

Chapter 53

Factors Influencing Tourists' Motivational Determinants for Promotion of Tourism Destination: An Empirical Assessment on Rural Tourism with Special Reference from Kamarpukur, West Bengal

Nilanjan Ray

IILM-Academy of Higher Learning, India

ABSTRACT

The concept of rural tourism has become one of the vital issues of economic and social benefits to society. This present study identifies different motivational factors that may directly or indirectly influence the tourists' motivation. The primary objectives of this study include the growth, development, and emergence of rural tourism potentials at Kamarpukur as well as to analyze the tourists' flow pattern and also examine the existing and future requirements in the motivational point of view. For fulfillment of the basic objective, data for the study were collected through field survey. The sample size was restricted to 200 respondents. Information gathered about tourists' motivational factors include culture, tourism amenities, destination, and religion. The collected data have been analyzed using different statistical methods like percentage and Chi-square. The major findings of this study show, in the present scenario of above factors, how to attract more tourists for repeat visits and promote infrastructural requirement for better tourism service to increase the level of tourists' motivation as well. In the policy implication point of view, this study is relevant for balancing the demand and supply of tourism motivational requirement indicators, which can offer better service excellence in the study area.

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INTRODUCTION

Rural Tourism is a dynamic sector in local economics where farming, forestry, or other traditional activities sustain the importance. The obvious and rapid development of rural tourism gains deserved attention from social science. Tourism is also an employment-oriented sector. It is estimated that hotel and catering sector provide more than 10% of the total employment generated by the tourism industry. There is an opportunity, which supplies various goods, needed for tourism product may be in the position to open avenues of employment. Rural parts generally following kinds of products are available viz. historical, heritage, natural-based, medication-based, religious-based, cultural-based, and manmade. Which have got a great potential with respect development of tourism, also if certain constraint are removed this could be developed to their fullest excellent and there are certain great examples and certainly few countries where will showing public and political will these things have been made possible. Rural tourism has remained neglected in India for variety of factors like lack of infrastructure, civic amenities, lack of publicity, and peoples' ignorance in accessibility to tourist location. As a result, tourists from home country and overseas countries prefer to visit urban tourist sites. Rural tourism includes both those who intend to staying away from home for one night or more and those out for the day in the countryside for instance, visiting attractions, walking, cycling, or enjoying a whole different range of countryside activities. These people are spends money in village shops, pubs, and restaurants and in market towns. They provide a market for local produce and create and opportunities for local entrepreneurship those staying overnight will do so in hotels or inns, bed & breakfast establishments or self-catering accommodation, on the farm, on caravan parks or campsites, or with friends and relatives.

LITERATURE SURVEY

Motivation is the driving force, which compels an individual to take action (Schiffman and Kanuk, 2004). This implies that motivation moves a person to do something (Ryan & Deci, 2000). Motivations are thus the basis of all behavior (Fodness, 1994), including traveling. Tourist motivation, therefore, can be defined as "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior, and experience" (Pearce, Morrison, and Rutledge, 1998). To understand motivation in tourism is to understand what motivates tourists to choose a certain destination. Pearce, Morrison and Rutledge (1998) defined tourist motivation "as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience" (cited by Allan R. Rhodes Espinoza). Prebensen (2007) has written in her research regarding travel motivations, "once an individual has the right motivation to travel, the type of holiday and destination is often decided based on his/her perception or value of the various options in the marketplace (Prebensen, 2007, p. 3). She furthermore states that "people then go on holiday for many reasons and they participate in the 'production' of the holiday in various ways." Motivation in a tourism context thus answers the question of what stimulates a person to travel. The answers will represent main factors, which influence the tourist to purchase a particular tourism product. The answers can be split into three groups: leisure, or business purposes, or both. John and Susan (1999) describe six main factors that motivate people to travel to a certain destination: physical, emotional, personal, personal development; status and cultural. Specifically, individuals who have either one or some or all of those six motives would choose a destination where can satisfy such motivations. For instance, physical motive is the motive for relaxation; emotion motive might be the motive

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