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A Study on Tourist Behaviour Towards Sustainable Tourism in Karnataka

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Abstract

Sustainable tourism promotes environment and take into account socio-cultural aspects by planning and management of tourism. Sustainable development is based on three pillars such as economic development, environmental protection and social development. This concept assumes properly and consciously shaped relationship between the pillars, which are intended to ensure intra- and inter-generational economic, environmental and social balance (Meyer, Milewski, 2009, p. 84).Sustainable tourism is eco-tourism defined by the international eco-tourism society as the responsible travel to natural areas that preserve the environmental and sustain the local people welfare. The objective of the study is to examine the differences in Tourists behaviour towards sustainable tourism across demographics. To draw implications and suggestions from the finding of the study. The data is collected both with help of primary and secondary.

Keywords: sustainable tourism, tourist's behaviour, tourist satisfaction

1. Introduction

Tourism is an outdoor activity which is rapidly growing popularity, as tourists want to experience thrill and risk in their holidays. Mathieson & Wall (1982) defines tourism as a temporary movement of people to destination outside their normal places of work and residence, the activities undertaken during their stay in the destination and the facilities created to cater to their needs. It is estimated to grow by 178% from 2017 to 2023 in India (Reported by Thrillophilia). According to (George Washington University School of business) adventure travellers wants to seek new experience and visit destination whereas 27% people are interested to travel Himalayas and there is an increase by 18% in solo travellers and there is a rise in demand for soft activities. Tourism is both domestic and international that includes an overnight stay (UNWTO) [1−4]. The ministry of tourism promotes India with a tag line as Atithi Devo Bhava as India is rich in resources, culture, and geography and weather condition. India has plenty of adventure destination and landscape which are enough to provide an opportunity to engage in adventure activities in India. Sustainable travel is in trend and it has generated a lot of avenues for tourism. [5−8]. Tourism have started around 30 years ago when people moved around from one region to another to explore. India had emerged as one of the leading destination in the world .Nowadays tourism companies have come up with a complete package with a trainer and quality equipment. Entrepreneurs have set unique infrastructure for tourists to get a complete package for tourism. Sustainable tourism is seen as a great opportunity

to boost tourism by creating employment for local people and it is trending in social media creating revenue like youth blogging, travel photography, travel series. [9−10].

2 Sustainable tourism in Karnataka

Karnataka is one of the most favoured tourism destinations by increase in both domestic and international visitors offering high quality experience to visitors and by improving the livelihood opportunities at local level. Karnataka tourism to develop forty one destinations to boost tourism. The local community plays a very important role to create awareness about the potential of tourism A high positive level of tourists satisfaction can be achieved with the perceived experience with product offered and community involvement in extending their responsibilities. The communities responsibilities can be improved with their active part in designing, development and managing strategies in the production of the sustainable tourism products. This will reflect their significant role in supporting the tourism industry growth.

2.1 Objective of the study

1. To examine the differences in Tourists behaviour towards sustainable tourism across demographics.

2. To draw implications and suggestions from the finding of the study.

Hypotheses of the Study

Hypothesis 1: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of Gender.

Hypothesis 2: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of marital status.

Hypothesis 3: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of Nationality

Hypothesis 4: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of Education.

Hypothesis 5: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of Age.

Hypothesis 6: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of Occupation.

2.2 Need of the study

The study will help the major tourism players to understand and identify the tourist's behaviour and their changing needs and demand towards sustainable tourism. Since sustainable tourism have emerged in various forms by giving a new shape to local community, it will be beneficial for local community to understand their trends in tourism through tourist behaviour.

2.3 Gap of the study

Tourist behaviour is one of the major element in tourism. There have been no further research carried out to understand the profile and intension of tourists towards sustainable tourism in Karnataka.

Data collection

Data collected was both through primary and secondary data. Secondary data was collected from new papers, magazine, articles and books, whereas primary data was collected by Google form. The questions was circulated to tourists who are willing to participate in sustainable tourism.

Sample size

The sample size was 386 and simple random sampling method was used.

Analysis and Interpretation of Data

This chapter deals with the analysis of data, interpretation and discussion of results. The purpose of this research is to identify the difference across demographic of the variables. The

Normality tests are presented in form of Skewness and Kurtosis tests. T-test and ANOVA tests

indicating differences across demographics of the variables under investigation is presented.

2.4 Normality Test

Table 1. Skewness – Kurtosis test

	Statistic	Std. Error	Z value
Skewness	.202	.121	1.66
Kurtosis	-.433	.242	1.78

The table 1 indicates that Skewness and Kurtosis values of Tourists behaviour towards sustainable tourism does not deviate from normality as Z value

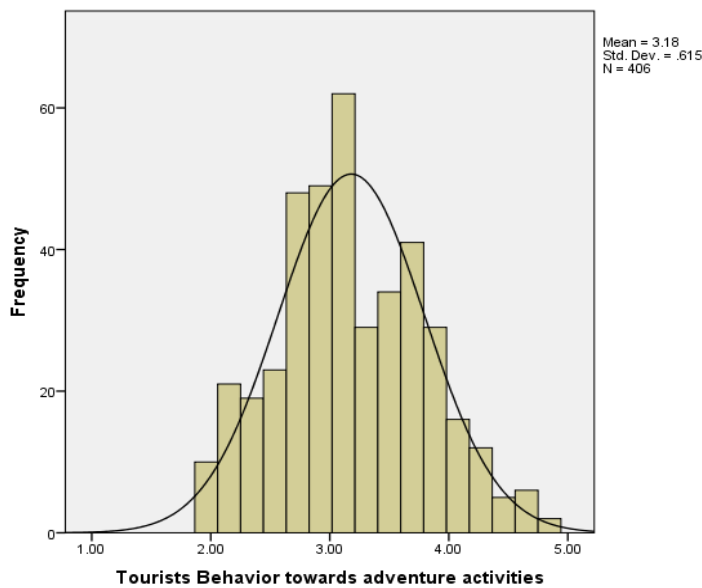< 1.96. Hence parametric test used to check differences in means.

Fig.1.Histogram of Tourists behaviour towards sustainable tourism

3. Analysis Based on Tests for Significance Of Mean Differences

To examine the differences in Tourists Behaviour towards sustainable tourism across demographics. Hypothesis 1: The distribution of Tourists Behaviour towards sustainable tourism is the same

across categories of Gender. the number, mean, standard deviation, df and t-value regarding Tourists Behaviour towards sustainable tourism across Gender shown in table 2.

Table 2. The number, mean, standard deviation, df and t-value regarding Tourists Behaviour towards sustainable tourism across Gender

Gender	N	Mean	Std. Deviation	F	Sig.	T	df	Sig. (2-tailed)
Male	207	3.2510	.58434	.427	.514	2.378	404	.018
Female	199	3.1067	.63831					

There were 207 male and 199 female participants. An independent-samples t-test was run to determine if there were differences in Tourists behaviour towards sustainable tourism between males and females. There was homogeneity of variances, as assessed by Levene's test for equality of variances (p = .514). Tourists behaviour towards sustainable tourism was more in males (3.25 ± 0.584) than females (3.10 ± 0.638), a statistically significant difference of 0.15 (95% CI, 0.02 to 0.26), t(404) = 2.378, p = .018, d = .24. The null hypothesis is rejected, hence there is a significant difference in Tourists Behaviour towards sustainable tourism across Gender.

Hypothesis 2: The distribution of Tourists Behaviour towards sustainable tourism is the same across categories of Marital Status. Indicating the number, mean, standard deviation, df and t-value regarding Tourists behaviour towards adventure activities across Marital Status shown in table 3.

Table 3. Indicating the number, mean, standard deviation, df and t-value regarding Tourists behaviour towards adventure activities across Marital Status.

Marital Status	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)
Single	328	3.2615	0.59516	0.474	0.492	5.663	404	0.000
Married	78	2.8388	0.58152					

There were 328 single and 78 married participants. An independent-samples t-test was run to determine if there were differences in Tourists behaviour towards sustainable tourism between single and married. There was homogeneity of variances, as assessed by Levene's test for equality of variances (p = .492). Tourists behaviour towards sustainable tourism was more in Single (3.26 ± 0.585) than married (2.83 ± 0.581), a statistically significant difference of 0.422 (95% CI, 0.27 to 0.56), t(404) = 5.663, p = .000, d = .76. The null hypothesis is rejected, hence there is a significant difference in Tourists behaviour towards sustainable tourism across Marital Status.

Hypothesis 3: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of Nationality. Indicating the number, mean, standard deviation, df and t-value regarding Tourists behaviour towards sustainable tourism across Nationality Shown in table 4.

Table 4.Tthe number, mean, standard deviation, df and t-value regarding Tourists behaviour towards sustainable tourism across Nationality

Nationality	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)
Domestic	380	3.1422	.60364	.600	.439	-4.903	404	.000
International	26	3.7367	.50696					

There were 380 domestic and 26 International participants. An independent-samples t-test was run to determine if there were differences in Tourists behaviour towards sustainable tourism between domestic and international participants. There was homogeneity of variances, as assessed

by Levene's test for equality of variances (p = .439). Tourists behaviour towards sustainable tourism was more in international (3.73 ± 0.506) than domestic (3.14 ± 0.603), a statistically significant difference of 0.594 (95% CI, -0.83 to -0.35), t(404) = 4.903, p = .000, d = .99.
The null hypothesis is rejected, hence there is a significant difference in Tourists behaviour towards sustainable tourism across Nationality.

Hypothesis 4: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of Education. Indicating the number, mean, standard deviation, df and t-value regarding Tourists Behavior towards sustainable tourism across Education shown in table 5.

Table 5.The number, mean, standard deviation, df and t-value regarding Tourists Behavior towards sustainable tourism across Education.

Education	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)
Graduate and below	269	3.2548	.63266	10.907	.001	3.468	404	.001
Post Graduate and above	137	3.0340	.55193					

There were 269 Graduate and below and 137 Post Graduate and above participants. An independent-samples t-test was run to determine if there were differences in Tourists behaviour towards sustainable tourism between Graduate and below and Post Graduate and above participants. Tourists behaviour towards adventure activities was more in Graduate and below (3.25 ± 0.632) than Post Graduate and above (3.03 ± 0.551), a statistically significant difference of 0.220 (95% CI, 0.095 to 0.346), t(404) = 3.468, p = .001, d = .36.
The null hypothesis is rejected, hence there is a significant difference in Tourists behaviour towards sustainable tourism across Education.

Hypothesis 5: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of Age.

Table 6. Indicating ANOVA for Tourists behaviour towards adventure activities across Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.375	2	0.688	1.826	0.162
Within Groups	151.751	403	0.377		
Total	153.126	405			

A one-way between subjects ANOVA is conducted to compare Tourists behaviour towards sustainable tourism across Age. There was no statistically significant difference between three groups $F(2,403) = 1.826$, $p>0.01$.
The null hypothesis is accepted, there is no

significant difference in Tourists behaviour towards sustainable tourism across Age.

Hypothesis 6: The distribution of Tourists behaviour towards sustainable tourism is the same across categories of Occupation.

Table 7. Indicating ANOVA for Tourists behaviour towards sustainable tourism across Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.734	2	1.867	5.036	0.007
Within Groups	149.392	403	0.371		
Total	153.126	405			

A one-way between subjects ANOVA is conducted to compare Tourists behaviour towards sustainable tourism across Occupation. There was a statistically significant difference between three groups $F(2,403) = 5.036$, $p<0.01$. Post-hoc analysis revealed that Professional (M=3.05, S.D=.613) was higher than Student (M=3.25, S.D=.618) and Service (M=3.27, S.D=.563) participants. The null hypothesis is rejected, there is a significant difference in Tourists behaviour towards sustainable tourism across Occupation.

4. Findings of the study

1. Males take part more in sustainable tourism than female,because of less responsibilty they are able to focus on tourism activities.
2. Professional participate more in sustainable tourism than studens and service.
3. Graduates are willing to understand and participate in sustainable tourism.
4. More of domestic tourists participate in sustainable tourism than international tourists.
5. Single tourists are willing to participate in sustainable tourism than married.

Suggestions

- More of sustainable tourism practices can be introduced with unique ideas to attract the female population by giving them opportunities to explore and understand the benefits .
- Awarness on sustainable tourism to be created among international tourists.
- Sustainable tourism is the assembly of natural,historical,vultural ,social and demographical represntation.It is necessary to improve the public awarness towrads sustainablility.Devloping tourism promotional plan and advertising brand ambassadors for the promotion of sustaianable tourism can be helpful.

Conclusion

Sustainable tourism needs awarness among female than male,and unmarried indiviual participate more in adventure activities.As sustainable tourism is booming in india and state government is taking various startegies to promote tourism by understanding the needs and wants of the tourists to enhance activities.Sustainable tourism take place within nature by enriching environmental education and sustainable growth.

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