

## **Travel Motivations and Perception of Tourists to Lower Subansiri District of Arunachal Pradesh, India**

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### **Abstract-**

The Lower Subansiri district is one of the oldest district of Arunachal Pradesh. The district is rich in natural as well as cultural aspects, which motivates the tourists to visit the district. Without motivation to travel, there would be no tourism industry. Although there are thousands of tourist destinations, the perspective of the tourist is usually confined by a number of factors. However, it was found that there was no proper research conducted on the travel motivation and perception of tourists visiting the Lower Subansiri district. The purpose of this study was to determine the motivating factors perception on entry formalities, tourism infrastructure and services etc., which plays an important role to encourage the tourism in the district.

**Key words:** *Lower Subansiri, Motivating factors, Perception, Behaviour*

### **I. Introduction**

The study area Lower Subansiri district is integrated part of eastern himalaya which is known as Arunachal Himalaya. It covers approximately an area of 3,460 sq km. the topographical characteristics of the district is mostly mountainous terrain, where the hill ranges varies from 1000 to 1600 meters above the sea level. A greater part of the district falls within the higher mountain zone consisting of tangled peaks and valleys. nature has gifted heart land of the district in the form of magnificent plateau at above 1564 m above the sea level, where district headquarter Ziro is located. Hillside slopes and narrow valley mark the area above the foothill region. This is featured by a number of hillocks, undulating hills and flat valleys on which grasses and ferns grow in abundance. The grasslands stretch out over wide area dissected by gullies and streams, which are fringed by trees. Roughly the grassland extends from Yazali to the hills that separate the settlements of Joram from the forest of the Apatani valley.

Tourists are subject to certain behaviour before, during and after travelling. This is conceptualized as travel behaviour. This behaviour is the direct result of interaction between certain personal and environmental variables on a continuous basis. Travel behaviour can therefore defined as the way tourist behave according to their attitudes towards a certain product and their response by making use of the product (March & Woodside, 2005; George 2004). The study of the travel motivation, perception and behaviour of the tourist are considered as important fields in tourism research which also play a vital role in tourism marketing. So, the paper focuses on the behavioural aspects- motivating factors, perception on entry formalities, recreational demand of tourist, perception on tourism infrastructure and services, etc.

### **II. Objectives**

The main objective of this paper is to analyse the motivating factors and perception of the tourists visiting Lower Subansiri District.

### III. Database And Methodology

The present study is based on primary data generated from the field survey. The structured schedule was designed and interviewed with the tourists was conducted to know about their perception towards the tourism infrastructure and services. The data were collected on behavioural aspects- motivating factors, perception on entry formalities, recreational demand of tourist, perception on other tourism infrastructure and services etc. All the data have been processed and analysed to identify the travel motivations and perception of the tourists visiting the district.

### IV. Results And Discussion

*Behavioural aspects- motivating factors:* The tourists were asked to mention the motivating factors to visit the Lower Subansiri district. It was found that 49.0% of domestic tourist and only 6.0% of foreign tourists were motivated by their own experience. 33.0% of domestic and 35.0% of foreign tourist motivated by friends and relatives who visited this place before. Only 5.0% of domestic tourists motivated by tourist information bureau and good number of foreign tourist which is 44.0% is motivated by the same. Travel agencies motivated only 6.0% of domestic and 13.0% of foreign tourist. And only 2.0% of foreign and 7.0% of domestic tourist were motivated by any other information (table 1).

Table 1: Tourists and their sources of motivation

<i>Motivating Factors</i>	<i>Domestic Tourist</i>		<i>Foreign Tourist</i>	
	<i>No. of Tourist</i>	<i>%</i>	<i>No. of Tourist</i>	<i>%</i>
Tourist information bureau	5	5.0	20	44.0
Travel agencies	6	6.0	6	13.0
Friend and relatives	32	33.0	16	35.0
Own experience	47	49.0	3	6.0
Any other	7	7.0	1	2.0
<b>Total</b>	<b>97</b>	<b>100</b>	<b>46</b>	<b>100</b>

Source: Field Survey.

*Tourist Perception on entry formalities:* PAP (Protected Area Permit): Foreign tourist in a group of two or more persons can obtain PAP for a period of 30 days. Foreign visiting Arunachal Pradesh shall have to pay US\$ 50 per head as royalty to the Government of Arunachal Pradesh and application for PAP are to be applied through local approved tour operators.

ILP (Inner Line Permit): Domestic tourist visiting Arunachal Pradesh requires ILP which can be obtain by application in plain papers with particulars on payment of Rs.100/- per permit.

The above mentioned long official formalities are not possible for all types of people, which hindering the flow of tourist to the state in general and district in particular.

The analysis of data showed that majority of the domestic (80.0%) and 100% foreign tourist were not satisfied because of long formalities of PAP and ILP. It was found that only 8.0% domestic tourist were satisfy by entry formalities, which protects the state from the migration of unwanted people from other places (table 2).

Table 2 Tourist perception on entry formalities

Perception	Domestic Tourist		Foreign Tourist	
	No. of Tourist	%	No. of Tourist	%
Satisfy	8	8.0	0	0.0
Un-satisfy	78	80.0	46	100.0
No response	11	12.0	0	0.0
<b>Total</b>	<b>97</b>	<b>100</b>	<b>46</b>	<b>100</b>

Source: Field Survey.

*Recreational Demand of Tourist:* Regarding the demand of domestic tourists on the basis of preference pattern, it was found that most of the surveyed tourist who were interested in a stay at hill station and Scenery and natural landscape which was 85% and 74% respectively, followed by trekking (60%), Native life and culture (51%), Dance and festivals (43%), wild life sanctuary (41%), art and handicrafts (40%), Flora and fauna (39%) and only a small percentage of surveyed tourist showed interest in pilgrimages.

Table 3 Demand of domestic tourists on the basis of preference pattern

Attractions	No. of Tourist	%
A stay at hill station	82	85.0
Scenery and natural landscape	72	74.0
Trekking	58	60.0
Native life and culture	49	51.0
Dance and festivals	42	43.0
Wild life sanctuaries	40	41.0
Art and handicrafts	39	40.0
Flora and fauna	38	39.0
Pilgrimages	8	8.0

Source: Field Survey.

Foreign tourist also surveyed to know about the attractions of the Lower Subansiri District. It was surprised to know that 100% of foreign tourists were interested in scenery and natural landscape, native life and culture, A stay at hill station and trekking also, although there is no proper facilities regarding trekking, 93% were showed their interest in Art and handcraft, 92% in wildlife sanctuary, 89% in dance and festivals, 63% in flora and fauna and only 35% interested in pilgrimage.

Table 4 Demand of foreign tourists on the basis of preference pattern

Attractions	No. of Tourist	%
Scenery and natural landscape	46	100.0
Trekking	46	100.0
Native life and culture	46	100.0
A stay at hill station	46	100.0
Art and handcraft	43	93.0
Wildlife sanctuaries	42	91.0
Dance and festivals	41	89.0
Flora and fauna	29	63.0
Pilgrimage	16	35.0

Source: Field Survey.

*Perception of tourist on tourism infrastructure and services:* As the study area is still underdeveloped regarding tourism infrastructure, whatever available accommodation facilities are present in the area are not

equipped to meet the tourist demands. Only 19% of domestic tourist opined good room services, 38% satisfied and 43% of domestic tourist didn't respond the query. On the other hand 94% of foreign tourists opined good room services provided by stayed places.

Table 5 Perception of tourist on room services

<i>Opinion</i>	<i>Domestic Tourist</i>		<i>Foreign Tourist</i>	
	<i>No. of Tourist</i>	<i>%</i>	<i>No. of Tourist</i>	<i>%</i>
Excellent	0	0.0	0	0.0
Good	18	19.0	43	94.0
Satisfactory	37	38.0	3	6.0
Un-satisfactory	0	0.0	0	0.0
No response	42	43.0	0	0.0
<b>Total</b>	<b>97</b>	<b>100</b>	<b>46</b>	<b>100</b>

Source: Field Survey.

Because majority of the foreign tourists availed those hotels and resorts where comparatively services are better than economy class hotels and resorts as they can spent more money to get quality service. Only 6% of foreign tourists opined satisfactory. But not a single tourist opined excellent services in the stayed places. Many of them suggested that the room services should be improved to attract more tourist.

Table 6 Perception of tourist on transportation and communication

<i>Opinion</i>	<i>Domestic Tourist</i>		<i>Foreign Tourist</i>	
	<i>No. of Tourist</i>	<i>%</i>	<i>No. of Tourist</i>	<i>%</i>
Excellent	0	0.0	0	0.0
Good	0	0.0	0	0.0
Satisfactory	8	8.0	5	11.0
Un-satisfactory	89	92.0	41	89.0
No response	0	0.0	0	0.0
<b>Total</b>	<b>97</b>	<b>100</b>	<b>46</b>	<b>100</b>

Source: Field Survey.

As roadway is only the mode of transportation to visit the study area it is playing very important role in tourism. Due to lack of public transport facilities most of the foreign tourists hired vehicle from Guwahati to visit the study area. However, good numbers of the surveyed tourist both domestic (92%) and foreign (89%) were not satisfied with the transport and communication facilities. Only 8% domestic and 11% foreign tourist opined satisfactory.

## V. Conclusion

The results revealed that the motivating reason for the tourists to visit the area were to get relaxed and rest, to participate in exciting activities, social interaction and certain personal values. The study indicates that the tourism marketers are required to do research on a continuous basis in order to determine the tourist perception towards the area, which will help to make marketing strategies.

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