

## **A critical investigation of motivating factors responsible for increase in pleasure tourism at Panchgani and Mahabaleshwar**

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We used respondents in the twin hill stations for the purpose of this survey. People come here generally to take rest and spend their weekends for relaxation. It is close to Pune as well as Mumbai. A basic understanding and accurately predicting travel behavior can help us develop appropriate and successful policies for the future. Unfortunately, predicting human behavior has always been difficult. This extensive research on travel attitudes and their connections to pleasure travel behavior, through the empirical measurement of new variables and new relationships explores new dimensions. Specifically, travel attitudes and their connection to behavior have typically been studied.

Motivations for travel behavior are complex and predicting it difficult because there are many considerations and few truly hard and fast rules. Travel behavior is modeled as a function of measurable attributes such as socio-demographic characteristics and physical characteristics of the region. However, there are less easily defined aspects such as social pressures and influences, the momentum of a car-culture, the perception of control over travel options, and personal attitudes about travel in particular. Adding to this confusion, determining which of these influences receives the greatest weight at any one time is largely situational.

While researchers have long understood that individual personality, attitudes and perceptions affect travel behavior; this understanding has not necessarily made the task of predicting travel behavior any easier. For each new insight, the complexity of the situation is revealed a little more. The available literature on travel attitudes and behavior is far too extensive to do justice here. Instead we have focused on few issues that seem to offer a relevant background to the attitude and travel discussion.

From the 1970s, attitude and behavior research took several forms. Many have struggled to find consistent predictors of behavior. Dumas and Dobson (1979) looked at the effects of attitudes on beliefs and behavior and came up with an interactive progression in which beliefs and attitudes affect overall liking of a system, which affects frequency of use, which, in turn, influences beliefs and attitudes. Even other researchers began considering intentions as a mediator between attitudes and behaviors in an attempt to explain the disconnect between the two. Specifically, the idea is that intentions (which are based on attitudes) are better predictors of behavior than attitudes (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975).

At the very core of this research are somewhat contentious ideas - that people enjoy traveling to some extent, and that there may be a positive utility even to mandatory travel. Specifically these factors must at least be considered when attempting to make policies to affect travel. Mokhtarian and Salomon have identified multiple components of a positive utility of traveling. The utility of travel for its own sake e.g., enjoyment of the sensation of speed, the utility of the activities that can be accomplished while traveling e.g., listening to music on tape or simply having time alone, and the utility of the destination ie. typically assumed purpose of travel. The idea that travel itself whether for the utility of travel or the activities that can be done while traveling may entail some utility, rather than being a disutility to be minimized, has important research and policy implications. Considering personality characteristics that have an effect on travel takes a step toward achieving this understanding.

### **Mahabaleshwar**

It is a famous hill station of Maharashtra. This hill station is 4,500 feet above sea level. Mahabaleshwar experiences an average of 200 to 300 inches of rainfall a year. The best period to visit this hill station is between October to May and it is best to avoid this hill station during the rainy season. Mahabaleshwar, with its breathtaking scenic beauty and charms is one of the finest and largest hill stations in India. With a divine charm and exotic features, it is the dream destination for the tourists, who come to heal their bruised mind and soul in the tranquil ambience of purity and beauty. The word "Mahabaleshwar" is a Sanskrit word, which means "God of Great Power."

Colonel Lodwick was one of the first European to climb these hills. Lodwick felt so exhilarated by the invigorating cool climate and scenic beauty of Mahabaleshwar that he sent a letter extolling these points to the "Bombay Courier", thus bringing this hill station into focus. He was rewarded for extolling these features of Mahabaleshwar with a monument aptly called "Lodwick Point". Sir John Malcolm took the hint about the beauty, sublime and the invigorating climate and in 1828 established a sanatorium for the sick and a resort for the healthy by acquiring the land from the Raja of Satara in lieu of another territory. Boy

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Malcolm, as he was lovingly called, had a penchant for hunting tigers and other game so much so that the new town was originally named 'Malcolmpeth' in his honor. To him one owes the foundation of Mahabaleshwar and the hill station was considered a British territory.

John Malcolm was enticed by the beauty of Mahabaleshwar and thus under British rule, a lovely resort was developed in Mahabaleshwar. The Mahabaleshwar Club along with roads, churches and bungalows were built. A race course and polo ground were established. It has an interesting history. An open jail reformatory was built with the sanitarium. Convicts from Malaysia and China were brought here and they worked on constructions of roads, maintenance of gardens and did other works. Mahabaleshwar was the summer capital during the British rule of Bombay Presidency. The bungalows, cottages and mansions built by the British bestowed a quaint sophistication. Mahabaleshwar is a popular tourist destination with several tourist attractions. The roads of Mahabaleshwar are scenic leading to other beautiful attractions.

**Location and History:** Old Mahabaleshwar nestles around the source of the Holy Krishna River, with a temple dedicated to Krishna' locally known as "Panchgana" (meaning "Five Rivers" - i.e. Krishna, Konya, Yenna, Gayatri and Savitri). The earliest shrines here date back to pre historic period, but this Krishna temple in its present form is attributed to Singhan, a Yadav King ruling from Devagiri in the 13th century. It was later restored first by Chandra Rao then Jaoli in the late 16th Century and later by the Great Maharatha Shivaji himself in 1635, then by Sahu (1670-1709) and lastly by the 19th century banker Parashuram Angal.

There is a legend behind the origin of these five rivers on the site. The myth goes as follows: On this site many ages ago Lord Brahma along with the Gods Vishnu Mahesh and his younger consort Gayatri were performing Yagna. While doing so Brahma forgot to wait for his senior consort Savitri. When Savitri arrived she was enraged at this insult and in her fury she transformed these four into rivers, but not before they retaliated, turning Savitri into a watercourse as well. Brahma became the Yenna river and started to flow east then South and both Gayatri & Savitri became the river of the same name, Vishnu became the river Krishna and began to flow east and Mahesh got transformed into river Konya and started to flow south.

Idyllic places to visit for the trekkers are the "Gayatri Point" on the way to Arthur's seat, spring flowers blooming at Lingmala is another must, Elephants head and the highest point in the town called the "Wilson-Point" aptly named "the place of the Almighty God" from this huge bare rock the awesome and spectacular sunrise can be seen. Another temple worth visiting is the "Hanuman Mandir" which is not far from the "Krishna Temple". This temple is said to be the resting-place of the saint & mystic Rama Dassa in 1635. Then there is the "Sri Rama Temple" and "Mahabal Temple", Lord Shiva is worshipped here not in the form of a carved lingam but as a natural rock. These groups of ancient temples in old Mahabaleshwar can be reached by turning right off Elephant stone point on the road approaching from Duchess Road after passing Dingey-Dell on ones right.

Boating on the Yenna Lake is a pleasure one cannot easily forget, Christ church (built in 1842) with its stained glass work is worth visiting, and so is the Mahabaleshwar club, Hindu, Gymkhana club and the Golf Course. The "Connaught Peak" offers a good view of the Yenna Lake and the Krishna Valley. For the history buffs a visit to the "Morarji Castle" where Mahatma Gandhi stayed in 1945 near the Red castle now a days called the "Bharat Lodge" is a must. The throbbing and vibrant Bazaar of Mahabaleshwar offers everything from clothes to slippers, gift items, various sumptuous meals in many restaurants i.e. Chinese, Gujrati, Mughlai cuisine etc. Madhu Sagar is famous for its various brands of honey and jams it markets, and it also runs a bee-keeping museum.

There are many hotels and lodges available to suit each pocket for e.g. Grand Hotel, Hotel Shalimar, Hotel Satkar, Paradise Hotel, Shreyas Hotel (offers vegetarian fare) Savoy Hotel etc. just to name a few. Mahabaleshwar is a delightful hill station to visit for the adventures trekkers, people who love boating and horse-riding. The best period to visit this hill-station is between October to May and it is best to avoid this hill-station during the rainy season.

### **Panchgani**

Away from the hustle bustle of city life, lies one of the less publicized hill stations of Maharashtra, Panchgani. It is also known as the "Mecca of Maharashtra". This hill station stands 38 meters below Mahabaleshwar, at an altitude of 1334 meters. A 21-kilometer drive from Mahabaleshwar to Panchgani is sketched by meandering flow of Krishna River and the landscape of the coastal plains.

A unique geographical feature of this hill station is that it is shaped by flattening volcanic rocks. Panchgani is named so because of the five hills that surrounds it. The enchanting beauty of Panchgani can be enjoyed

by taking a pony ride around the town. The old buildings of this region have the charm of British Raj. Panchgani also houses as many as 20 boarding schools. The immaculate beauty of this hill resort and fresh air acts as the most magical doctor, which is said to have healed many TB patients. The presence of valleys and steep slopes makes it suitable for trekking too.

This picturesque hill resort of Panchgani stands at an altitude of 1334 m. The quintessential hill resort offers fabulous views of the Krishna valley. The modern hill resort of Panchgani boasts of natural beauty as well as collection renowned educational institutes. The five plateaus that surround Panchgani explain the name Panch(five) gani (plateaus). Panchgani is often referred to as the 'Mecca of Maharashtra'. The natural beauty has been the key reason of Panchgani Tourism.

Panchgani is a pleasant hill resort that does not experience major temperature variations. Though the monsoons are rather heavy. The temperature ranges between sixteen and thirty-five degrees throughout the year. The months from September to May are the best time to visit Panchgani. Panchgani Tourism is at its peak during the winter months.

Resembling mostly in climatic and other conditions it can be termed the Switzerland of India. Situated to the lee of Mahabaleshwar and about 200 feet lower, it escapes the heavy rain and fog of the outer range which are carried away into the valleys to the north and south. It is also happily shielded from the east wind by being built under a larger extent of tableland. The magnificent scenery of the Krishna valley extending for many miles from east to west with its numerous hamlets, highly cultivated fields, and picturesque river, can be seen along the whole northern ridge of the mountain. Though less extensive, the southern aspect is even more beautiful. The geological formation of Panchgani is volcanic as is the rest of the Deccan. The soil on the hill top has a large admixture of oxide of iron which reddens the stratum into lacerate.

Considered as a sanatorium. Panchgani stands almost unrivalled. With a temperature like that of Mahabaleshwar it has the eminent advantage over that charming health resort of being comfortably habitable throughout the year. The climate is cool, salubrious and comparatively dry. It is excellently adapted for both adults and children but for children especially it is unsurpassed in India. The average rainfall is fifty-six inches or about a fifth of that of Mahabaleshwar.

Maharashtra, the land of beautiful places is ornamented with many of the hill stations in Sahyadri. Panchgani is one of them for its natural boon. Panchgani is also famous as the 'learning center' for school level as well as other courses of study. It is also the best place for pensioners who wish to spend their retired life with nature's beauty. The cool and pleasant weather of this hill station is very soothing for patients undergoing body or mental treatment. Panchgani has a broad main road with many sub-roads perpendicular to it like a well planned city. This sound planning adds to the beauty of Panchgani. The shops are well situated in a row on both sides of the road. In the peak season, tourists gush up for shopping in these shops. The real joy of shopping can be availed with the evening stroll on these roads.

The foreign tourists visiting Panchgani remember the Abona town of Italy which is very similar to Panchgani. Panchgani is beautifully ornamented with tall trees of silver oak, Pine, Devdar, Ashoka etc. It is believed that the Pandavas spent their "Adyantvasa" (hiding their identity) in "Vaai" a place nearby to Panchgani. There is a group of 5 plateaus in this region hence this place is known as Panchgani.

We have tried to explore various pleasure tourists' personalities as follows:

#### Adventure Seeker

This factor indicates people who are adventurous, spontaneous, ambitious, variety seeking and risk taking. They like moving at high speeds and like being outdoors, and dislike a routine. This Adventure Seeking personality type has been described as a risk taker and thrill seeker. We feel that people of this type enjoy travel for entertainment more than for work, and may even prioritize entertainment over work.

#### The Organizer

These personalities seem to be efficient, on time and like a routine, indicating someone who likes everything to have its place and run on schedule. They seem to suggest a manager type: ambitious, aggressive, like being in charge, and an independent personality.

People of this type have a dislike for public transportation considering its reputation and a love for the control associated with a private vehicle.

#### Loner

The Loner, quite simply, likes to be alone and likes being independent. Loners may want to travel more to get away from other people, or may want to travel less to avoid encountering other people. They are

generally more automobile-oriented due to the individuality and independence associated with the automobile.

### The Calm Personality

People of this type tend to see themselves as patient, neither aggressive nor restless and don't generally like to be in charge. Conclusions about their mobility are difficult to draw from this small amount of information, except perhaps that they will not travel the most in terms of frequency or distance. If we consider that restlessness may be one element of an intrinsic love for travel the calm personality may tend to like to travel more.

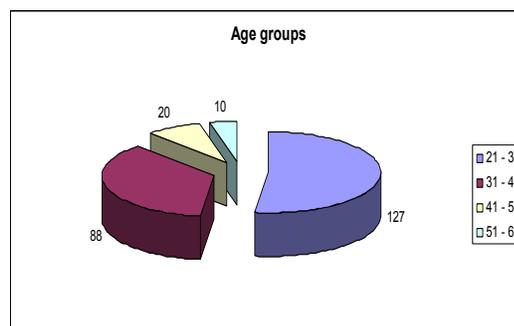
### **Research Methodology**

The research is an exploratory study.

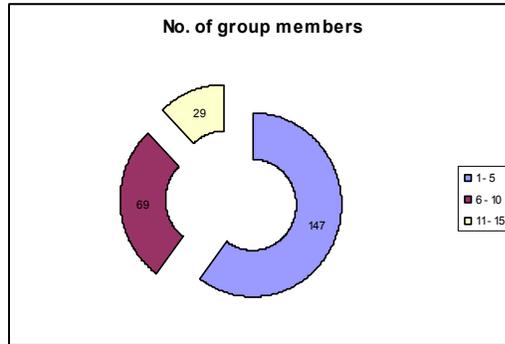
- Data collection method -
  - Primary Data : - Survey was conducted in the form of in depth interviews of the tourists from Panchgani & Mahabaleshwar
  - Instrument used: - Questionnaire comprising of close ended (dichotomous, Multi choice & Likert scale) & open ended questions, was administered across 245 respondents
  - Secondary Data: Secondary data was collected from various reference books on marketing research, tourism industry, consumer / tourist behavior, journals, magazines etc
- Sampling Plan:
  - Sampling Unit : Tourists present at various tourist spots
  - Sample size : 245
  - Sampling method: Simple random sampling, Convenient & judgment sampling method was used to select the respondent tourists
  - Contact method :In depth personal interview
- 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.

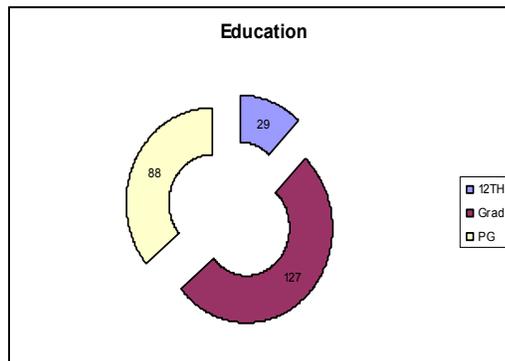
1) At what age do people normally seek pleasure tours?



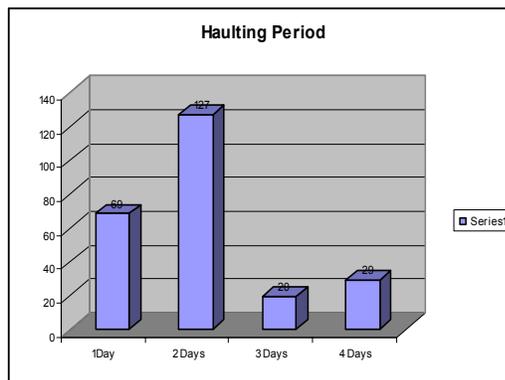
- Major travelers were in the age group 21 Yr – 30 Yr.
- 2) Do people travel alone or in groups? If in groups, then what is the group size?



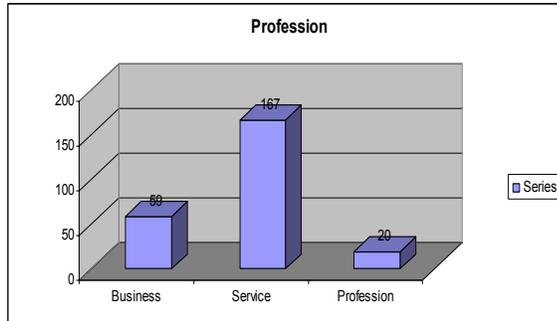
- Commonly observed group size was 1-5 members
- 3) Does educational background have something to do with pleasure tourism?



- Majority of the crowd was at least graduate
- 4) What is the normal duration of stay at P & M?



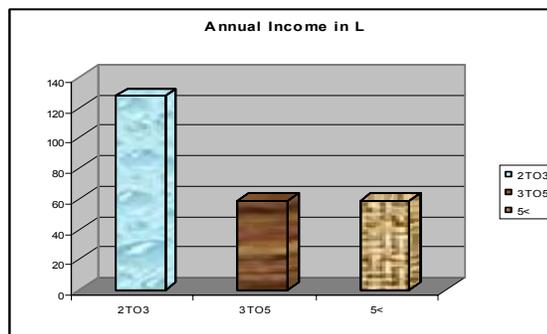
- M & P are typically the week end destinations (2 days stay)
- 5) To whom should we promote these destinations?



- A large proportion of the travelers were serving & next to them were self employed

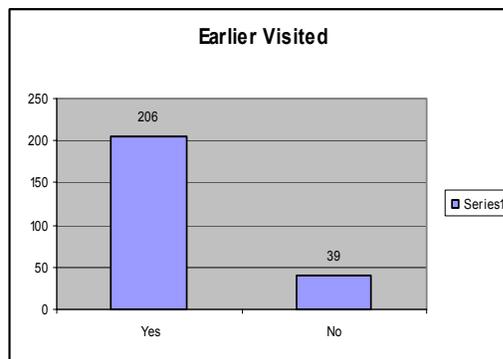
6) What income bracket do the tourists belong to?

- Can we have facilities taking their income into consideration?



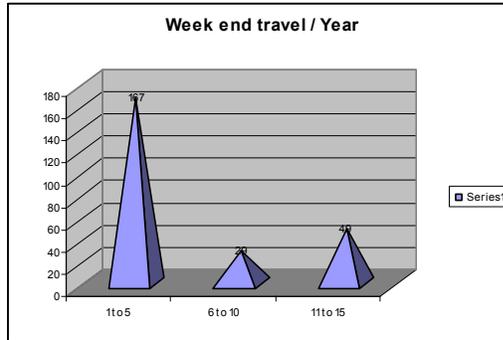
- Tourists in the income group 2 – 3 Lacks per annum formed the major crowd

7) How many new tourists explore these destinations?



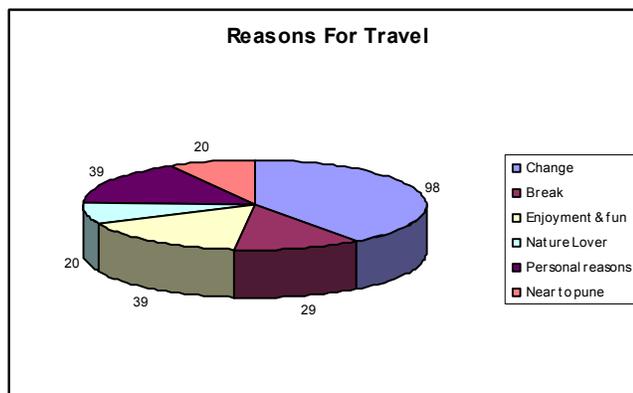
- Out of 245 tourists studied 39 were the first time visitors, which means majority of the tourists keep coming back if they like the place

8) And how many weekends do they come every year?

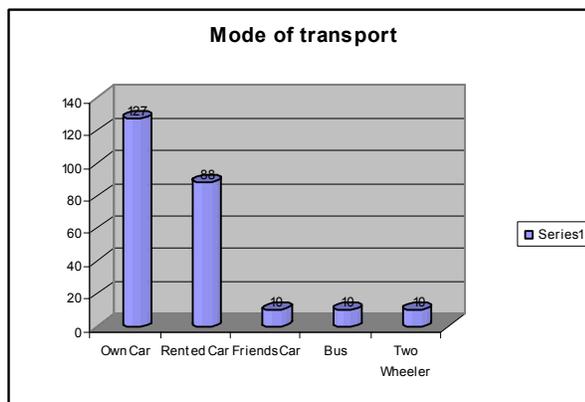


➤ 167 (68%) respondents were from the category of 1 to 5 times week end travels / Yr

9) Why do people actually seek another destination for a weekend?



➤ Change was the most prevalent reason for the week end travel  
 10) How do pleasure tourists prefer to reach their destination?



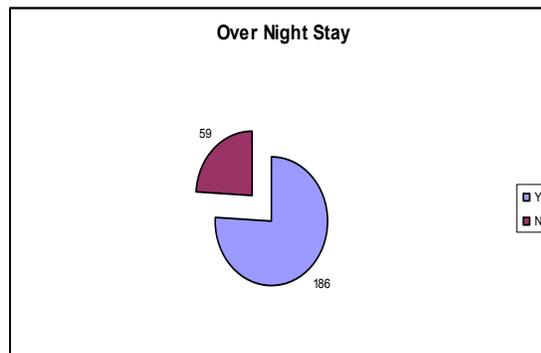
➤ Self driven own car was the most preferred mode of transport.

11) How many of them have traveled abroad for pleasure?  
 Can we provide them some facilities available abroad, to attract them?



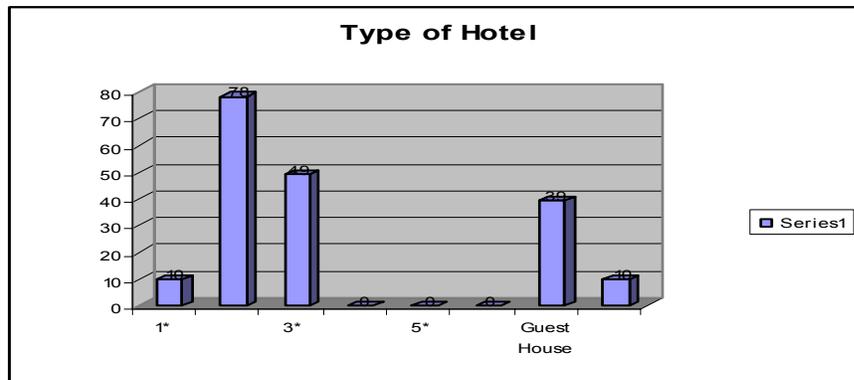
➤ Just 28% of respondents had traveled abroad.

12) Can we have cheaper hotels and restaurants so that people spend more time?



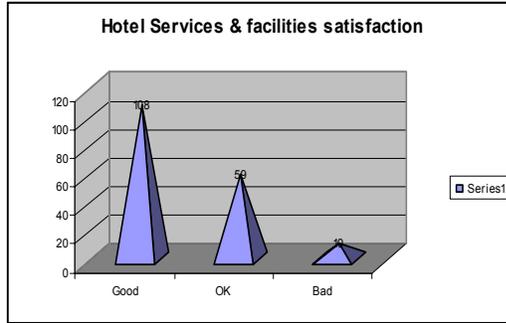
➤ 76% respondents had at least over one night stay at P or M

13) What category of hotels pleasure tourists live in?



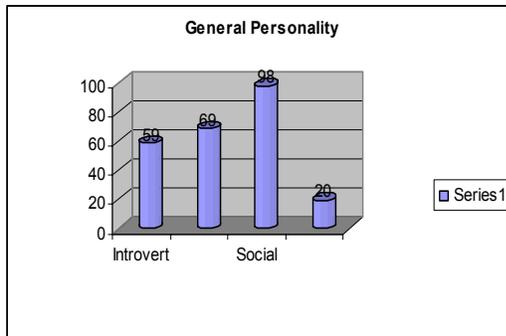
➤ Two star type of hotels were mostly preferred by the 176 respondents, who stayed in the hotels, 10 were having their own bungalows (Total 186 who stayed there out of 245)

14) Are good hotels a motivation for travel?



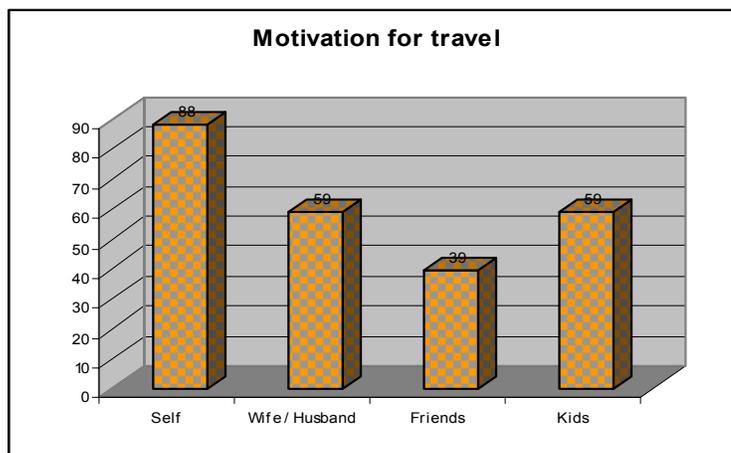
➤ Maximum were satisfied with the services of the hotels

15) Personality type and travel, any relation?



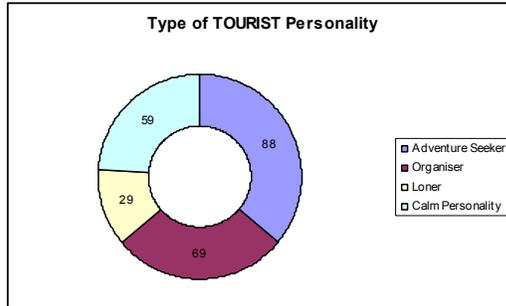
➤ Social & extrovert were the common personalities

16) Who actually motivates to travel?



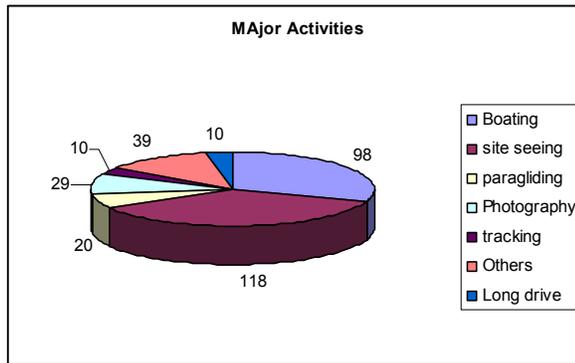
➤ 36% respondents were self motivated & next motivating factor was their spouse and then friends and children

17) Is there any relation between personality type and number of tourists?



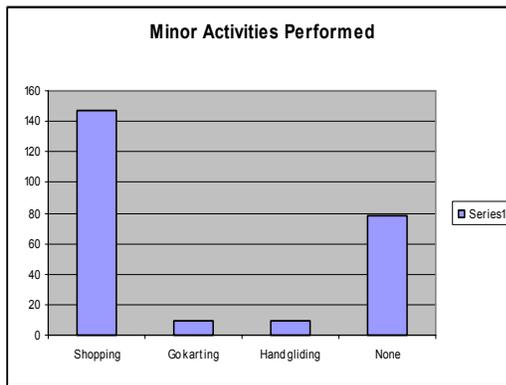
➤ Most observed tourist personality type was adventure seeker then organizer

18) What major activities tourists perform?



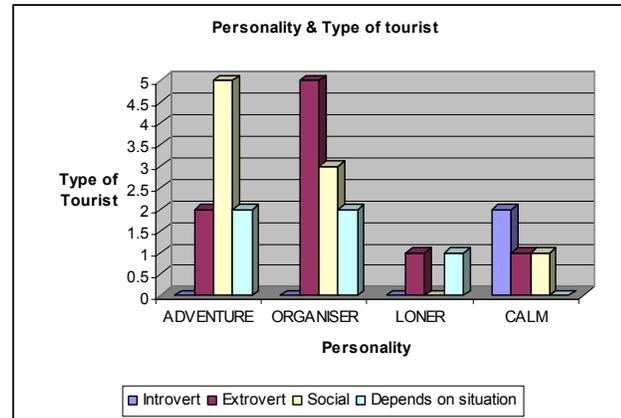
➤ Boating & sight seeing were the most common major activities performed by most of the respondents

19) What minor activities do people indulge in?



➤ Shopping was the most common minor activity done by about 60% of the respondents

Comparative Analysis of types of personalities & types of tourists



- This Graph clearly indicates that respondents of social personality are more of adventurer tourist
- Extroverts are more of organizer type of tourist

#### Statistical Analysis:

Certain tests were performed as follows

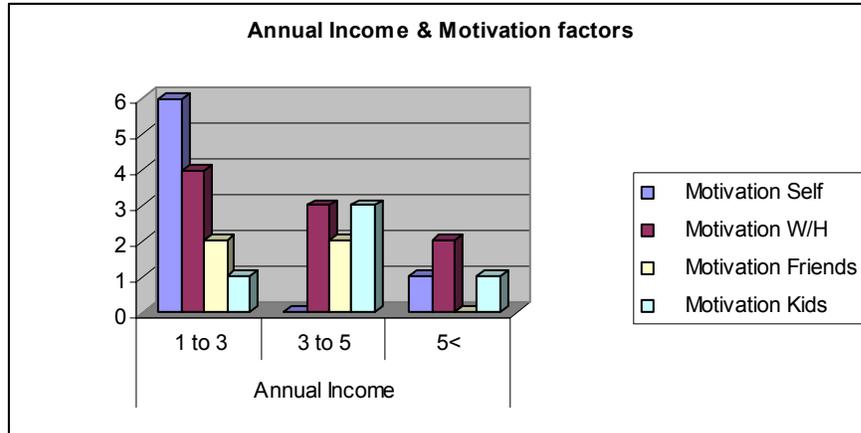
##### 1. Correlation Matrix

		Age	Group Size	No. of Days Stayed	Per Year Frequency
AGE	Pearson Correlation	1.00	0.09	0.52**	(0.15)
GROUPSIZ	Pearson Correlation	0.09	1.00	0.23	0.46*
NOOFDAYS	Pearson Correlation	0.52**	0.23	1.00	(0.03)
PERYEAR	Pearson Correlation	(0.15)	0.46*	(0.03)	1.00

Significance: The correlation matrix interprets that there is moderate association between the age group & no. of days stayed  
But a weak association is observed between group size & their per year week end travel frequency

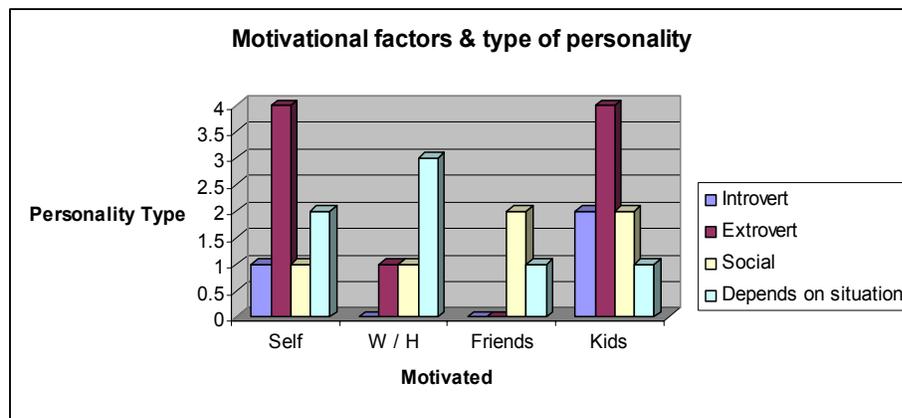
##### 2. Independence test for (attributes) Annual income & motivation

- a. Independence between Annual income & motivation  
The calculated value of square of  $X_{cal}$  is 7.41
- b. Square of  $X$  table value is 16.919
- c. Interpretation :
  - i. square of  $X_{cal}$  value > Square of  $X_{table}$  value ~ Independent attributes
  - ii. If square  $X_{cal}$  value < Square of  $X_{table}$  value ~ Dependent attributes
- d. So these two attributes Annual Income & motivation are the dependent attributes



3. Independence test for (attributes) Type of Personality & Motivation

- a. The calculated value of square of  $X_{cal}$  is 9.36
- b. Square of  $X$  table value is 16.919
- c.  $X_{cal}$  value < Square of  $X$  table value ~ Dependent attributes



4. Association between duration of the stay & satisfaction out of Hotels

- a. A – Maximum no. of days stayed ( 4 days)
- $\alpha$  – Minimum Days stayed ( 1 day / 8 to 10 Hrs)
- B – Satisfied with the facilities
- $\beta$  – Dissatisfied with the facilities

	A	$\alpha$
B	5 (AB)	2 ( $\alpha$ B)
$\beta$	0 (A $\beta$ )	2 ( $\alpha$ $\beta$ )

$$Q = \frac{(AB) (\alpha \beta) - (\alpha B) (A \beta)}{(AB) (\alpha \beta) + (\alpha B) (A \beta)} = 1$$

Interpretation :

- Q = -1 ~ No association between the attributes
- Q = 0 ~ Neutral
- Q = +1 ~ highly dependent / associated attributes

### Secondary Data Findings:

The western sources have grouped the travel personalities as follows:

- 1) **Venturer:** Only about 4% of all travelers belong to this category, who shares the extreme love of going out of the way places and constantly seeking out of the ordinary adventures. They typically explore without a plan and definitely do not like to travel in a group or follow a rigid, predetermined itinerary. They seek freedom and are happy when unrestricted by dictates and command of others. Adventure travel holds a special fascination, particularly what is called hard adventure experiences.
- 2) **Mid Venturer:** They like to travel to foreign destinations and seek new experiences and new dimensions for almost all their trips. They plan their itinerary and schedule visits and activities, they travel in company and about 17% of the population belongs to this category. Such tourists like a comfortable bed, a warm shower and meals that can be trusted. They visit hidden but interesting out of the way places which are not yet popular.
- 3) **Centric Venturers:** Compared to other groups they have a lot of company and 30% of tourists belong to this category, making it the largest segment of travelers. So maximum travel providers like private tour operators, resorts, car rental companies, cruise lines etc. have them on their top list of prospective customers. They are more flexible and adaptable, with a willingness to sample new destinations if a travel promoter presents enticing advertising. They are simple average personalities who prefer modest hotels, network of transportation and other basic facilities. Travel independently and also in groups
- 4) **Centric Authentic:** Also constitute around 30% of tourists; these are steady, have a predictable approach to life. Generally prefer to travel by cars because they enjoy getting behind the wheel and don't mind spending extra hours on the road, since it provides relaxation. Like fishing or just being outdoors, choose a more typical destination and don't mind lot of people around. They have fun with spouse or family and enjoy the moment. Shopping is a major activity on tours.
- 5) **Mid Authentics:** Laid back, calm, easy going, happy go lucky, unruffled, untroubled, informal, unceremonious, casual and carefree is what they are described like. They constitute about 17% of the population, have been labeled as mellow, creating a feeling among friends that they are genial, calm in most life storms, cordial, affable, cheerful, pleasant and agreeable. Leisure travel is not at the top of priorities. They regularly return to places they have visited before and liked. Travel by car they don't like surprise destinations
- 6) **Authentics:** They prefer a life that is more structured, stable and predictable. They follow some set patterns or routines in life and are more likely to know what will happen during each day, therefore plan and prepare in advance. Actions are more predictable and dependable and there is nothing fake about these personalities. Only 3% belong to this category of pleasure tourists. Travel habits easy to understand pattern, go to places that have reputation of being great. Do not believe in experimentation about destinations, hotels and restaurants. Prefer to travel in a group, but travel less and take few vacations.

### Conclusion

The new tourist is becoming more knowledgeable and is seeking exceptional value for money and time. The relative importance of package tours which are based on low quality, low prices, is expected to decline in favor of independently organized tourism, at least for short visit tours. The current tourism can be characterized as flexible, segmented, customized and diagonally integrated. The tourism industry is able to offer much more to 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.

Mr. Ashok Komti, president of hotel association of Panchagani & Mahabaleshwar recently while addressing his colleagues from the industry admitted that "The traditional annual family holidays at renowned tourist destinations will not play a dominant role in the future.

We have to accept that multi interest travel is replacing part of our present bread & butter products. At least it has to be a combination of weekend holiday destination plus pleasure of some kind or culture."

He further commented, "every tourist is different, bringing a unique blend of experiences, motivations & desires".

### Applications of this study

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 (eg. Resorts) 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.

### Recommendations and suggestions (For Panchgani and Mahabaleshwar)

- 1) Availability of restaurants like Mc Donald and Pizza hut
- 2) Availability of more non-vegetarian serving restaurants
- 3) Hotels should have bar facilities
- 4) Arrows and road signs for directions along the roads
- 5) Better mobile range and recharge facilities
- 6) Government guides who can depended upon
- 7) For within city travel govt. buses as taxies are expensive
- 8) More car free roads to control pollution and enable pleasant walks
- 9) A centralized information hub for new comers
- 10) Two wheeler motorcycle taxis like in Goa
- 11) Better road conditions
- 12) Doctor and Pharmacy after 8 pm
- 13) Tourist points to be maintained well, more cleanliness expected.
- 14) Paragliding to be govt. subsidized
- 15) Karaoke bar and discothèques not available

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