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Tourist Behaviour in Tourism in Bhadradri Kothagudem District-A Study

***¹ Dr. Bojja Sridevi and Dr. V Maheshwar**

^{*1} Assistant Professor, Department of Commerce, Government Degree College, Yellandu, Telangana, India.

² Assistant Manager, TSCSCL, Bhadradri Kothagudem, Telangana, India.

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*Corresponding Author

Dr. Bojja Sridevi

Assistant Professor, Department of
Commerce, Government Degree College,
Yellandu, Telangana, India.

Abstract

One of the most important indicators which can predict the actions of the tourists is the understanding of the Tourist Behaviour. In the context of tourism, the tourists set up the social norms of the behaviour through their actions. The social norms became the traditions which are also followed by other tourists while on the trip. Even the behaviour of tourist reflected during the purchase of the tourism products is also drawn or associated with these social norms. Tourism products comprise a majority part as services which are intangible in nature and thus it became more difficult for a person to react towards their purchase for use due to individual difference between the tourists. There are also various methods and tools for planning, such as by phone, in person, or over the internet. In the face of experiencing the holidays, tourists make use of tourist experiences, available either for a payment or free of charge. The tourist also carries out the activities of planning, informing and deciding on their further under taking at the destination. In the post-holidays phase, tourists engage in various activities that will ultimately have an impact on their own future behaviour, as well as that of others knowingly the behaviour of tourists is a key element in the assessment of the work planners and providers of the tourist services so far, as well as in the planning and implementation of tourist services in the future.

Keywords: Tourism, tourist, tourist behaviour, domestic tourism, inbound tourism, outbound tourism & etc.

Introduction

India is one of the most preferred tourist destinations in Asia because of its beautiful landscape, rich cultural heritage myriad attractions and valuable ancient history. India serves as the hub of different cultures and languages within it and has always attracted domestic and foreign tourists. India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products – cruises, adventure, medical, wellness, sports, MICE, eco – tourism, film, rural and religious tourism. India has been recognised as a destination for spiritual for domestic and foreign tourists.

Tourist vs. Tourism

“A tourist is a person who travels to a place for pleasure.” Tourism is the business of providing amenities to tourists or the activity of travelling for pleasure. There are two types of tourist viz. Domestic tourist and foreign tourists.

Types of Tourism in India

There are three main forms of tourism based on the destination and country of departure, according to UNWTO: Domestic Tourism, Inbound Tourism and Outbound Tourism.

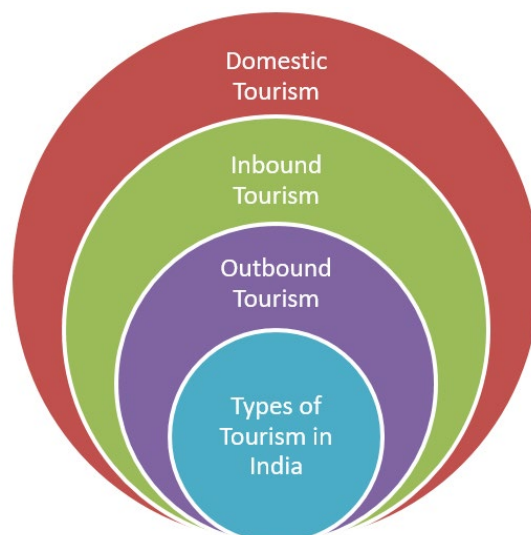


Fig 1: Types of Tourism in India

Domestic Tourism: Travelling within our own country of residence, either for business or leisure purposes.

Inbound Tourism: Inbound tourism is a form of international tourism. The tourists need to prepare all necessary paperwork in advance and also take care of additional formalities as needed ex: vaccinations and health checks. When any tourist enter another country is the inbound tourism for the destination country.

Outbound Tourism: If tourist go from their own country to another one is the outbound tourism for the own country since, the tourist leaving their own country. Further the classification/types of tourism is presented in the Figure 2



Fig 2: Types of Tourism

Objectives of the Study

The main objective of the present study is to examine the Tourist Behaviour in tourism in Bhadradi Kothgudem District. The Sub - objectives of the present study as follow:

1. To understand the concept of tourism.
2. To examine the role of tourism in high value audiences.
3. To evaluate the tourist behaviour in tourism by the selected tourists in Bhadradi Kothgudem District.
4. To examine the problems encountered by the selected tourists in tourism in the Bhadradi Kothgudem District.
5. To offer suggestions to improve the tourism strategies.

Need for the Study

Tourist Behaviour is influenced by their needs, attitudes, values, social-cultural environment and management of the scenic area. Tourist Behaviour is a key indicator of the effectiveness of tourism activities. Understanding and measuring it is crucial for planning and marketing in the tourism industry. It is important to understand how tourists behave in time and space, how the demand for various activities and attractions fluctuate over time, and how they can be accommodated and directed.

Scope of the Study

The scope of the present study is confined to the Bhadradi Kothgudem District, in relation to selected criteria. A dedicated discussion on each aspect has been given to the extent disclosed by the understanding. The present study covers the entire district in overall manner. However, for the purpose of detailed examination Unit Level Practices are taken from Kothgudem.

Statement of the Problem

With the advent of economic reforms and globalisation competition has become very tough. In order to survive domestic as well as global competition more and more companies are recognised the importance and necessity of tourism. Tourism Behaviour (TB) consider plans and behaviour for tourist spending, length of stay, attractions, destinations, accommodation and activities and investigates how marketing strategies affect consumer plans. The Tourist Behaviour focus on the choices and actions of tourists travel and can help shape the tourism industry. In any marketing strategy the goal of content marketing is to attract leads that ultimately into tourists.

Methodology and Database

The methodology adopted in the present study, regarding selection of sample, period of study, data sources, analysis and interpretation of data. The present study is based on both primary as well as secondary data. Primary data is collected through questionnaire and personal discussions with selected tourists. The secondary data was collected from books, journals and various websites. While presenting the data charts and graphs are used at relevant places apart from table. Abbreviations are used for the terms which are repeated over a number of times.

Sample Design

In order to evaluate Tourist Behaviour towards tourism in Bhadrachalam district Kothagudem and Bhadrachalam has been chosen. The Kothagudem area is carved out of erstwhile Khammam District. The shares boundaries with Bhupalpalle, Mahabubad, Khammam District and states Andhra Pradesh and Chattisgarh. The district comprises 24 mandals and 2 revenue divisions Kothagudem and Bhadrachalam. The headquarters is located at kothagudem town. The Kothagudem is well connected through Bhadrachalam Road Railway and there are bus services from kothagudem to all important cities in Telangana and the other neighbouring districts. Bhadrachalam district boast of some major industries, viz. SCCL, TSGENCO, ITC & PSPD and also tourists places viz. Bhadrachalam, parnashala, Peddammathalli temple, Kinnerasani Project, Dummugudem Lift Irrigation, Bogatha Waterfall, Papikondalu and etc. the total sample of tourists is tentatively fixed as 150 which include 75 from Kothagudem and remaining 75 are from Bhadrachalam.

Period of Study

The present study covers a period of three years from 2021 - 2024, in order to draw trends in quality of TB with regards to tourism in Kothagudem & Bhadrachalam.

Tools of Analysis

While analyzing the Secondary data various statistical techniques like Mean, Weighted Average, Standard Deviation and Analysis of Variance through one way classification (F – test) have been computed and used.

Hypotheses

Unconformities with objectives of the study, certain hypotheses have been formulated after careful and indepth examination of the existing literature relating to the tourists behaviour in tourism. The following broad hypothesis are formulated and tested.

- Attitude, subjective norm, and perceived behaviour control significantly impact a tourist's intention to visit a destination.

- Tourist behaviour choices and experiences change and evolve over the course of tourist's life cycle with a destination.
- Personal psychological factors states that drive a tourist's travel and destination choice, special features of a destination that attract a tourist (push & pull).
- Behavioural reference is a situational factor that plays a positive regulatory role in the relationship between a tourist's responsible environmental intension and their responsible environmental behaviours.
- Tourist preferences and behaviour in choosing destinations change over time. Tourists developing expectations about a destination from the moment they begin planning their trip.

Limitations of the Study

1. Secondary data was sometimes gathered from more than one source, which in turn lacks of uniformity, consistency, and regularity, information taken from internal records suffers from limitation (non availability/irregularity).
2. The questionnaire used for the purpose of collecting primary data from the respondents also suffer due to different level of perception interpretation and behaviour of sample respondents.
3. Tourist behaviour in tourism is also not gathered since they are widely spread over. Hence, the study reflects the views of selected category only.
4. While calculations the averages and percentages approximation have been made for the values up to two digits.

The present study focuses on tourist's behaviour in tourism in terms of socio-economic features of sample tourists, reasons for tourism, level of tourist's satisfaction and problems faced by the tourists.

Socio-Economic Features of Tourists

The socio-economic features of sample tourists is analysed and the results are presented in the Table – 1.

Table 1: Socio-Economic Features of Sample Tourists

S. No.	Demographical Variables	Categories	No. of Tourists	Percentage
01	Gender	Male	93	62.00
		Female	57	38.00
		Total	150	100.00
02	Age Group	15 -20 years	24	16.00
		21 -30 years	30	20.00
		31 – 40 years	72	48.00
		41- 50 years	15	10.00
		Above 50 years	09	6.00
		Total	150	100.00
03	Geographical Segmentation	Kothagudem	75	50.00
		Bhadrachalam	75	50.00
		Total	150	100.00
04	Educational Qualifications	Secondary	08	5.33
		Higher	25	16.67
		Graduation	75	50.00
		Post - Graduation	42	28.00
		Total	150	100.00

05	Occupation	Business	15	10.00
		Government Employee	65	43.33
		Private Employee	17	11.33
		Retired Employee	13	8.67
		Student	40	26.67
		Total	150	100.00
06	Monthly Income	Less than Rs.10,000	15	10.00
		Rs.10,001 – Rs.20,000	34	22.67
		Rs.20,001 – Rs.30,000	26	17.33
		Rs.30,001 – Rs.40,000	35	23.33
		Above Rs.40,000	40	26.67
		Total	150	100.00

Source: Compiled From Questionnaire Data

The Table – 1 represents the demographic profile of the sample tourists. The Socio – Economic features of sample tourists were analysed and the results shows that about 62% are male, while 38% of tourists are female. It is observed that 48% of tourists belongs to age group 31 – 40 years, followed by 21 – 30 years with 20%, 15 – 20 years with 16%, 41 – 50 years with 10% and above 50 years with 6%.

Regarding to the Geographical Segmentation the results shows that 50% of sample tourists from Kothagudem and remaining 50% belongs to Bhadrachalam area. The results pertaining to the Educational Qualifications indicates that about 50% of Graduates followed by Post Graduates with 28%, Higher education with 16.67% and Secondary Education with 5.33%. The Occupation results reveals that about 43.33% of sample tourists working in Government Sector followed by Students with 26.67%, 11.33% sample tourists working in Private Sector, whereas 10% of sample respondents belongs to the Business and remaining 8.67% belongs to Retired Employee. The results pertaining to the Monthly Income reveals that 26.67% of tourists earnings above Rs.40,000/-, followed by Rs.30,001 – Rs.40,000, Rs.10,001 – Rs.20,000, Rs.20,001 – Rs.30,000 and less than Rs.10, 000/- with 23.33%, 22.67%, 17.33% and 10% respectively.

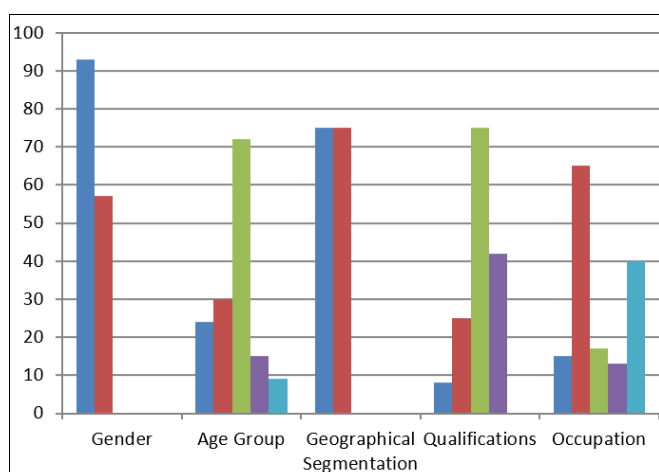


Fig 3: Socio-Economic Features of Sample Tourists

Reasons to OPT Tourism by Sample Tourists

The data relating to reasons to opt tourism by sample tourists is presented in the Table – 2

Table 2: Reasons to OPT Tourism by Sample Tourists

S No.	Reasons to opt Tourism	No. of Tourists	Percentage
01	For Adventure	10	6.67
02	Cultural	24	16.00
03	Business	15	10.00
04	Education	51	34.00
05	Pleasure	20	13.33
06	Recreation & Entertainment	25	16.67
07	Specific Interest in Tourism	05	3.33
Total		150	100.00

Questionnaire Source: Compiled From Data

It is clear from the Table – 2 that on the whole a majority of 34 percent of the sample tourists to opt the tourism for the purpose of Education. The tourists also feel that opt the tourism for the purpose of Recreation & Entertainment with 16.67percent, followed by Cultural with 16.00 percent, Pleasure with 13.33 percent, Business with 10 percent, for Adventure 6.67 percent and only 3.33 expressed for the Specific Interest in Tourism.

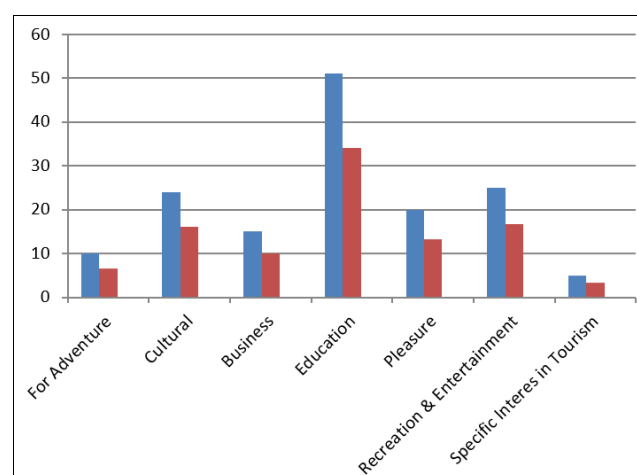


Fig 4: Reasons to OPT Tourism by Sample Tourists

Reasons vs. Level of Tourists Satisfaction in Tourism by Sample Tourists

The success of tourism is directly proportional to how thoroughly tourists are satisfied, the tourist's satisfaction score is a critical determinant that portrays how far-fetched their loyalty will go on." While it is said that tourism is engine i.e. is the driver of the tourist's behaviour, tourist's satisfaction is the one that acts as fuel." The present study analyses the level of tourist's satisfaction in terms of reasons

to opt tourism i.e. Reasons vs. Level of Satisfaction by Sample Tourists presented in the Table – 3.

Table 3: Reasons vs. Level of Tourists Satisfaction in Tourism by Sample Tourists

S No.	Reasons to opt Tourism	Level of Satisfaction					Total
		SA	A	N	DA	SDA	
01	For Adventure	25	76	43	05	01	150
02	Cultural	28	70	47	04	01	150
03	Business	45	72	28	03	02	150
04	Education	59	68	20	02	01	150
05	Pleasure	40	80	23	05	02	150
06	Recreation &	38	78	30	03	01	150
07	Specific Interest in Tourism	60	60	27	02	01	150
Total		295	504	218	24	09	1050

Questionnaire Source: Compiled From Data

The Table has been analysed by using One – Way ANOVA from which it is clear that the result of analysis is significant at $P < 0.05$. Hence, these factors are responsible for level of Tourists Satisfaction in Tourism.

Summary of Data

S No.		Level of Satisfaction					Total
		SA	A	N	DA	SDA	
01	N	7	7	7	7	7	35
02	$\sum x$	295	504	218	24	09	1050
03	Mean	42.14	72.00	31.14	3.43	1.29	30.00
04	$\sum x^2$	13559	36568	7400	104	13	57644
05	Std. Dev	12.69	6.32	9.34	1.07	.45	7.61
Result Analysis							
Source		SS	df	MS	$F = 6025.75 \div 68.03 = 88.58$		
Between Level of Satisfaction		24103	4	6025.75			
Within Level of Satisfaction		2041	30	68.03			
Total		26144	34				

The Table value of F at 5% Significant Level $v_1 = 4$ & $v_2 = 30$ is 2.69, therefore, the result is Significant Level at $P < 0.05$.

Problems of Tourists in Tourism

An attempt is made in this paper to probe into major problems encountered by the tourists in tourism. In fact tourism itself is a risky involving many difficulties. In order to probe into major problems encountered by tourists the following were identified.

In the process of field work it was noticed that most of the respondents indicated more than one problem or a combination of several problems. Therefore, it was thought better to use weighted ranks for identifying major problems faced by the respondents of tourists. The major problems encountered by the sample tourists presented in the Table – 4

Table 4: Problems of Tourists in Tourism

S No.	Major Problems of Tourists in Tourism	No. of Respondents	Percentage	Rank
01	Infrastructure	30	20.00	I
02	Safety & Security	25	16.67	III
03	Transportation	20	13.33	V
04	Health	23	15.33	IV
05	Food & Accommodation	29	19.33	II
06	Information	15	10.00	VI
07	Environmental Issues	05	3.33	VII
08	Over Tourism	03	2.00	VIII
Total		150	100.00	-

Questionnaire Source: Compiled From Data.

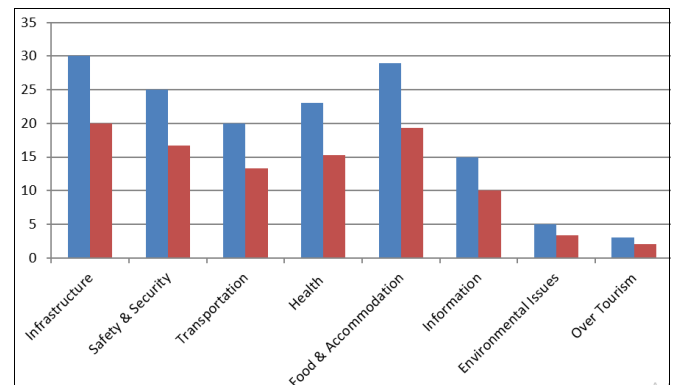


Fig 5: Problems of Tourists in Tourism

It was evident from the Table – 4 that major problems with which a majority of tourists confronted was Infrastructure related problems followed by Food & Accommodation problems and Safety & Security problems. Among the other major problems Health, Transportation, Information, Environmental Issues and Over Tourism were important. Thus it is clear that though almost all the selected tourists faced all the problems the intensity of different problems was varying in case of different tourists.

Major Findings and Suggestions

The major findings that have emerged from the study are presented followed by a few suggestions in the light of improvement of the level of tourist's satisfaction.

Major Findings

- Out of 150 sample tourists, 62% of tourists are male as they mostly prefer tourism.
- 48% of sample tourists falls under the age group of 31 – 40 years as they feel comfortable to go tourism.
- Out of 150 sample tourists 51 (i.e. 34%) respondents opt to tourism for the purpose of Education.
- Major respondents expressed that they faced with the problems of infrastructure, food and accommodation, safety and security and health related.
- Tourist preferences and behaviour in choosing destinations change over time. Tourists developing expectations about a destination from the moment they begin planning their trip.

Suggestions

- Ensure that service staff providing quality service with friendly and efficient.
- Offer authentic experiences.
- Ensure that the destination is safe and secure.
- Make sure that the cost of the experience matches the quality.
- Provide comfortable and well maintained facilities, such as dining options and accommodations.
- Provide maps and make it easy for visitors to find their way around.
- Make the destination better known to potential visitors.
- Provide reliable information with that tourists have access to reliable information sources.
- Use AI- driven technologies to provide tailored multilingual support and immersive experiences.
- Offer free tours to make the destination better known to potential visitors.
- The factors like the variety and quality of attractions can increase the level tourist's satisfaction in tourism.

Conclusion

The tourists provides a clear strategic advantage and an inimitable resource for a tourism, particularly in today's complex and often uncertain tourism markets. Two decades of academic research have qualified the impact of tourist's satisfaction on a number of beneficial tourist's behaviour and consequent financial performance. It is clear that businesses that manage their customers as well as costs realize greater financial returns compared to firms that ignore tourists.

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