

# A study on tourist preference between urban tourism and Rural Tourism in India

Yashraj Gupta & Akhil Bhargava

\*BBA Tourism, Marketing, Christ University

\*\* BBA Honours, Finance, Christ University

## Abstract

*The objective of this study is to identify the tourist preference between Urban and Rural tourism. Primary data obtained through questionnaire has been used. The data sample consisted of about 150 records which could be a limitation of the study however, the data sample was well distributed. Multiple independent variables were considered including; Sports, Treks, ecto obtain the customer preference. One Way Anova and Chi Square Analysis have been performed. The results clearly indicate that the tourists prefer Urban tourism when compared to Rural tourism. The results have been found to be consistent with the literature reviews.*

## Introduction

Tourism in India ages back to ancient times and has had a very interesting history. Yogis and gurus used to travel by foot or bullock carts to various places including far off distant venues or nearby villages. The terrain through their travel included: mountains, valleys, rivers and plains. The reasons for their travel included: trade purposes, visiting near and dear ones, etc. However, as industries started to develop and inventions started happening, it led to urbanization. Individuals started relocating themselves to different locations in search of work and other varied reasons. Today, the stakeholders of

the travel and tourism industry have multiple means reasons for travel, take up tourism, trying to quench their thirst for new experiences and exposures. There is a constant innovation taking place in the travel and tourism industry with the motive of satisfying the needs and the requirements of the customers - tourists. These tourists now-a-days are opting for activities like: Night treks, Camping, Rural areas to experience the village lifestyle, and their way of living, Exploring new places, Sports tours, Recreational tours, Business tours, etc. This demand however, is developed at individual and larger levels depending on multiple factors like budget, food preferences, weather, etc leading to a choice to be made between Urban and Rural tourism.

## Review of Literature

This paper outlines an integrative framework for urban tourism and illustrates applications with reference to selected aspects of the literature. The framework emphasizes the identification of subject cells within a matrix defined in terms of scale (site, district, city-wide, regional, national, and international) and themes (demand, supply, development, and impacts). It stresses the need to examine the relationships between these, both vertically and horizontally. This is offered as a means of providing a more systematic and coherent

perspective on urban tourism, as a way of integrating a steadily growing but as yet largely fragmented body of research and providing structure for future efforts in this field, both conceptually and empirically. (Douglas G.Pearce, 2001). The author examines how greater understanding of the satisfaction of users with the tourism products in cities and elsewhere may improve planning for the development of these products. First, there is discussion of how a place marketing framework assists in understanding this connection. Second, a review is provided of aspects of user satisfaction with tourism products in cities which may be measured in surveys in order to assist in the planned development of these products. Lastly, survey results are reported for selected aspects of satisfaction with tourism products in the city of Sheffield, UK, and the implications of these findings are evaluated for tourism planning in the city. The surveys examined views about a range of Sheffield's tourism products for visitors and residents and also for one market segment, sport event visitors. The findings are assessed for implications for the planned development of the city's tourism products. (Bill Bramwell, 1998). In many cities where the traditional economic activities have declined, city authorities have invested in tourism as a means of boosting the image of their city, revitalizing and physically regenerating it and creating new jobs. This book describes and interprets this process in Western Europe and North America; tourism in other large cities is also covered. The challenges facing older industrial cities in promoting tourism are examined, as is the role of tourism in regenerating city centres and inner city areas. It is suggested that the organization of

tourism in cities involves four main components; first, planning and strategy formation, second, implementation of the strategy and obtaining of finance, third, promotion and marketing of the area and fourth, the provision of visitor services, such as tourist information centres. Several aspects of urban tourism are discussed, including: conferences; attractions available in urban areas; culture, sport and special events; and hotels, shopping and evening events in cities. As the appearance of the urban landscape is part of the attraction of cities, planning and environmental factors are considered. Methods of assessing the economic and wider impacts of tourism on cities are reviewed. (Law, C. M., 1993). Over the past two decades, there has been increasing focus on the topic of innovation in tourism. This article reviews the research contributions. Various categories of innovation – product, process, managerial, marketing and institutional – are addressed. Important determinants of innovation are acknowledged, including the role of entrepreneurship, technology push and the existence of territorial industry clusters. Representation of knowledge is also identified as a critical factor for both the occurrence and nature of innovations. The review reveals that there is still only limited systematic and comparable empirical evidence of the level of innovative activities and their impacts and wider implications for destinations and national economies. An agenda for future research is emerging, suggesting that there is quest for both formal quantification and for qualitative studies of the foundations, processes, implications and policies of innovation in tourism. (Anne-Mette Hjalager, 2010)

## Data Analysis and Interpretation

### One Way Anova

Table 1: Anova - relationship between tourist preference for urban and rural tourism

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Interest in Adventure	Between Groups	4.180	3	1.393	1.088	.356
	Within Groups	186.994	146	1.281		
	Total	191.173	149			
Interest in Culture	Between Groups	3.837	3	1.279	.884	.451
	Within Groups	211.236	146	1.447		
	Total	215.073	149			
Interest in Health	Between Groups	4.889	3	1.630	1.887	.134
	Within Groups	126.104	146	.864		
	Total	130.993	149			
Interest in Recreation	Between Groups	17.746	3	5.915	4.159	.007
	Within Groups	207.647	146	1.422		
	Total	225.393	149			
Interest in Sports	Between Groups	6.180	3	2.060	3.441	.018
	Within Groups	87.394	146	.599		
	Total	93.573	149			
Interest in Nature	Between Groups	.847	3	.282	.213	.887
	Within Groups	193.526	146	1.326		
	Total	194.373	149			
Interest in VFR	Between Groups	11.396	3	3.799	3.401	.019
	Within Groups	163.064	146	1.117		
	Total	174.460	149			
Interest in Family Vacations	Between Groups	3.086	3	1.029	.592	.621
	Within Groups	250.239	144	1.738		
	Total	253.324	147			
Interest in Business	Between Groups	.196	3	.065	.045	.987
	Within Groups	211.304	146	1.447		
	Total	211.500	149			
Interest in Religious	Between Groups	4.264	3	1.421	2.050	.109
	Within Groups	101.229	146	.693		
	Total	105.493	149			
Interest in Exploring New Place	Between Groups	111.493	3	37.164	.	.
	Within Groups	.000	146	.000		
	Total	111.493	149			

There was a statistically significant difference between three groups  $f(2,30) = 25.06$ . Post-hoc analysis revealed that people have more Interest, feel motivated in recreation, Sports, and Visiting

friends and relatives (VFR) compared to other factors and other interests in taking up tourist activities.

**Table 2: Post hoc result for interest in sports**

Interest in Sports

Tukey B

Preference Urban and Rural	N	Subset for alpha = 0.05
		1
1.00	32	4.0000
3.00	96	4.4792
2.00	17	4.5294
4.00	5	4.6000

Sports event portfolio consistent with a community's infrastructure and human and cultural capital may be a viable form of sustainable tourism development. Therefore, it is justified that people

are developing interests in sports tourism recently and it is becoming one the factors whileselecting thetourist destinations.

**Table 3: Post hoc results for Interest in Recreation**

Interest in recreation

Tukey B

Preference Urban and Rural	N	Subset for alpha = 0.05
		1
4.00	5	2.8000
2.00	17	3.0588
1.00	32	3.1250
3.00	96	3.7813

With an increase in the rate of tourism in India, people are choosing more of recreation as to take a break from their life and relax, have a stress buster and relax from their monotonous life.

**Table 4: Post Hoc result of Interest in visiting friends and relatives**

Interest in Visiting Friends and Relatives (VFR)

Tukey B

Preference Urban and Rural	N	Subset for alpha = 0.05
		1
2.00	17	3.1765
1.00	32	3.9688
4.00	5	4.0000
3.00	96	4.0625

In affluent societies about 90 per cent of people agreed in a survey that luxury for them meant time for themselves and with their family, and family holidays topped the list.

Chi square test

**Table 5: Relation between Gender & Tourist preference for Urban & rural tourism**

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender *						
Tourist_preference_urban_and_rural	150	100.0%	0	0.0%	150	100.0%

**Table 6: Cross Tabulation for relationship between gender and tourist preference for urban and rural tourism**

Gender \* Tourist preference urban and rural Tourism Cross tabulation

		Tourist preference urban and rural				Total
		1.00 (Male)	2.00 (Female )	3.00 (Both kinds of tourism)	4.00 (Other kinds of tourism)	
Gender	Count	11	15	47	4	77
	% within Gender	14.3%	19.5%	61.0%	5.2%	100.0%
	1.00					
	% within Tourist preference urban and rural	34.4%	88.2%	49.0%	80.0%	51.3%
	% of Total	7.3%	10.0%	31.3%	2.7%	51.3%
	Count	21	2	49	1	73
2.00	% within Gender	28.8%	2.7%	67.1%	1.4%	100.0%
	% within Tourist preference urban and rural	65.6%	11.8%	51.0%	20.0%	48.7%
	% of Total	14.0%	1.3%	32.7%	0.7%	48.7%
	Count	32	17	96	5	150
Total	% within Gender	21.3%	11.3%	64.0%	3.3%	100.0%
	% within Tourist preference urban and rural	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	21.3%	11.3%	64.0%	3.3%	100.0%

Only 7.3% of males prefer Urban tourism whereas 14% of females prefer Urban tourism. About 10% males prefer Rural tourism and 1.3% females prefer

rural tourism over others. Whereas, in the case of both, about 31.3% of males and 32.7% of females prefer both. Therefore, Urban tourism is more

popular when compared to Rural tourism implying 21.3% of the sample size.

Table 7: Chi square test for gender and Tourist preference for urban and rural tourism

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.812 <sup>a</sup>	3	.002
Likelihood Ratio	16.292	3	.001
Linear-by-Linear Association	1.290	1	.256
N of Valid Cases	150		

There is a significance association between Gender and Tourist preference between Urban and Rural Tourism, ie: both Males and Females prefer Urban tourism over Rural Tourism.

### Conclusion

The data analysis indicated that the customers prefer urban tourism over rural tourism due to a variety of reasons including better facilities and services, ie: Timely optimized new themes for resorts and restaurants, luxury transport vehicles, high-tech gadgets, etc add to the value perceived by the customers, motivating them towards urban tourism over rural tourism. There is scope for further research in this study.

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## Annexure

### Questionnaire

# Tourist preference between Rural Tourism and Urban Tourism

1. 1. Name \*

2. 2. Age \*

*Mark only one oval.*

- Less than 18  
 18-25  
 25-35  
 35-50  
 50 and above

3. 3. Gender \*

*Mark only one oval.*

- Female  
 Male  
 Others

4. 4. Nationality \*

\_\_\_\_\_

5. 5. Where do you currently live (city, country)? \*

\_\_\_\_\_

6. 6. Occupation \**Mark*

*only one oval.*

- Student  
 Job  
 Business  
 Retired  
 Others

Please go through the following questionnaire and identify the appropriate responses for each of them. There is no such thing as a correct answer, therefore feel free to respond unprohibitively

Disclaimer : Your response via this questionnaire will be used strictly for academic purposes. There will not be any commercial solicitation or usage of this response in any kind/form or whatsoever.

\* Required



7.7. You use travel for

*\*Check all that apply.*

- Leisure
- Business
- Meeting friends and relatives
- Others

8.8.

You

r

Ann

ual

Inco

me

*\*Ma*

*rk*

*only*

*one*

*oval*

.

- Upto 5 lacs
- 5-15 lacs
- 15-35 lacs
- 35-50 lacs
- 50 lacs and above
- Not earning currently

9.9. How

Often Do

you

Travel

*\*Mark*

*only one*

*oval.*

- Every Week
- every month
- once in 3 months
- once in 6 months
- once in a year

once in few years

10. 10. How do you plan your trip *Mark only one oval.*

By yourself

By the help of a Travel Agent

11. 11. What are your main interests in selecting a destination? *\*Check all that apply.*

adventure

culture

health

recreation

sports

nature

visiting friends/family

family vacation

business

religious

exploring a new place

12. 12. How much do you spend on a trip on an average? *\*Mark only one oval.*

Upto 5,000

5,000-15,000

15,000-25,000

25,000-50,000

more than 50,000

13. 13. Where do you go most

often ?\*Check  
all that apply.

- Hill stations
- beaches
- desserts
- historically significant places
- commercially busy cities
- rural areas

14. 14. Would you like to visit a densely populated area or an area with less population ?\*Mark only one oval.

- crowded area
- less people in an area

15. 15. What would be your cuisine preference? \*Mark only one oval.

- authentic city cuisine
- urban mixed cuisine

16. 16. Where would you like to stay ?\*Mark only one oval.

- Hotels
- Guest House
- Share the place with a localite

17. 17. How would you like to spend an evening ?\*Mark only one oval.

- Seeing the city skyline
- Experiencing a village side sunset

18. 18. What would you prefer to do ?\*Mark only one oval.



- Gaze at the open space, lying under the blanket of stars
- Go for movie in a shopping mall

19. What kind of activities would you prefer? *\*Check all that apply.*

- Swimming in a lake in villages
- Bird watching
- Take a walk in the farms
- Go for a movie
- Visit a gaming Parlour
- Amusement parks
- Traditional games of countryside people

20. 20. Would you like to spend few days in a village and learn their culture and lifestyle? *\*Mark only one oval.*

- Yes
- No
- Maybe

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