

SOCIAL AND DEMOGRAPHIC FEATURES OF TOURIST WHO VISIT NUWARAELIYA DESTINATION

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ABSTRACT

Nuwara Eliya is one of the Sri Lanka's hill City. That attracts most number of tourists. Its climate is considered one of the best climates in the world ranking third only to Switzerland's and California's. The town plays a major role to attract and promote the Sri Lankan tourism industry. The main objective of this study is to identify the social and demographic features of tourists who visit Nuwara Eliya Destination. Interviewer administered questionnaire was mainly used to collect data from 100 respondents. By means of graphs, charts and grid, data has been depicted. Results reveal that most of the tourists who arrived in Nuwara Eliya are Europeans (64%). It seems that Female tourists have a remarkable tendency to visit Nuwara Eliya than men. According to the study most of the participants are young (45%) and 92% are educated. Rate of the participants belong to the middle and upper income group and 55% are unmarried.

Keywords: Social Factors, Demographic Factors, Nuwara Eliya Destination, Tourism

Introduction

Arriving to another destinations departing one's familiar usual environment for sightseeing or engaging in different activities is termed as "tourism". To pay a visit to another country or region there should be a specialty or significance in comparison to one's usual environment. Therefore foreigners well as local tourist's best choice is Nuwara Eliya where they can enjoy the panoramic beauty and experience the favorable climate. Nuwara Eliya, located at an altitude of 1,868m (6, 128ft.) variously described as the "City of Lights" or as "City on the Plain" offers visitors a soothingly cool climate, clean moist air, mist-laden mountain views, green grassy meadows, vividly- colored lower, cascading waterfalls and of course the world renowned tea. Folklore has it that in the days prior to the British rule the district was known for a substantial elephant population. The City was founded by Samuel Barker, The explorer of the Nile in 1846, and flourished as the summer retreat of the British in Sri Lanka due its mild climate. At present the city dons its festive attire during April the season of flowers, pony races, go cart races and auto rally. Many of the buildings such as Queen's Cottage, General's House, Grand Hotel, Hill Club, and Town Post Office retain features from the colonial period and even many private homes still maintain their old English style lawns and gardens. Nuwara Eliya is well geared to receiving visitors, with a good selection of facilities and services aimed at visitors from both domestic and overseas destinations. Accommodation choices are plentiful. There are many factors that can affect a person from their usual environment to travel elsewhere. There are, Economics Factors, Demographical Factors, Family State, Technological Factors, Social Factors and Political factors. The main objective of this research is to find out The Social and demographic features of tourists who visit Nuwara Eliya Holiday Destination.

Literature Review

Motivation

A big space is given to the concept motivation when explaining the objectives of tourist destinations. This directly involves with the assumption with of tourists. Shuman in his book Describes "Management Simple" as follows.

- a) It is an internal process stimulating a person to reach the aims and Objectives.
- b) To achieve the best satisfaction through stimulating in self is motivation.

"Motivation or underlying reasons for travel are convert in that they reflect an individual's needs and wants" (Sparks, 2002). Fizam and Nivon (1979) as mentioned their several needs in an individual motivates one of tours. This motivation leads to the fulfillment of expectations of touring individual until one reaches in destination. Crompton and McKay (1997) emphasize decisions taking and making aware of the behavioral patterns can be

determined by the motivational concept. Gnanapala pinpoints the influential factors contributory towards motivation culture background, social influence, perception, personality, economic situation ,education ‘Travel motives’ the major factor is the decision factors of a tour. This is stated by Gnanapala in his article (2012) Pearce and Morrison and Rutledge (1998) define motivation as “That visitors motivation can be defined as the world wide integrating community of biological and cultural forces that offer value and path to journey picks, behavior and expertise.” “When planning a tourism trip, it is necessary to answer the questions like “why do we/ they travel?” “Where to go?” “Which is most suitable?” “When to go and how?” etc. The answers are highly influenced by the nature and level of the travel motives of the tourist” (Gnanapala, 2008). When planning a tour “Travel Motives” is the crucial factor in finding like answer for the essential questions. “Motivation is the Meta concept that persuade the travel behavior and determines different aspects that of the Travel behavior first, the reason for travelling or why? Secondly the selection of a specific destination or where and finally the outcomes or the overall satisfaction during the Holiday. The Answer to the above question are influenced by the nature and level of the travel motives of an individual. The answer are vital for the destination managers and planners to formulate plans and Marketing programs in order to attract and satisfy the tourist” (Liao, 2013) As Huang (1998) mentions “The needs wants and motivation are interconnected.” As spark and Leo mentioned the crucial factors to satisfy the physical and mental needs the motivational factor plays the vital role.” Later, Khan (2013) identify for motivational factors i.e. Culture, pleasure, seeking, fantasy relaxation and physical. Relaxation and pleasure play a crucial role in deciding the selection of destinations. It is clear this the above mentioned factors reveal this motivation is the key role in achieving the targets of objectives and the satisfactory tours.

Push & Full Factors

In deciding a tourist destination there are two contributory factors. They are push factors and pull factors. These factors are mentioned in the article “Development of tourism between Sri Lanka China” written Silva and Lasanthi.

Pull Factors

One of the basic contributory factors is this pull factor under which the following are there

- Easy accessibility
- Availability of services
- Social of Cultural acceptability
- Affordability
- Positive Image

Push Factors

Another basic factor has an impact for an individual who leaves his familiar environment visit to another place can be listed as follow.

- Economic Factors
- Demographical factors
- Family State Factors
- Technological Factors
- Social Factors
- Political Factors

Definition of Push and Pull Factors

Push and Full factors as a simple and intuitive approach to identify the motives of the tourist” (Salleh, 1977) As Omar states “Push and pull Factors help in taking decisions “where to go” and “whether to go.”(Omar, 2006) Various studies have revealed several different factors concerning the push and full factors. “Identified push motives as escape, self-exploration and evaluation, relaxation, prestige, regression enhancement of kinship relaxation and Social interaction push motives as novelty and education.”(Okello, 1979) Sadeh and Gargano (1990) “push And full factors as escape, novelty, prestige, enhancement of kingship relationship relaxation and hobbies pull factors as budget, culture and history wilderness, ease of travel, Cosmopolitan environment facilities and hunting.” In 2008 Gnanapala has revealed, on finishing his European and Japan tours several push factors and pull factors. Accordingly push motives are designed to be safe, achievements and curiosity, social interactions, romantic’s prestige and status rest and relaxation.

Methodology

The main objective of this study is to identify the social and demographic features of tourists who visit Nuwara Eliya Destination. Collect primary data as questionnaires have been used. The information used for this study were also based on the secondary data sources such as reviewing the government policy documents such as Annual Statistical Report produced by Sri Lanka Tourism Development Authority in 2017, Survey of Departing Foreign Tourists from Sri Lanka in 2013, government media releases, peer-reviewed academic journals and books. In the meantime to enhance the ethical nature and quality of the research, several steps are taken giving details of Study design, Study setting, study population, sampling procedure, data collection instruments, Questionnaire design, data collection, data analysis.

Study design

Cross sectional study design was used to explore “Social & Demographic features of tourists who visit Nuwara Eliya Destination”

Study Setting

My Study setting was Nuwara Eliya Divisional secretariat. Nuwara Eliya secretariat division comprise in 72 Grama Niladhari divisions. Among 72 Grama niladhari divisions Nuwara Eliya township area, Devons, Thalawakele, Nanuoya, Great western, Seetha Eliya, Pattipola, Magasthota, Sanddathenna, Bambarakele, Kandapola G.S. divisions most popular tourist resorts. The land area is 48369 hectares in extent and consists of favorable conditions for tourist activities. When comparing with other divisional secretariats it is clear that many a tourist attraction with accommodation facilities easy access different types of lodgings, and also scenic attractions are in plenty. Since ancient times and even colonial era Nuawara Eliya secretariat has been remarkable progress.

Study Population

The study population was the International visitors who tour in Nuwaraeliya Divisional secretariat. Inclusion criteria: International tourist who can communicate in English.

Sampling procedure

The most popular 50 tourist attractions were selected. They were mentioned in alphabetical order and taken three by three. Finally 10 places were selected such as: Gregory Lake Haggala botanical garden, Heritage tea factory, Hortain plains, Pattipola railway station, post office in Nuwaraeliya, Seetha amman kovil, St clear waterfall. Also, ten guests from each place were taken randomly as the sample study populations and altogether study population was 100.

Data Collection Instruments

The self-administered questionnaire was used as the study instrument.

Data credibility and validity test

The questionnaire was submitted to the expert in the field for the approval and he pointed out the errors and made me to amend certain factors. Inception three guests were given the questionnaire. They too made an addition to include climatic condition as to why most of the tourists arrive. They further suggested make an amendment under demographic characteristics a part from marital status, unmarried married, divorced, separate too should be added duration of study was mentioned 1-3 days 4-6 days, 7-9 days more than 10 days but they suggested less than one day should be added as well.

Data Collection

The survey was taken place in a day (15 January 2018) within the time between 9.00 a.m. to 5.00 p.m. The questionnaire was distributed among ten selected guests in selected each setting. Before producing the questionnaire verbal consent was received.

Data Analysis

Data were entered into the Excel spread sheet and analyzed using the descriptive statistics (percentage).

Findings

Response rate was 100% to the survey.

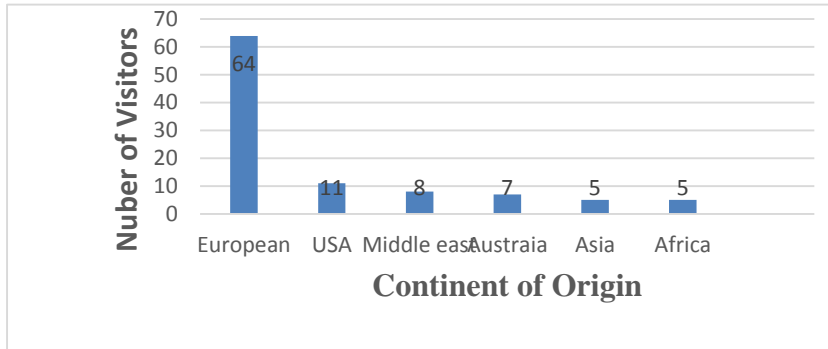


Figure: 4.1 Country of origin of tourists who visited Nuwara Eliya,
 The summary of the graph continent of origin of tourist that visited Nuwara Eliya respondents are presented in graph. The highest number come from European which is 64%. Thereafter, 11% come from United States of America, and also an equal number came from Asia and Africa. All of these information show that most of Europeans visited Nuwaraeliya around the other continent

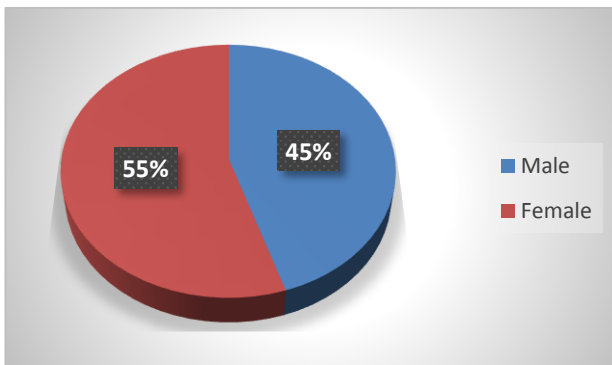
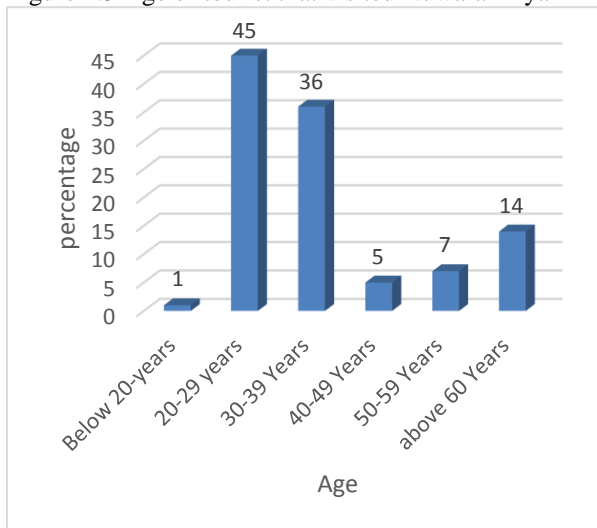


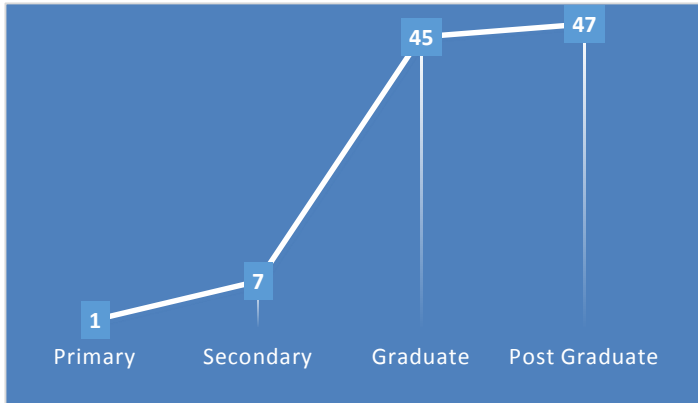
Figure 4.2 Gender composition of that tourist visited Nuwara Eliya
 Gender is a major push factor as a person to move from one place to another place. According to the research carried out data the number of females travelled that area more than males. The number of women has been 54% while the number of male is 45%.

Figure 4.3 Age of tourist that visited Nuwara Eliya



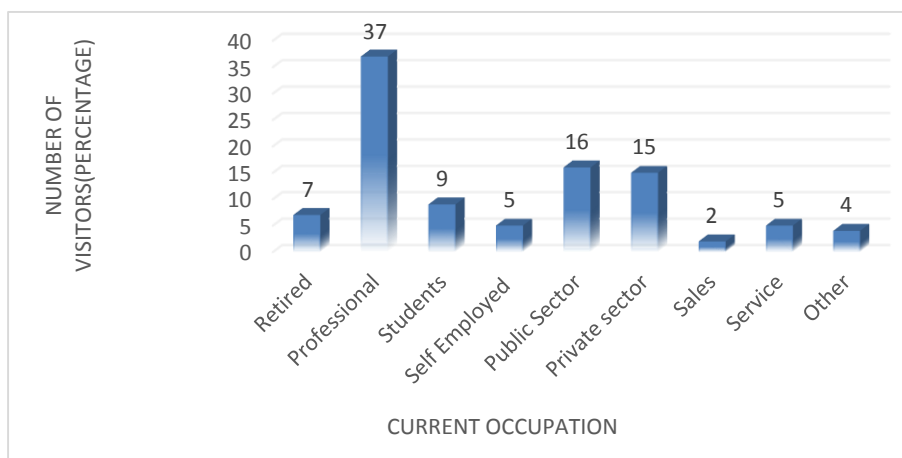
This graph shows Age of tourist who visited Nuwara Eliya. According to available data, The Age group of 20-29 ranging mostly visited these areas. It percentage is 45. Thereafter the Number of people who arrived as the most group 30-39. It percentage is 36. 40-49 age category has been less visited that area. It represents 5 percent. The least number of visited group is below 20 years age group category.

Figure 4.4 Level of education of tourist that visited Nuwaraeliya



This graph shows level of education of the tourist that visited Nuwaraeliya region. That 47 percent are post graduates. The survey also indicates 45 percent tourist are graduate. 7 percent are secondary and only one percent is primary. By this information we can confirm the majority of tourist are as leading people.

Figure 4.5 Current Occupation of tourist that visit Nuwara Eliya



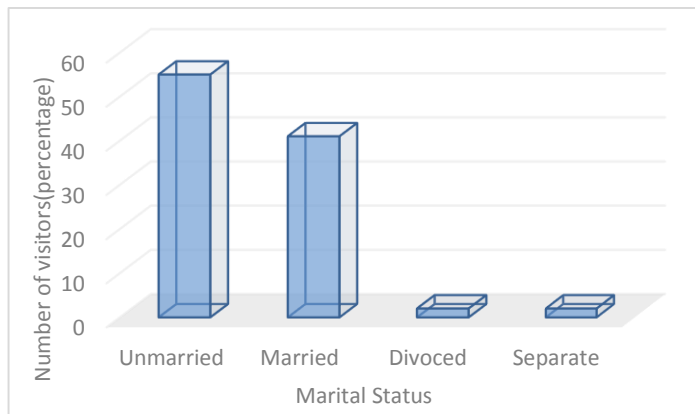
This graph shows Current Occupation of the tourist that visited Nuwara Eliya region. According to the graph 37 percent tourist are professional and 16 percent tourist are in public sector official occupation. 15 percent are engaged in private sector and also 9 percent are students. There are 9 percent represent students. 5 percent are self-employment. 2

Figure 4.6 Annual income of tourist that visited Nuwara Eliya



As indicated in graph (4.6) the annual income of the Tourist that visited Nuwaraeliya region show that visited 32 percent are earning \$ 20,000 to \$ 539,999. An indication that majority of the tourist's income level is \$ 20,000 to \$ 539,999. The survey also indicated that 25 percent annual income as \$ 40,000 to \$ 59,999. 18 percent income level is less than \$20,000 and 13 percent income level is \$ 80,000 or more. Income level directly influence for making decisions depending on the income level tourist choose tourist facilities in destination.

Figure 4.7. Marital Status of tourist that



By Marital status the survey indicated that 55 percent of tourist were Unmarried.41 percent were married and 2 percent were separate as same as divorced.

Result and Discussion

The research reveals “the social and demographic Characteristics of tourists who visited NuwaraEliya Destination” the following conclusions on analyzing the data. The Methodology basically used was questionnaire from by means of this a lot of primary data could be collected.

Most number of tourist who arrive in NuwaraEliya are Europeans. They prefer visiting Nuwara Eiya due to the climatic condition. Amongst them, the majority one from England. The pull factors in the main reason for this. It is clear that Tourists prefer to travel to any destination which is similar to that of their culture and society. “In such an environment the tourist feels combatable. There the tourist demand depends on Social and Cultural factors.” (Silva; 2014) Nuwara Eliya is called “The Little England” because of its similarity to in climatic conditions. Most British people mostly come to Sri Lanka to view the similar sceneries, the architectural in colonial era, the mountains erected by British governors, the places the British people developed and the soothing climatic.

It seems that female tourists have a remarkable tendency to visit Nuwara Eliya than males. This is a positive factor towards the development in the industry. Today, women's education is higher compared to men's. Most likely, women tend to hold executive positions. This brings in excess wealth for women, and also they expects leisure and recreation on the job stress. These factors make women more likely to travel than men.

When considering age level most of the tourist are between 20-29. The reason for this is that the youngster who are employed in higher positions would like to enjoyed and relax engaging in a tour to other destinations. Another reason is that these young visitors are free from responsibilities, being unmarried. The second higher level tourist belongs to the age level of 30-39. The reason is there is a tendency for tours just after their marriages. At the very inception of their married life these young couples are very much interested in touring to Nuwara Eliya. The highest number of tourist belong to the age level of 40-49. Their number is small due to that fact that their children are still receiving education. Other reason is, they do not have so much time and money spend on tours. Tourist between the ages of 50-60 are rare visitors. It is because they are at the retiring age and find solace in being relaxed. It seems that only a very few tourists make tours over the age of 60, the achieve spiritual solace there are no possible attractions, for tourists. Tourist who are under the age of 20 is indicated as 1% percent since because any sample population was over the age of 18 years. These is less number of teens since they are engrossed with their education.

Another important visible features is most number of tourist who arrive in Nuwara Eliya are educated people. The majority are Post graduate qualified people. 45 % are graduates. 7 % the tourist are those who received secondary education. Only 1 % are primary educated people. At present Eco tourism, Nature tourism are widely spread concept that in the very reason why most educated people arrive in Nuwara Eliya. Therefore we can come to a conclusion that educated tourist occupy a prominent place in tourist industry.

The excess income received from occupations being employed in high positions has a great tendency for tours. Due to the chilly climate conditions retired people do not attend to visit Nuwara Eliya because they cannot revist the cold at retired age.

The income the tourists receive directly induces for travels. Most tourist who arrive in Nuwara Eliya are between the incomes ranges \$ 40,000 to \$59,990. They belongs to middle class or upper middle class.

The other conclusion we can make is most tourists who arrive in Nuwara Eliya are unmarried people. The reason is they are free from family burdens. Accordingly, the above findings were revealed through this research.

Conclusion

Finally, we can conclude the majority of tourists in who visit Nuwara Eliya were European nationals and among this populations woman were high. Most of them were represent middle class and highly educated & professionals. There are many visitors who were getting married and newly married. Accordingly this research will further confirm global trends in tourism sector.

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