

Impact of Gender on Tourists Motivation at Rann Mahotsav Kutch (Gujarat)

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Abstract – Fairs and festivals are considered as one of the most important motivators for tourism industry. Thus, Rann Mahotsav has become one of the fastest growing segments of tourism. This paper aims to explore and confine the motivational indicators for tourists. The study examines that there are differences in the motivations level between male and female tourists. The main objective of this paper is to examine the impact of motivation level on the basis of gender in Rann Mahotsav.

Keywords: Gender, Motivation, Rann Mohatsav, Tourism.

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INTRODUCTION

Travel and tourism is recreational activity; tourist visits a destination for many objectives like relaxation, learning new things, cultural activities, health and meditation etc. Tourist motivations developed through perception of individual tourist; the individual may be male and female. Gender plays an important role in an individual's life. It shapes the entirety of the experience at all levels. It is the key descriptor of every person (Woolfolk, 2014). In other words gender perception refers to the preference of men and women that are inherent and developed through cultures and our society. The concept of gender also includes the expectations held about the characteristics, aptitudes and likely behaviors of both women and men (femininity and masculinity).

Motivations are the fundamental reasons for a particular traveling behavior and play a vital role in understanding the decision making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectation (Snepenger, King, Marshall & Uysal, 2006). Sigala & Leslie, 2005 stated that motivation is simply the processes that answer the question about why and how people's behavior is activated and directed. Therefore, motivation is considered as the internal factors that raise and control human behavior.

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". 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 their motivations. Waters (1988) concluded from a US study that even though men still dominated the business travel market, the same was not true for the leisure market, with women taking as many and sometimes even more holidays than men.

Rann Mahotsav is celebrated annually from November to February in Kutch region of Gujarat. the Mahotsav is based on handicrafts and culture of Kutch region, which attracts both men and women, men are motivated for scenic beauty, white desert, adventure activities and tent and bhunga stay, whereas women visits for Rann for shopping, cultural activities, photography, food etc.

REVIEW OF LITERATURE

Chang and Yuan (2016) conducted a study to investigate the element and motivations of the tourists in attending the events as well as the festivals. The study was undertaken with the 134 participants of a two-day Old Town Spring Festival in Texas foods, wines and arts. The study emphasized on the need to execute suitable strategies for promoting regional festivals and local savories to promote the wellness and sustainability among the localities. The study contended that many motivations such as external socialization, known-group socialization, lovingness for wine, escape from work, novelty, fun or adventure as well as love to be in open air steer the prefer ability of respondents for the festivals. The female participants preferred food as the imperative factor in comparison to their male counterparts.

Duran and Bahattin (2014) in their study ascertained the numerous motivational aspects of the visitors attending International Troia Festival in Canakkale, Turkey. The festival events play an important role in the communities as they improve the image of the local communities. The data was collected from 473 visitors to the festivals. It was found that the cultural exploration as well as togetherness with family acts as the major factors that motivate the visitors to the festivals. In furtherance, the female visitors were likely to visit the festival events with the concern to explore the traditions, values and customs of other destinations; whereas for male visitors escape from the work, excitements for the adventure as well as event attraction act as the crucial motivations. Hence, marketing managers should keep track of the various developments.

Hu (2010) explored the relationships between the motivations, festival expenditures and food engrossment among visitors of food festival. The food festivals and the leisure events are mustering popularity and acknowledgement at the global level. The study was undertaken with 694 young visitors with more proportion if female participants of 9th China Crawfish Festival at Heping Park, Hefei, China. It was found that different food experiences, socialization, family union, relaxation, enjoyment of physical environment as the major motivations that drive the visitors' urge for more food festivals. Moreover, the visitors of the food festivals were more keen in taste judging and cooking in comparison to the general food consumers. The time spent by the visitors at the food festivals was more than three hours at the festival. It was suggested by the study that the food festivals are supposed to be more holistic with regard to the culinary tourism and community festival.

Swanson et al., (2003) conducted a study to identify the potential event visitors' motivations towards the sporting events. The events and festivals are attended by most of the individuals to reveal their pride in their own community. The study was conducted with the potential attendees instead of the actual on-site attendees comprising both males as well as the females. The study revealed that the identification of the team, eustress, enhancement of self-esteem, affiliation with the group and belongingness as the crucial motivations that significantly influence the intent of potential attendees to be the part of any sporting event at international scale. In furtherance, the study also revealed the psychological attachment with the particular sporting event in the distinctive nations.

Andreu, Kozac, Avci, & Cifter (2005) found that females were more motivated to travel than males. They also found significant gender differences regarding travel motivations where male tourists preferred more recreational activities on the destination, and female tourists had a stronger relaxation and escape-based motivations. Baloglu,

1997; Baloglu & McCleary, 1999; Chen & Kerstetter, 1999; Walmsley & Jenkins, 1993 also found that gender of the tourist affect the perceived image of tourist destinations.

OBJECTIVES

1. To identify various attributes of motivation that attracts tourist to visit Rann Mahotsav
2. To compare motivation level of tourist on the basis of gender in Rann Mahotsav

For this study the researcher collected data from secondary and primary method. Secondary data were collected from various sources like Journals, magazines, Newspapers, articles; thesis/dissertation etc. primary data were collected through five point likert scale structured questionnaire. Chi-square was conducted to examine the impact of gender on tourists' motivation.

ANALYSIS OF RESPONDENTS MOTIVATION LEVEL ON THE BASIS OF GENDER

Table 1.1

ATTRIBUTES	Gender	Not Motivated		Least Motivated		Neutral/Moderate		Motivated		Highly Motivated		Mean
		F	%	F	%	F	%	F	%	F	%	
Mentally relaxation	(M)	102	32	78	24.5	46	14.4	66	20.7	27	8.5	2.4922
	(F)	28	18.5	47	31.1	30	19.9	37	24.5	09	06	2.6821
Relax physically	(M)	27	8.5	93	29.2	09	2.8	114	35.7	76	23.8	3.3730
	(F)	27	17.9	18	11.9	00	00	48	31.8	58	38.4	3.6093
Relaxation spiritually sites of kutch	(M)	64	20.1	67	21.0	64	20.1	79	24.8	45	14.1	2.9185
	(F)	09	6.0	67	44.4	00	00	48	31.8	27	17.9	3.1126
Avoid hustle and bustle	(M)	37	11.6	75	23.5	00	00	113	35.4	94	29.5	3.4765
	(F)	28	18.5	20	13.2	18	11.9	76	50.3	09	6.0	3.1126
Escape from routine life	(M)	27	8.5	09	2.8	09	2.8	169	53.0	105	32.9	3.9906
	(F)	28	18.5	38	25.2	09	6.0	58	38.4	18	11.9	3.0000
New experiences	(M)	18	5.6	57	17.9	00	00	159	49.8	85	26.6	3.7398
	(F)	28	18.5	10	6.6	09	6.0	67	44.4	37	24.5	3.4967
Increase knowledge	(M)	38	11.9	114	35.7	09	2.8	101	31.7	57	17.9	3.0784
	(F)	48	31.8	58	38.4	09	6.0	27	17.9	09	6.0	2.2781
Visited not before this place	(M)	47	14.7	121	37.9	20	6.3	103	32.3	28	8.8	2.8245
	(F)	48	31.8	58	38.4	09	6.0	27	17.9	09	6.0	2.2781
Experience different lifestyle or traditions	(M)	65	20.4	113	35.4	18	5.6	76	23.8	47	14.7	2.7712
	(F)	10	6.6	86	57.0	09	6.0	37	24.5	09	6.0	2.6623
Appreciation local handicrafts	(M)	28	8.8	29	9.1	09	2.8	169	53.0	84	26.3	3.7900
	(F)	10	6.6	19	12.6	00	00	76	50.3	46	30.5	3.8543
Exchange custom and traditions	(M)	123	38.6	122	38.2	20	6.3	27	8.5	27	8.5	2.1003
	(F)	39	25.8	67	44.4	18	11.9	18	11.9	09	6.0	2.2781
Enhance communication with locals	(M)	56	17.6	113	35.4	27	8.5	85	26.6	38	11.9	2.7994
	(F)	48	31.8	58	38.4	09	6.0	18	11.9	18	11.9	2.3377
Increase social status	(M)	66	20.7	56	17.6	28	8.8	123	38.6	46	14.4	3.0846
	(F)	19	12.6	65	43.0	09	6.0	39	25.8	19	12.6	2.8278
To buy local and regional products of kutch	(M)	18	5.6	107	33.5	18	5.6	130	40.8	46	14.4	3.2476
	(F)	10	6.6	27	17.9	00	00	85	56.3	29	19.2	3.6358
Accommodation at tent city and home stay	(M)	29	9.1	132	41.4	38	11.9	83	26.0	37	11.6	3.8966
	(F)	09	6.0	38	25.2	09	6.0	77	51.0	18	11.9	3.3775
Experience local cuisines	(M)	38	11.9	133	41.7	18	5.6	112	35.1	18	5.6	2.8088
	(F)	09	6.0	56	37.1	00	00	76	50.3	10	6.6	3.1457
Enjoy cultural and musical activities	(M)	47	14.7	86	27.0	47	14.7	102	32.0	37	11.6	2.9875
	(F)	18	11.9	19	12.6	09	6.0	76	50.3	29	19.2	3.5232
Experience life of artisan of kutch	(M)	28	8.8	141	44.2	18	5.6	86	27.0	46	14.4	2.9404
	(F)	18	11.9	77	51.0	00	00	47	31.1	09	6.0	2.6821
Explore natural resources	(M)	38	11.9	38	11.9	18	5.6	111	34.8	114	35.7	3.7053
	(F)	09	6.0	00	00	00	00	104	68.9	38	11.9	4.0728
Outstanding scenery	(M)	18	5.6	37	11.6	00	00	178	55.8	86	27.0	3.8683
	(F)	10	6.6	18	11.9	09	6.0	86	57.0	28	18.5	3.6887
Exotic weather and climate	(M)	57	17.9	112	35.1	27	8.5	86	27.0	37	11.6	2.7931
	(F)	29	19.2	29	19.2	09	6.0	65	43.0	19	12.6	3.1060
Visit the world largest salt desert	(M)	37	11.6	28	8.8	30	9.4	112	35.1	112	35.1	3.7335
	(F)	09	6.0	10	6.6	00	00	94	62.3	38	11.9	3.9404
Historical places and museums	(M)	57	17.9	86	27.0	18	5.6	74	23.2	84	26.3	3.1317
	(F)	29	19.2	29	19.2	27	17.9	47	31.1	19	12.6	2.9868
Visit kala dungar highest point in kutch	(M)	40	12.5	94	29.5	09	2.8	112	35.1	64	20.1	3.206
	(F)	29	19.2	56	37.1	00	00	56	37.1	56	37.1	3.6238
Participate in adventure activities	(M)	09	2.8	84	26.3	10	3.1	131	41.1	85	26.6	3.6490
	(F)	09	6.0	18	11.9	28	8.5	58	38.4	38	11.9	3.252
Enjoy camel safari	(M)	18	5.6	57	17.9	18	5.6	114	35.7	112	35.1	3.7680
	(F)	09	6.0	29	19.2	09	6.0	84	55.6	20	13.2	3.5099
Visit place which is value for money	(M)	47	14.7	86	27.0	47	14.7	102	32.0	37	11.6	2.9875
	(F)	29	19.2	57	37.7	09	6.0	27	17.9	29	19.2	2.8013
Experience moon light	(M)	18	5.6	39	12.2	00	00	151	47.3	111	34.8	3.9342
	(F)	09	6.0	00	00	00	00	38	25.2	104	68.9	4.5099
Enjoy leisure and recreation	(M)	09	2.8	09	2.8	09	2.8	103	32.3	189	59.2	4.4232
	(F)	09	6.0	09	6.0	00	00	76	50.3	57	37.7	4.0795
Visit place associated with shooting of films	(M)	27	8.5	47	14.7	31	9.7	102	32.0	112	35.1	3.7053
	(F)	09	6.0	28	18.5	28	18.5	66	43.7	20	13.2	3.3974
Enjoy famous fair and festivals	(M)	09	2.8	47	14.7	09	2.8	111	34.8	143	44.8	4.0408
	(F)	10	6.6	09	6.0	00	00	66	43.7	66	43.7	4.1192
Enjoy quality time with travel companion	(M)	27	8.5	49	15.4	18	5.6	140	43.9	85	26.6	3.6489
	(F)	09	6.0	19	12.6	09	6.0	48	31.8	66	43.7	3.9470
Enjoy time with friends and family	(M)	38	11.9	46	14.4	28	8.8	74	23.2	133	41.7	3.6834
	(F)	29	19.2	09	6.0	09	6.0	56	37.1	48	31.8	3.5629
Visit friends and relatives	(M)	73	22.9	143	44.8	37	11.6	30	9.4	36	11.3	2.4138
	(F)	37	24.5	19	12.6	29	19.2	56	37.1	10	6.6	2.8874
Strategies of Gujarat tourism motivate visit the Rann Mahotsav	(M)	09	2.8	48	15.0	09	2.8	93	29.2	160	50.2	4.0878
	(F)	09	6.0	09	6.0	00	00	65	43.0	68	45.0	4.1523

The above table reveals the impact of male and female respondents on tourists' motivation at Rann Mahotsav. Some of the variables have difference in motivation level these are, relaxation at spiritually sites of kutch, increase social status through visiting Rann Mahotsav, experience local cuisines of Gujarat, enjoy cultural and musical activities, explore natural resources, exotic weather and climate, visit historical places, visit kala dungar highest point in Kutch area and experience moon light. Rest of the variables has nominal impact of gender on tourist motivation at Rann Mahotsav.

IMPACT OF GENDER ON TOURISTS MOTIVATION

Table 1.2

MOTIVATIONAL VARIABLES		Value	Df	Asymp.Sig. (2-Side)
Mentally relaxation	Pearson Chi-Square	11.801 ^a	4	.019
	Likelihood ratio	12.215	4	.016
	Linear by Linear Association	2.173	1	.140
Relax physically	Pearson Chi-Square	33.169 ^a	4	.000
	Likelihood ratio	36.669	4	.000
	Linear by Linear Association	2.883	1	.089
Relaxation at spiritually sites of kutch	Pearson Chi-Square	65.870 ^a	4	.000
	Likelihood ratio	86.194	4	.000
	Linear by Linear Association	2.153	1	.142
Avoid hustle and bustle	Pearson Chi-Square	78.450 ^a	4	.000
	Likelihood ratio	87.731	4	.000
	Linear by Linear Association	6.859	1	.009
Escape from routine life	Pearson Chi-Square	51.160 ^a	4	.000
	Likelihood ratio	56.462	4	.000
	Linear by Linear Association	2.916	1	.088
New experiences	Pearson Chi-Square	46.352 ^a	4	.000
	Likelihood ratio	47.647	4	.000
	Linear by Linear Association	3.742	1	.053
Increase knowledge	Pearson Chi-Square	13.039 ^a	4	.011
	Likelihood ratio	12.973	4	.011
	Linear by Linear Association	.338	1	.561
Visited not before this place	Pearson Chi-Square	23.494	4	.000
	Likelihood ratio	23.172	4	.000
	Linear by Linear Association	18.413	1	.000
Experience different lifestyle or traditions	Pearson Chi-Square	30.028 ^a	4	.000
	Likelihood ratio	32.402	4	.000
	Linear by Linear Association	.710	1	.400
Appreciation local handicrafts	Pearson Chi-Square	6.843 ^a	4	.144
	Likelihood ratio	9.527	4	.049
	Linear by Linear Association	.303	1	.582
Exchange custom and traditions	Pearson Chi-Square	11.941 ^a	4	.018
	Likelihood ratio	11.929	4	.018
	Linear by Linear Association	2.196	1	.138
Enhance communication with locals	Pearson Chi-Square	20.614 ^a	4	.000
	Likelihood ratio	21.284	4	.000
	Linear by Linear Association	11.955	1	.001
Increase social status	Pearson Chi-Square	35.695 ^a	4	.000
	Likelihood ratio	34.332	4	.000
	Linear by Linear Association	3.591	1	.058
To buy local and regional products of kutch	Pearson Chi-Square	24.383 ^a	4	.000
	Likelihood ratio	30.350	4	.000
	Linear by Linear Association	10.405	1	.001
Accommodation at tent city and home stay	Pearson Chi-Square	31.109 ^a	4	.000
	Likelihood ratio	30.865	4	.000
	Linear by Linear Association	15.865	1	.000
Experience local cuisines	Pearson Chi-Square	18.793 ^a	4	.001
	Likelihood ratio	24.358	4	.000
	Linear by Linear Association	8.098	1	.004
Enjoy cultural and musical activities	Pearson Chi-Square	30.030 ^a	4	.000
	Likelihood ratio	31.312	4	.000
	Linear by Linear Association	17.351	1	.000
Experience life of artisan of kutch	Pearson Chi-Square	17.471 ^a	4	.002
	Likelihood ratio	23.644	4	.000
	Linear by Linear Association	4.303	1	.038
Explore natural resources	Pearson Chi-Square	59.698 ^a	4	.000
	Likelihood ratio	75.476	4	.000
	Linear by Linear Association	8.889	1	.003
Outstanding scenery	Pearson Chi-Square	22.205 ^a	4	.000
	Likelihood ratio	23.774	4	.000
	Linear by Linear Association	2.682	1	.102
Exotic weather and climate	Pearson Chi-Square	17.919 ^a	4	.001
	Likelihood ratio	18.287	4	.001
	Linear by Linear Association	5.505	1	.019
Visit the world largest salt desert	Pearson Chi-Square	38.520 ^a	4	.000
	Likelihood ratio	47.088	4	.000
	Linear by Linear Association	2.828	1	.093
Historical places and museums	Pearson Chi-Square	29.994 ^a	4	.000
	Likelihood ratio	29.613	4	.000
	Linear by Linear Association	1.021	1	.312
Visit kala dungar highest point in kutch	Pearson Chi-Square	21.097 ^a	4	.000
	Likelihood ratio	25.572	4	.000
	Linear by Linear Association	11.377	1	.001
Participate in adventure activities	Pearson Chi-Square	42.805 ^a	4	.000
	Likelihood ratio	41.182	4	.000
	Linear by Linear Association	.046	1	.831
Enjoy camel safari	Pearson Chi-Square	27.208 ^a	4	.000
	Likelihood ratio	29.268	4	.000
	Linear by Linear Association	4.578	1	.032
Visit place which is value for money	Pearson Chi-Square	5.726 ^a	4	.221
	Likelihood ratio	5.614	4	.230
	Linear by Linear Association	.635	1	.425
Experience moon light	Pearson Chi-Square	57.023 ^a	3	.000
	Likelihood ratio	68.256	3	.000
	Linear by Linear Association	26.237	1	.000
Enjoy leisure and recreation	Pearson Chi-Square	27.345 ^a	4	.000
	Likelihood ratio	29.858	4	.000
	Linear by Linear Association	12.819	1	.000
Visit place associated with shooting of films	Pearson Chi-Square	29.522 ^a	4	.000
	Likelihood ratio	31.516	4	.000
	Linear by Linear Association	6.143	1	.013
Enjoy famous fair and festivals	Pearson Chi-Square	16.735 ^a	4	.002
	Likelihood ratio	20.001	4	.000

In this context, the above table indicates the difference significant level of all thirty five variables and found that chi square value of six variables has significant impact on 4 degree of freedom at 5% confidence level (counted 9.488). In the first variable, visited not before this place have value of 23.464, second variable accommodation at tent city and home stay have value of 31.109. Third variable enjoy cultural and musical activities have 30.030 value. Forth variable experience moon light have 57.023 at 3 degree of freedom @ 5% (counted 68.256). Fifth variable enjoy leisure and recreation have value of 27.345. Sixth and the last variable have value of 80.449 on attribute visit friends and relatives at Rann Mahotsav. Impact of gender on six variables on tourist motivation has high degree of positive and significant association (Linear by Linear Association. 000) of above all variables.

CONCLUSION

In this study researcher assessed the impact of gender on tourist motivation. Motivation is the main factor for any person to make decision of travel to a particular destination. Tourists select destinations according to their like/dislike behavior and the choice are affected by gender. Male have different destination/ activity choice in comparison to female. The study reveals that gender impact on tourists' motivation is nominal. Almost male and female have same motivators at Rann Mahotsav. According to Chi-square test male and female have strong motivation on six attributes these are tent stay, newer destination, cultural events, experience moon light white desert, recreation and VFR. Rann Mahotsav event have activities for everyone and attracts both male and female.

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