data collected for the research. The gist of the findings of the study can be put as forth as follows:

1. The demographic results reveal that out of the 575 respondents in the study, 57.91% were male ($n = 333$) and 42.08% were female ($n = 242$). Approximately 63.82% ($n = 367$) of the respondents were between the age 20-40 years group, and 25.56% ($n = 147$) were between the age group of 41-60 years. For level of education, 29.21% of the respondents had completed a Post Graduate degree ($n = 168$), followed by college graduates (28.52%, $n = 164$) and professionals (20.17%, $n = 116$). For respondents’ marital status, 52% ($n = 299$) were married
whereas 43.82% (n = 252) were Single. Most of the respondents (40.17%, n = 231) were the tourists coming to J&K for the pilgrimage followed by the tourists who visit J&K for vacations (27.65%, n=159). Of the total respondents, 25.39%, n = 146 were students, 20.69%, n = 119 were self-employed and 20.17%, n = 116 were corporates. Of the all respondents, the tourists with the major income group lie within slab of Rs.20,000 - Rs.40,000 (29.91%, n=172) followed by the individuals having income group less than Rs.20,000(28.52%, n=164) and Rs.40,000 - 60,000 (24.86%, n=143) respectively. The maximum number of respondents were travelling with their families i.e. 24.69%, n= 142, followed by the tourists travelling with friends and in groups with 23.65% (n=136) and 21.73% (n=125) respectively.

2. From the analysis it emerges that, the general behaviour characteristics of tourists visiting Jammu and Kashmir depicts that the highest mean score value for type of accommodation used by the tourists came as 3.497 for ‘hotels’ with S.D. value of 1.302. The highest mean score value of 2.742 with S.D. value of 1.468 is obtained for ‘Train’ as a form of transportation used by the tourists to maximum extent for reaching Jammu & Kashmir. Thus, it is suggested that more and more hotels should be developed in all the three regions by taking into consideration the facilities, the tourists aspire for. Similarly, the services in trains should be improved as the results show that the maximum number of tourists visit Jammu and Kashmir via train.

3. Similarly, the highest mean score value has been calculated for source of information consulted before arriving to the destination is through the previous visit of the travellers (Mean score = 3.391, S.D. = 1.134) followed by the information gathered through family and friends which is calculated as 3.293 with S.D. value as 1.084. Thus, it is suggested that information counters should be opened at different prime locations that is at the desk of hotels, restaurants, airports, railway stations, bus stands and the major tourist sites where information brochures and pamphlets with the information related to the destination should be
available so that the tourists have an easy access to the places they want to visit during the trip.

4. From the analysis it emerges out that maximum number of tourists booked arrangements for the trip through Travel Agent and Tour Operator with Mean Score as 3.006 with S.D. value as 1.270. Likewise maximum number of tourists booked accommodation via Travel Agent or Tour Operator (Mean Score = 2.970, S.D. = 1.290). Thus, it is suggested that the travel agents and tour operators should devise the attractive packages for the tourists with attractive prices and by taking into consideration the best facilities for the tourists throughout their stay so that the tourists can have a comfortable stay here and when they are back to their native places they should spread a positive word of mouth publicity which would generate more and more tourists to the destination.

5. As far as travel behaviour characteristics of the tourists while travelling to J&K is concerned, it indicates that the mean score values have varied from 2.899 to 3.486. It has also been observed that the statement ‘Financial Considerations’ has recorded the highest mean of 3.486 with S.D. value of 1.025 whereas the statement ‘Age Problem’ has recorded the minimum value of 2.899 with S.D. value of 1.156. Thus, it needs attention of the travel agents, tour operators and the government organizations to offer different attractive packages on attractive prices so that more and more tourists can be attracted to visit the said destination.

6. The various travel related activities, tourists take while having their trip to Jammu and Kashmir indicates that the activity ‘Visiting Ancient Temples’ has recorded the highest mean of 3.913 with S.D. value of 0.848 followed by statement ‘Enjoying Good Climate’ with mean value of 3.813 and S.D. value of 0.907 and statement ‘Outstanding Scenery’ with mean value of 3.813 and S.D. value of 0.983 whereas the Travel related activity statement ‘Cinema’ has recorded the minimum value of 2.074 with S.D. value of 1.001. Thus, it is suggested that the different tourist circuits should be developed by taking into consideration the interests of the tourists belonging to different age groups so that more and more tourists can be attracted towards the destination.
7. The various travel destination choice attributes, tourists take into consideration while travelling to the state of Jammu and Kashmir indicates that the mean scores have varied from 3.606 to 4.180. It has also been observed that the statement ‘Good Travel Safety’ has recorded the highest mean of 4.180 with S.D. value of 0.784 followed by statement ‘Availability of Medical Facilities’ with mean value of 4.106 and S.D. value of 0.814 whereas the statement ‘Convenient Custom and Immigration’ has recorded the minimum value of 3.606 with S.D. value of 0.983. Thus, it is suggested that the various travel safety measures of the tourists should be given preference with the availability of sufficient medical facilities at different places of tourists’ interest to make the stay of the tourists visiting Jammu and Kashmir a safe and memorable one.

8. As far as travel motivational factors of tourists visiting J&K is concerned, the mean scores have varied from 3.076 to 3.866. It has also been observed that the statement ‘Tell Your Friends About Your Trip’ has recorded the highest mean of 3.883 and S.D. value of 0.925 followed by statement ‘Seeking Spiritual Enrichment’ with mean value of 3.866 with S.D. value of 0.917 whereas the statement ‘Rest and Relaxation’ has recorded the minimum value of 3.076 with S.D. value of 0.977.