

Visitor's Motivation: A Study of Surajkund Craft Fair of Haryana

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Abstract – This study aims to examine the visitor's motivation Surajkund crafts fair Faridabad. This paper adopted primary and secondary data source of data collection. A number of cultural and religious events like fairs and festivals are celebrated in India which attracts a large number of visitor's. Surajkund International Craft Fair in Haryana to promote handicrafts, handlooms with the help of craftsmen invited at global level. Surajkund Crafts fair has also embodied cultural amalgamation of various countries. In this study the researcher selected 66 respondents to explore the motivational indicator and analyze motivational level of tourists to visit largest craft fair in the world.

Keywords: Motivation, Craft fair, Surajkund

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INTRODUCTION

Surajkund derives its name from the ancient amphitheater Sunpool constructed here in the 10th century AD by Raja Suraj Pal, one of the Tomar chieftains. This is a unique monument as it was built to worship "Surya" the Sun God and it resembles a Greek amphitheatre. The Fair is indeed a tribute to the richness and diversity of the cultural heritage of India, organized in the backdrop of this magnificent monument. The Fair was started for the first time in 1987 to platform prosperity and mixture of the handicrafts and handlooms and the cultural heritage of India. The ground of Surajkund Craft Fair is spread over 40 acres of land and houses about 1010 work huts for craftsperson's and different cuisine Food Court, Shop, which is immensely popular for visitor's. Surajkund International Crafts Fair offers its visitor's a lifetime experience as it unfolds a wonderful range of Textiles, Paintings, ivory work, pottery, Handicrafts and handlooms like Kalamkari Painting, Dokra Casting Craft, Cane & Bamboo, Natural Fiber Sitapati, Jute Crafts, Mithila Painting, Applique, Dhokra Craft, Tuma Craft, Iron Craft, Terracotta, Kalamkari Mata ni Pachedi, Shawl as artware, Zari & Zari Goods, Chamba Rumal Embroidery, Sozni, Hase Chittara (Folk Painting), Thewa Crafts, Batik, Bed Sheet, Saree Dress Material etc attract visitors in the fair.cane and grass products. This Craft Fair also provided a platform for visitor's to explore their potential in various competitions like Kite Flying, Face Painting, Rangoli, Drawing & Painting and Folk Dance The Surajkund International Craft Fair is largest crafts fair in the world. The term Surajkund means "Lake of the Sun" which is an artificial lake constructed in the surroundings of the Aravalli hills. It is among the very popular craft fair of Haryana and the main attraction for visitor's to motivate

around the world. Among various famous festivals of Haryana Surajkund Fair is the most artificial one which is organized at Faridabad every year. The term Surajkund Fair annually reflects a clear target of the governmental frame towards providing a platform for presenting the arts and crafts of the region. The Fair enables "showcasing" of the arts and crafts and it is driven by economic benefits to the local artists and craftspeople. This fair play an important role to motivate the visitor's to the country to showcase the rich Indian culture. These fairs and festival reflect the different aspects of the life of people of the country.

REVIEW OF LITERATURE

The push-pull concept has been applied to understand why people travel. Further highly, this theory has supplied a structure for research visitor's motivation by introduce two sets of motivation: (1) visitors are pushed into making decisions by internal forces; and (2) they are pull into firm decision by external forces such as destination attributes (Crompton, 1979; Dann, 1977; Jang & Cai, 2002; Yuan & McDonald, 1990). Motivation for presence festivals or events has been a primary issue in studies on festivals. Examine on festival presence have been conducted due to the fact that this issue is a key to manipulative festival events (Crompton & McKay, 1997). A festival is an attractive resource of tourism, but it is also an inward looking event for the local community, so festival attendance motivation should be studied inwardly. The complete festival consists of individual involvement, but it is generated by local community needs (Getz, 1997, 2007). The first study to deal with people's motives for attending festivals or events was conducted by Ralston and Crompton (1988).A motive is an internal factor that

arouses, directs, and integrates a person's behavior (Iso-Ahola 1980:230). Maslow classified human needs into five categories which in ascending order from the most fundamental were physiological needs, safety, social, esteem, and self-actualization needs, and he suggested that the appearance of one need depends on the satisfaction of a more fundamental need. A number of studies have examined visitor's motivation to attend festivals with some motivation dimensions being specific to a particular event (Schofield and Thompson, 2007). Motivation to attend events could be based on factors such as accessibility, entertainment, new experience, attractiveness, relaxation, exchange customs and tradition preferences (Hall et al., 2010). The motivation of visitor's to attend events and festivals have been one of the aspects that have attracted increasing attention (Taylor and Shanka, 2008; Formica and Uysal, 1998, 1996; Crompton and McKay 1997; Uysal and Gitelson, 1994; Mohr et al., 1993; Uysal and Wicks, 1993).

OBJECTIVE

- To find out various visitor's motivation variables regarding fairs and festivals
- To examine visitor's motivation level at surajkund crafts fair of Haryana

RESEARCH METHODOLOGY

The present study is based on primary and secondary data collection. The secondary data were collected from various sources like journals, reports, articles, thesis etc. For primary data a questionnaire were developed by researcher. There are 22 variables on motivation level of visitors like mentally and physically relaxation, entertainment, exchange customs and traditions, shopping handicrafts and handloom etc. researcher use mean and frequency tool for results and findings.

ANALYSIS AND INTERPRETATION

The below table explains the demographic profile of the respondents. The study included the items enquiring about the gender, marital status, age group, education level, occupation and state. Profile of respondents indicates that 80.3% of the visitors were male and 19.7 % of the respondents were female. It shows that only 81.8% of the visitors were between 18 to 25 age group and 13. 6% of respondents belong to age group of 26 to 40. And rest 4.5 % visitor were above age group of 60. In marital status 81.8% respondents were found single and 16.7% were married and just 1.5% belongs to any other (Divorced, Separated, Widow and widower). Under education level of respondents, 12.1% were 10+2, graduates respondents were 74.2%, 12.1% were postgraduate and only 1.5% visitors were found illiterate. 68.2% visitors were belong to students, 10.6% respondents were government employees, 9.1% visitor were in business sector, 7.6% respondents were

in private service among them 3% visitor belong to agriculture. State wise profile indicates that 80.3% respondents were belong to Haryana state, 13.6% visitor were from Delhi, and 4.5% respondents were from Uttar Pradesh, or 1.5% visitor were from other state.

Table No.1

DEMOGRAPHIC PROFILE OF RESPONDENTS (N=66)

Gender	F		%age
Male	53		80.3
	13		19.7
Single	54		81.8
	11		16.7
Married	1		1.5
	54		81.8
Age Group	18-25		81.8
	26-40		13.6
	Above 60		4.5
Education Level	Illiterate		1.5
	10+2		12.1
	Graduation		74.2
	Post-Graduation		12.1
Occupation	Agriculture		3.0
	Govt Service		10.6
	Private Service		7.6
	Business		9.1
	Student		68.2
State	Other		1.5
	Haryana		80.3
	Delhi		13.6
	U.P		4.5
	Other State		1.5

The below given table illustrates motivation level of visitors in Surajkund crafts fair, 54.5% of the respondents were least motivated whereas 27.3% were motivated. 10.6% visitors were neutral, 6.1% respondents were not motivated, and only 1.5% were highly motivated. With motive relax physically 60.6% respondents found neutral, 21.2% visitors were motivated, 9.1% respondents were not motivated and 7.6% visitors were least motivated only 1.5% highly motivated. Regarding fun and entertainment responses were 56.1% highly motivated, 24.2% visitors were motivated whereas 10.6% respondents were neutral and 6.1% visitors were least motivated only 3% respondents were not motivated.

Table: 2

Visitors Motivation Level in Surajkund Crafts Fair

Variable/ Attribute	Not Motivated		Least Motivated		Neutral		Motivated		Highly Motivated		Mean
	F	%	F	%	f	%	F	%	f	%	
To visit crafts fair for mentally relaxation	4	6.1	36	54.5	7	10.6	18	27.3	1	1.5	2.6364
To relax Physically	6	9.1	5	7.6	40	60.6	14	21.2	1	1.5	2.9848
To have fun and be entertained at the crafts fair.	2	3.0	4	6.1	7	10.6	16	24.2	37	56.1	4.2424
To escape from the routine of work or life.	2	3.0	4	6.1	11	16.7	37	56.1	12	18.2	3.8030
To enjoy new experience.	2	3.0	2	3.0	7	10.6	32	48.5	23	34.8	4.0909
To enjoy the exotic atmosphere of craft fair.	0	0	9	13.6	12	18.2	25	37.9	20	30.3	3.8485
To meet new people of similar interests.	0	0	8	12.1	32	48.5	20	30.3	6	9.1	3.3636
To enhance my Knowledge about Surajkund Craft Fair.	4	6.1	9	13.6	21	31.8	25	37.9	7	10.6	3.3333
To visit this fair I have never before.	9	13.6	12	18.2	9	13.6	29	43.9	7	10.6	3.1970
To experience new and different lifestyle or tradition visiting surajkund fair	18	27.3	7	10.6	14	21.2	21	31.8	6	9.1	2.8485
To exchange custom & traditions.	7	10.6	2	3.0	30	45.5	21	31.8	6	9.1	3.2576
To enjoy cultural activities at surajkund craft fair.	1	1.5	11	16.7	11	16.7	30	45.5	13	19.7	3.6515
To visit the different customs and culture.	9	13.6	14	21.2	6	9.1	21	31.8	16	24.2	3.3182
To increase my social status	15	22.7	15	22.7	11	16.7	20	30.3	5	7.6	2.7727
To buy local handicrafts products	21	31.8	9	13.6	13	19.7	17	25.8	6	9.1	2.6667
To experience exotic cuisine at Surajkund craft fair	14	21.2	18	27.3	8	12.1	17	25.8	9	13.6	2.8333
To Visit the world largest surajkund crafts fair.	7	10.6	4	6.1	17	25.8	26	39.4	12	18.2	3.4848
To visit a place which is Value for money	3	4.5	10	15.2	17	25.8	27	40.9	9	13.6	3.4394
To spend time with friends and family surajkund crafts fair.	2	3.0	4	6.1	12	18.2	30	45.5	18	27.3	3.8788
To visit friends and relatives at Surajkund region	2	3.0	6	9.1	7	10.6	28	42.4	23	34.8	3.9697
Promotional strategies of Haryana tourism motivate you to visit surajkund crafts fair.	2	3.0	4	6.1	10	15.2	41	62.1	9	13.6	3.7727
To enjoy adventure activities at surajkund craft fair	7	10.6	10	15.2	34	51.5	10	15.2	5	7.6	2.9394

It is indicates that escape daily routine work or life 56.1% respondents were motivated,18.2% visitors found highly motivated,16.7% visitors were neutral and 6.1% respondents were least motivated among them 3% visitors were not motivated. Visitors with motive enjoy new experience 48.5% respondents were motivated, 34.8% visitors were highly motivated, 10.6% respondents were found neutral,6.1% visitors were least motivated and 3% respondents were not motivated.

As a motive exotic atmosphere 37.9% respondents were found motivated, 30.3% visitors were highly motivated, and 18.2% visitors found neutral, only 13.6% respondents were least motivated. With motive meet new people of similar interest 48.5% respondents found neutral, 30.3% visitors were motivated, and 12.1% respondents were least motivated only 9.1% visitors were highly motivated. It is shows that to enhance my knowledge about crafts fair 31.8% visitors were neutral, and 37.9% respondents were motivated, 13.6% visitors found least motivated, 10.6% respondents only 6.1% visitors were not motivated. I have not visited before this fair with this motive 43.9% respondents were respond motivated, 18.2% visitors found least motivated,13.6% visitors found not motivated and neutral, only 18.2% respondents least motivated.

Experience new different lifestyle or tradition was a motive of 31.8% respondents, 21.2% visitors were neutral on this motive, and 27.9% visitors not motivated and only 10.6% respondents were least motivated. With motive exchange customs and traditions 45.5% respondents were neutral, 31.8% visitors found motivated, 10.6% respondents were not motivated, 9.1% visitors were highly motivated and 10.6% respondents were not motivated. It indicates that with motive enjoy cultural activities 45.5% visitors were motivated, 19.7% respondents were highly motivated, and 16.7% found visitors found least motivated and neutral and only 1.5% respondents were not motivated.

Visitors travel with motive of enjoys different customs and culture, 31.8% visitors found motivated and 24.2% respondents were highly motivated, and 21.2% visitors were least motivated and 13.6% visitors were not motivated and only 9.1% respondents were neutral. It indicates that increase social status 30.3% respondents were motivated, and 22.7% visitors were not motivated and least motivated, 16.7% visitors found neutral and only 7.6% respondents were highly motivated. It is shows that with motive buy local handicrafts products 25.8% respondents were motivated and 31.8% visitors found not motivated, and 19.7% visitors found neutral, and 13.6% respondents were least motivated, and only 9.1% visitors were highly motivated.

With motive experience exotic cuisine 25.8% respondents found motivated 13.6% visitors were highly motivated, and 27.3% respondents were least

motivated, 21.2% visitors were not motivated only 12.1% respondents were neutral. It indicates that visit the world largest crafts fair 39.4% respondents found motivated, 25.8% visitors were neutral, and 18.2% respondents were highly motivated,10.6% visitors were not motivated and only 6.1% respondents were least motivate. It is shows that a place which is value for money 40.9% visitors were motivated, and 25.8% respondents were neutral, and 13.6% respondents found highly motivated,6.1% visitors were least motivated, only 4.5% respondents found not motivated.

Spend time with friends and family may be main motive of visitors, here 45.5% respondents were motivated, and 27.3% visitors were highly motivated, 18.2% respondents found neutral, and 6.1% visitors were least motivated only 3% respondents were not motivated. It is indicates that visit friends and relatives 34.8% respondents were highly motivated, and 42.4% visitors were motivated, 10.6% visitors were neutral, and 9.1% respondents were least motivated only 3% visitors found not motivated. It is shows that with motive promotional strategies of Haryana tourism 62.1% respondents were motivated, and 13.6% visitors found highly motivated, and15.2% visitors were neutral, 6.1% respondents were least motivated only 3% visitors were not motivated. It is indicates that enjoy adventure activities 51.5% respondents were neutral, and 15.2% visitors found motivated and least motivated, and 10.6% visitors were not motivated and only 7.6% respondents were highly motivated.

CONCLUSION:

Surajkund international Craft Fair motivates many visitors for different motives. It is celebrated every year and researcher here wants to know their motivation level. Some strong motivations are fun and entertainment, relaxation, escape from daily routine work of life, new experience, never visited this fair, exchange customs and traditions, buy handicrafts products, world largest crafts fair and Spend time with family and friend. Most of the responses were found positive, and their motivation level was high.

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