

Travel Motivation: Factor for Segmenting Indian Tourism Industry

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Abstract: India is one of the fastest growing economies of the world attracted a large no. of foreigners as well as domestic tourist. After post pandemic this industry once again started reviving to reach its pre pandemic position. Tourism in recent years is not only to visit historical places; have many other motives also. This research objective is to cluster tourist arrivals in India using primary data collected from various tourist places covering historical monuments, religious places, research institutions and medical units and others. To understand people's varied motive to visit in the country will support for making policy for tourist arrival in future. The findings of the study suggest that clusters of tourist arrivals are mainly to visit religious monuments, historical monuments, medical services, business and commercial activity, education and research work and some others miscellaneous works are primary concerns. The creation of more homogeneous sub groups on the basis of their travel motive will help us in formulation of policies and target marketing will enhance tourist arrival in the country. Three distinct market segments are identified— freedom and spiritual seekers, multi-purpose seekers, and fun and special interest in adventures seekers—based on a cluster analysis using k-means methodology.

Keywords: Market Segmentation, Tourist Motives, K-Mean Clustering, Religious Monuments, Historical Monuments, Spirituality seekers.

I. Introduction:

Segmenting the tourism industry is crucial for its growth and development, as well as for tourism research. Over the past decade, there has been a significant focus on segmenting the tourism industry to understand better and cater to the varying preferences and behaviors of travelers. This targeted approach not only benefits the industry but also enhances the overall tourism experience for customers. The segmentation of the tourism and travel market is essential for its effectiveness, as noted by Lee et al. (2006) and Zhang and Marcussen (2007). Travel brands and destination marketers favour segmentation to enhance service delivery. By segmenting the market, the tourism industry can develop targeted promotional strategies. This approach has created opportunities for destination marketers to devise competitive strategies that cater to specific segments of tourists, enabling them to offer travel and location visit services that align with the needs and financial constraints of their clientele, as highlighted by Dwyer (2003).

The market segmentation is often based on travel characteristics (e.g., duration, purpose, trip pattern) and demographics (e.g., age, gender, income, socio-cultural practices, etc.). According to Cho et al. (2019) and Park and Yoon (2009), the majority of travel locations currently offer tourist packages that incorporate goods, services, and facilities that are getting harder to categorize in terms of their sociodemographic features. Conversely, the intricate behaviours exhibited by tourists when selecting a destination have established essential conditions for investigating and assessing the various factors that impact their decision-making processes, as noted by Garau (2015), Kim (2018), and Zhu et al. (2017). Furthermore, tourist motivation remains a significant segmentation variable that continues to be employed to generalize tourist destinations.

The role of motivational factors is crucial in shaping the choice of destination and affecting the purchasing behaviour of tourists, as noted by Lee and Hsu (2013). By comprehending the motivations of tourists, marketers can tailor their offerings to meet the specific needs of travellers, thereby increasing their overall satisfaction. Additionally, it is essential to investigate the diversity in tourist decision-making and the various elements that impact these choices to develop a targeted marketing strategy, as highlighted by Vong (2016). The motivational factor is crucial in determining destinations and impacting tourists' purchasing behaviour, as stated by Lee and Hsu (2013). By comprehending tourist motivations, marketers can tailor their offerings to meet the needs of tourists, ultimately increasing their satisfaction levels. It is essential to delve into the heterogeneity of tourist decisions and the factors that influence them to develop a targeted marketing strategy, as highlighted by Vong (2016). The need to explore further research on destination attributes that vary from one location to another, as suggested by the context-dependency for a specific destination, can aid in understanding tourist motivation (Li et al., 2017). Various studies have delved into tourist motivation when choosing a destination (Lee et al., 2006). The results of these studies indicate that tourist behaviour, motivation, and desired benefits are key factors that impact the choice of a tourist destination.

India, a country located in South Asia, is known for its rich diversity in terms of geography, culture, and demographics. The tourism industry has played a significant role in driving economic growth and creating employment opportunities across different sectors (Li et al. (2018)). Before the pandemic, India experienced a steady increase in the number of foreign tourists visiting the country. The pandemic has resulted in significant losses for this industry. After nearly two years of stagnation, the sector has begun to recover. According to data from the Ministry of Tourism, the industry experienced a staggering decline of 74.9 percent in 2020 compared to 2019, followed by a further decrease of 44.5 percent in 2021 relative to the previous year. However, a remarkable

turnaround occurred in 2022, with a positive growth rate of 321.5 percent compared to 2021, and an additional growth of 43.23 percent was recorded throughout 2022. The data presented in Table 1 illustrates that the influx of foreign tourists to India has gradually increased over time, yet it has not yet reached the levels observed in 2019 when the arrival of foreign tourists totaled 10.93 million. This trend suggests that the confidence of tourists is gradually being restored to pre-pandemic levels, as evidenced by the upward trajectory of foreign tourist arrivals.

Table 1. Foreign Tourist Arrival (FTA) in India since 2011-2022

Year	FTAs in India in Millions	Percentage change over previous year
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.6
2016	8.8	9.6
2017	10.04	14.1
2018	10.56	5.2
2019	10.93	3.5
2020	2.74	-74.9
2021	1.52	-44.5
2022	6.44	321.5
2023	9.23	43.23
2024	9.66	4.65

Source: Bureau of Immigration, Govt. of India

The International Monetary Fund's World Economic Outlook update from June 2020 indicated that the global economy contracted by approximately 4.9% in 2020. This downturn significantly impacted the tourism and hospitality sectors worldwide, as noted by Fernandes (2020) and Ozili and Arun (2020). Despite forecasts suggesting that tourism in India would represent 9.2% of the overall economy by 2029, contributing Rs. 35 trillion (Roday et al., 2009), the sector remains susceptible to various forms of disasters, including natural calamities, human-induced events, economic downturns, and epidemics. The tourism sector is susceptible to various forms of disasters, including natural, man-made, economic, and epidemics. Such disasters can have enduring impacts on tourists' choices regarding travel products and destinations. Michaud (1996) emphasized the tourism industry's vulnerability by noting that the reliance on economic factors tied to tourism indicators can lead to fluctuations in both national and international markets. This situation raises numerous concerns regarding the long-term sustainability and development of mass tourism (Pelliciardi, 2021).

The factors influencing tourist arrivals at national and international levels differ significantly due to varying behaviours, activities, and pressures on the environment and society within different destinations (Pelliciardi, (2021)). With the current state of tourism in mind, the objective of this research is to segment the Indian tourist market and draw generalizations regarding outbound tourists' motivations, which will aid destination marketers in developing effective marketing strategies. The structure of this paper is as follows: Section 1 provides an overview of the tourism industry in India and outlines the study's objectives. Section 2 literature review, section 3 elaborate details of research design employed, while Section 4 discussion, conclusion and implications of the study. Finally, Section 5 offers limitations and further scope of research of the study.

II. Literature Review:

The segmentation of the tourist market according to travel characteristics has facilitated tourists in achieving their goals. Tourists' motivations can be classified into two main categories: push and pull factors, as identified by Crompton in 1979. Push factors are intrinsic, driving tourists to travel, whereas pull factors are extrinsic, designed to entice tourists to specific destinations, as noted by Mason and Paggiaro in 2016. Jackson (2006) employed Porter's model (1998) to identify local business clusters that support tourism. Liuzhen and Feng (2000) observed that China adopted a pull factor strategy by leveraging the distinctiveness of its local

industries to draw in tourists. Kau (2005) conducted a clustering analysis of Chinese tourists visiting Singapore, employing factor analysis to identify various motivations for their trips, including prestige and knowledge, escape and relaxation, adventure and excitement, exploration, and pleasure-seeking activities. Additionally, the study examined factors related to tourist satisfaction, which encompassed attractions and activities, service quality and hospitality, food and accommodation, pricing levels, shopping opportunities, communication in the Chinese language, environmental cleanliness and security, the destination airport, and local transportation. The segmentation of the Singapore market and the clustering of its various components present an opportunity to develop more effective marketing strategies aimed at encouraging tourists to visit and extend their stay at the destinations. Boo and Jones (2009) also employed the push dimension factor to categorize the tourist market. The six dimensions identified include social interaction, excitement and entertainment, relaxation, sightseeing, family and friends, and sports, as observed by Kim, Noh, and Jogaratnam (2006). Motivational elements such as relaxation and enjoyment hold greater significance for British tourists visiting Turkey, as noted by Andreu et al. (2005). In a study conducted by Chen et al. (2014), which focused on lifestyle factors among local tourists in Taiwan, exploratory and confirmatory factor analyses identified seven key components. These components include social interaction, healthy eating, travel, vacations, holistic achievement, fitness, and environmental conservation, all of which were deemed essential for the wellness tourism sector. Saayman and Dieske (2015) examined various factors such as park attributes, escape, education and recreation, and exploration through motivation-based segmentation. Their research focused on the Kgalagadi Transfrontier Park, which stands out as one of South Africa's distinctive attractions for both domestic and international visitors. The results indicate that numerous variables play a significant role in influencing tourists' decision-making processes. Additionally, Zhu et al. (2017) highlighted the perspectives of local communities regarding tourism development and the importance of safeguarding unique local resources. The active participation of locals in tourism has proven to be a cost-effective strategy that not only enhances their livelihoods but also contributes positively to environmental sustainability.

Sabari (2020) examined the influence of individual characteristics of tourists on their motivation to travel to Coimbatore. The study revealed that the most significant motivational factor identified among tourists was the desire for adventure, enjoyment, and entertainment, along with the pursuit of experiences and knowledge. In a related investigation, Sekulic et al. (2017) analyzed tourist motivation concerning various types of wine, while Yun and Lehto (2009) focused on the primary motivation for travel being family reunions. Tourists represent the ultimate consumers of a travel destination, as highlighted by Paulino et al. (2021), who examined the interconnected travel patterns and their geographical associations. Their findings indicate that tourists tend to favour destinations that encompass a cluster of surrounding areas. Additionally, Asero et al. (2015) identified a significant correlation between the structure, shape, and dimensions of network links, emphasizing the importance of these elements in understanding travel behaviour. The research findings indicate that the development of destinations plays a crucial role in attracting tourism. Rather than being isolated offerings, tourist products and services should be viewed as comprehensive packages designed for the enjoyment of travellers.

The preceding literature review indicates that the assessment of tourist destinations is crucial for the advancement of the tourism sector. The findings from the literature reviews provide insights understand the patterns of tourist arrivals in India, along with their requirements and goals. This research aims to investigate the motivations behind foreign visitors traveling to India, which will be further elaborated upon in the subsequent section of the study, referred to as the research design.

Research Design:

The aim of market segmentation is to divide the overall market into smaller, more omogeneous groups that share similar preferences, as noted by Diaz and Koutra (2013). This segmentation process allows marketers to transform a large and diverse market into smaller, more manageable segments, facilitating targeted marketing strategies, as highlighted by Chen et al. (2013). The most frequently utilized criteria for segmentation can be classified into various categories, including socio-demographic, geographical, behavioural, and psychographic variables, among others. This study seeks to address the following questions:

- The driving force behind the influx of international tourists to India
- Identifying market segments to inform more effective policy-making
- Pinpointing specific areas of focus within segments to develop strategic plans that can act as a vital guide for fostering long-term economic growth and sustainability.

Data Collection:

A survey structured questionnaire has been developed and disseminated to international tourists visiting India. This survey encompasses various socio-demographic, geographical, behavioural, and psychographic factors aimed at assessing the motivational behaviours of these tourists.

The selected points of interest for the target respondents comprise popular tourist destinations frequently visited by international travellers, including Varanasi and Agra in Uttar Pradesh, Haridwar in Uttarakhand, the Golden Temple in Punjab, Jaipur in Rajasthan, Lahul and Spiti in Himachal Pradesh, the beaches of Goa, the Ajanta and Ellora caves in Maharashtra, Bakkhali in West Bengal, the Konark Sun Temple in Odisha, as well as Gir National Park and Saputara in Gujarat. A convenient sampling approach was employed, resulting in the distribution of a total of 462 questionnaires to tourists. A total of 423 respondents submitted

completed questionnaires. Upon examination, it was determined that only 389 of these questionnaires were filled out correctly. This indicates that the response rate exceeds 84 percent. A seven-point Likert scale was employed to assess the preferences and factors influencing motivation in selecting a destination.

Analysis and Interpretation:

Commencing with a demographic overview of the tourists, the data analysis proceeds to conduct principal component analysis (PCA) utilizing the varimax rotation technique in order to condense the dimensions of tourist motivation and uncover potential underlying factors. Factors with an eigenvalue exceeding one are considered significant (Hair et al., 2010). Furthermore, factors retained for further analysis must exhibit factor loadings more than 0.5. The internal reliability of each factor was assessed using the Cronbach's alpha coefficient. Respondents were divided into clusters based on their motivations through a cluster analysis. Variations among clusters were examined using multivariate statistics and the Scheffe multiple-range test. Discriminant analysis was then conducted to identify independent variables associated with the dependent variable. Finally, chi-square tests were utilized to investigate any noticeable differences among the clusters in terms of tourists' social-demographic profiles and preferred tourist packages.

Demographic Description:

The age range of the respondents spans from 20 to 60 years, with females constituting 42 percent of the overall sample. All participants hold graduate degrees, including individuals who are researchers, engineers, and medical professionals. Among the respondents, students represent 23 percent, while researchers account for 14 percent of the total. Furthermore, 40 percent of the respondents travelled with family, and over 40 percent travelled with friends and peer groups. Notably, 26 percent of the total samples are individuals who have re-visited to the country for specific reasons.

Principal Component Analysis:

The Kaiser-Meyer-Olkin test is used to assess the suitability of data for factor analysis, with a test value of 0.894 indicating that the data is indeed adequate for this purpose. Only those items exhibiting factor loadings of 0.5 or higher, along with eigenvalues exceeding 1, were retained for analysis. Four distinct factors were identified, collectively accounting for more than 88% of the explained variance, as detailed in Table-2. The reliability of each factor was assessed through the Cronbach's alpha coefficient, which yielded results ranging from 0.82 to 0.92, thereby demonstrating an acceptable level of reliability for each measure. The average factor scores for each factor were subsequently calculated and presented in Table-2.

Table 2: Exploratory Factor Analysis of Tourism Motivation

Items	Factor Loading				Communality	Cronbach's- α
Factor-1 Knowledge						0.93
Experience new culture and ways of living	0.85				0.85	
Increasing knowledge through new learnings	0.87				0.90	
Discover new places	0.88				0.93	
Explore historical heritage	0.89				0.91	
Factor-2 Relaxation						0.87
Feeling relaxed		0.90			0.91	
Alleviate stress and tension		0.85			0.89	
Break from routine work		0.88			0.92	
Factor-3 Entertainment						0.84
Search recreation and entertainment			0.82		0.90	
Able to spend pleasure time			0.85		0.91	
Visit places seeking adventures			0.86		0.92	
Factor-4 Prestige						0.94
Going luxurious places				0.91	0.93	

Going places not visited by friends and relatives				0.92	0.92	
Share experiences to friends and relatives				0.89	0.91	
Variance explained (%) 88.15						
Kaiser-Meyer-Olkin measure of sampling adequacy 0.894						
Bartlett's test of sphericity 10094.38						
Significance 0.00						

The first factor, identified as the 'knowledge factor,' accounts for 48.07% of the variance and comprises four items, with a Cronbach's alpha of 0.93. The second factor, referred to as the 'relaxation factor,' includes three items and explains 24.63% of the variance, exhibiting a Cronbach's alpha of 0.87. The third factor, labeled 'entertainment,' consists of four items and accounts for 9.56% of the variance, with a Cronbach's alpha of 0.84. Lastly, the fourth factor, termed 'prestige,' explains 5.74% of the variance and includes three items, achieving a Cronbach's alpha of 0.94.

Segmenting Tourist Using Cluster Analysis:

Cluster analysis serves as a method utilized to group respondents into distinct segments based on the ward criterion using the K-means approach. To classify respondents, four factors determined through factor analysis are employed as composite variables. Additionally, an ANOVA test is conducted to examine the differences among groups ($p < 0.0001$), followed by the Scheffe post hoc test. The result shown below in Table 3

Table 3: Summary statistics of cluster analysis of tourist motivations

	Cluster -I (n=198)	Cluster- II (n=123)	Cluster III (n = 68)	F- Value	Scheffe Multiple Range Tests		
					I-II	I-III	II-III
Knowledge	4.25 ^a	6.67	5.12	113.14***	0.00	0.00	0.00
Relaxation	6.34	5.48	4.86	122.19***	0.00	0.00	0.00
Entertainment	5.42	3.12	6.74	1363.53***	0.00	0.00	0.00
Prestige	4.64	5.92	4.82	897.48***	0.00	0.21b	0.00
Cluster name	Relaxation and Entertainment Seekers	Multipurpose seekers	Leisure and Recreation seekers				

*** Value is significant ($p < 0.001$), a: mean values on the basis of seven-point Likert scale (1 is strongly disagree and 7 is strongly agree); b: under Scheffe Multiple range test indicate insignificant.

The initial group of 198 respondents showed a strong preference for "relaxation" and "entertainment" compared to the other groups, leading to the designation of this cluster as "Relaxation and Entertainment Seekers." This group is primarily motivated by the desire to escape from heavy workloads, seek relaxation, and find entertainment as a break from their daily routines. The second cluster, consisting of 123 respondents, places greater emphasis on knowledge, relaxation, and prestige, indicating that the travellers in this group have multiple objectives and can be categorized as "multipurpose seekers." Lastly, the final group prioritizes entertainment and knowledge, earning the label of "leisure and recreation seekers" (refer to Table 3 above).

Discriminant analysis is conducted to confirm the findings derived from cluster analysis. This process resulted in the calculation of two statistically significant discriminant dimensions and two canonical discriminant functions, utilizing four motivational factors. The canonical correlations obtained were 0.93 and 0.83, indicating a strong positive relationship between these dimensions.

Discriminant analysis was conducted in order to verify the findings derived from the cluster analysis.

Two significant discriminant dimensions were identified, and two canonical discriminant functions were subsequently calculated based on the discriminant analysis involving four tourist motivation factors. The resulting canonical correlations of 0.95 and 0.87 indicated a positive relationship between the two sets of variables, as shown in Table -4. The eigenvalues for each discriminant function supported the canonical correlation, with a higher eigenvalue (9.87) for the first discriminant function indicating a larger proportion of variance accounted for. The Wilk's Lambda test was utilized to determine the variables that significantly contributed to the discriminant functions, while the chi-square test demonstrated that each function accurately predicted classification ($p < 0.05$). Moreover, over 97% of the total respondents were correctly classified under the discriminant function.

Table 4: Results of discriminant analysis of clustered tourist motivation^a

	Discriminant function	Eigen Value	Canonical Value	Wilk's Lamda	Chi Square Significance
Motivation	1	9.87	0.95	0.04	0.00
Other functions	2	1.47	0.87	0.41	0.00
Standardized canonical discriminant functions coefficients			Function 1	Function 2	
Knowledge			0.07	-0.32	
Relaxation			0.24	0.64	
Entertainment			0.86	0.36	
Prestige			-0.56	0.87	

a97% of originally grouped cases validated. 96.4% of cross validated grouped cases are validated.

Cluster Differences based on Tourist Characteristics:

A chi-square test was conducted on the data to assess whether there are any significant differences among the three clusters based on socio-demographic and travel characteristics. The analysis revealed that there were no statistically significant differences among these three subgroups. Nevertheless, a notable difference was identified concerning age and duration of travel. It was observed that the majority of leisure seekers fall within the age group of under 40 years, whereas multi-purpose seekers tend to be in their middle age. Regarding the length of stay in India, out of a total of 389 respondents, the average duration was found to be 23 days; however, relaxation seekers exhibited a longer duration of stay compared to the other groups. In contrast, leisure seekers had the shortest average stay when compared to both multi-purpose and relaxation seekers.

III. Discussions and Conclusion:

Theoretical Implications:

The main goal of this study is to identify the motivations of outbound tourists traveling to India in the new economic environment, particularly in the post-pandemic period. In recent decades, the government has focused on attracting foreign tourists. However, the findings of this study suggest that a one-size-fits-all strategy will not increase the number of foreign visitors to India. It has become essential for the industry to recognize significant changes and be more responsive to the needs of different tourist segments. The theoretical contribution of this study encompasses the entire market, including factors such as 'knowledge', 'relaxation', 'entertainment', and 'prestige'.

Among the four identified factors, 'relaxation' and 'prestige' serve as push factors that drive tourists to seek an escape from the monotony of everyday life and to attain recognition as esteemed members within their societies. Furthermore, the other two factors 'knowledge' and 'entertainment' function as pull factors that influence cross-cultural diversity, thereby underscoring the significant role of cultural elements in motivating tourists from various nations. This reinforces the notion that cultural tourism exerts a profound motivational influence on tourists when choosing their travel destinations, as highlighted by Vong (2016).

The results from the K-means cluster analysis unveiled three unique categories, identified as individuals seeking relaxation and entertainment, those looking for multipurpose activities, and individuals interested in leisure and knowledge.

The first group accounts for 50.89 percent ($n=198$) and is primarily motivated by a desire to escape the monotony of daily life, seeking entertainment as a form of relief. The second group, representing 31.62 percent ($n=123$), consists of individuals identified as 'multi-purpose seekers,' whose motivations include socialization, relationship building, and the pursuit of new life experiences. They actively seek out unfamiliar locations and friendships to achieve a sense of peace and relaxation. The third group, comprising 17.48 percent ($n=68$), is characterized as 'leisure and knowledge seekers,' with a keen interest in cultural and historical knowledge. For this group, the primary motivation for visiting various places is to fulfil their quest for cultural and historical understanding.

The three clusters also exhibit significant differences in socio-demographic and trip characteristics. Day trippers seeking relaxation and entertainment are typically around 40 years old, working under stress, and have limited leisure time. Meanwhile, the majority of multi-purpose seekers are elderly, with 67% of them being approx. 50 years old, suggesting that they may have more varied objectives compared to the other two groups. This segmentation of tourists based on motivation appears to align with the new strategic objectives and vision of the new economic order of diversification. The primary strategy revolves around ensuring consistency in providing relaxation, entertainment, knowledge, and leisure to visitors. In addition to showcasing a unique way of life and offering insights into historical and cultural sites, the availability of medical facilities is increasingly becoming a key factor in drawing tourists to these diverse destinations. By emphasizing these aspects, India has the potential to emerge as a top continuously expanding tourist hotspot globally.

Managerial Implications:

The findings of this study hold significant implications for policymakers tasked with devising strategies that align with the goal of achieving sustainable growth within the framework of a five trillion-dollar economy. Addressing the forthcoming challenges is essential for steering India towards sustainable development and establishing it as a premier tourism destination. India embodies more than mere geography; it boasts a rich historical legacy characterized by knowledge, culture, adventure, and ecological diversity. Insights derived from the study, particularly regarding the motivations and attributes of various segments within the new economic landscape, will be instrumental in crafting strategies aimed at enhancing sustainable foreign revenue sources. These insights will also contribute to cultivating a favourable image among tourists, tailored to their preferences and aspirations for an ideal destination. In practical terms, marketing and supply chain strategies should be developed in accordance with the segmentation identified in the study. The identified segments of relaxation and entertainment seekers, multipurpose seekers, and leisure and recreation seekers will serve as the foundation for future strategic initiatives. The country's religious sites, remote hill stations in the north eastern region, as well as Jammu, Kashmir, Ladakh, and various locations in southern India, should be developed in a way that fulfil the desires of tourists. By offering comprehensive relaxation, leisure, and freedom, while fostering a deep connection with a new identity and territory, it is essential to engage with historical areas, explore Vedic science, and integrate these elements with local gastronomic cuisine, literature, natural scenic beauty, and outdoor environments for recreational purposes. Such an approach will ensure the sustainability of this industry. Additionally, leveraging popular social media platforms, the Ministry of Tourism's website, and other widely recognized media outlets for promotional advertising will further support the longevity of this sector.

Limitations and Further Research:

The research aimed to categorize the Indian tourism industry by analysing data gathered from select tourist spots. Nevertheless, there are constraints that need to be acknowledged before drawing broad conclusions. While the data encompassed viewpoints from across India, the sample size and collection locations were chosen for the researcher's convenience, potentially overlooking certain attributes. The data collection took place post-pandemic (Covid-19), during a time when tourists' confidence had not fully recovered. Consequently, the unique features of the sample and destinations could restrict the study's findings.

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