A REVIEW ON DESTINATION CHOICE MODEL FOR LEISURE TRIP

[1]Jaimin Pujara, [2]DR.P.J. Gundaliya,
[1]P.G. Student, L.D. College of Engineering, Ahmedabad, India,
[2]Professor, Department of Civil Engineering, L.D. College of Engineering, Ahmedabad, India

Abstract: Transportation planning studies have always laid major emphasis on the destination choices of travelers. This research is based on the destination choice model for leisure trips. The study also aims at determining the factors affecting choice of various destinations. Decision making process involves not only mode choices, but also the choices of trip destination, cost of trip and distance from home. Discrete choice models can be used to analyze and predict a decision maker's choice of one alternative from a finite set of mutually exclusive and collectively exhaustive alternatives. The analysis of decision-making process is studied by developing Multinomial logit models (MNL) for the leisure value of historical and religious importance, shopping center and water front areas. The results would aid in predicting the trip making behavior as well as to observe the degree of influence of variables. The results would also help in formulating revisitation prospective for the leisure destinations.

Keywords: **Destination choice, discrete choice models, Leisure trip, Mode choice, Transportation planning**

I. INTRODUCTION

Trips can be defined as movement of a person or commodity from an origin to a destination. The trips can be classified according to their movement between different zones, the characteristics of the trip end, purpose of trip, etc. When a trip is carried out for a purpose other than work, education and business then it can be called a Leisure trip.

Most of the leisure trips have their origin from cities and its periphery. Nationwide Personal Transportation Study (NPTS), Leisure trips (including trips for the purpose of exercising, relaxation, and entertainment) constitute about 12 percent of all urban trips on weekdays. This proportion rises to about 23 percent on weekends, when more Leisure trips are pursued. The NPTS data also indicate that the average Leisure trip length is around 21 km. Cities and their fringes have the advantages of convenient, access to night life, sports, performances, art displays, meetings and conventions, exhibitions, shopping, and outdoor.

The destination choice is made by alternative evaluation based on individual preferences and goals, when a person decides to make a trip, the first thing that comes to the mind is "where to go?". Out of the several destinations obtainable, the trip maker selects a destination by seeing the budget, time available, previous visits, personal or house hold characteristics, etc. This process is known as Destination choice.

After taking decision about destination choice, trip creator think about the travel mode that can be used for the trip. The trip maker has to decide based on the distance between the origin and destination, connectivity accessible for trip making, budget, climate condition, departure time and traffic condition on route etc. This is known as Mode choice.

In most urbanite areas, trip is secret into two segments based on purpose. One is work trips and another is nonwork trips. Usually urban planner accent more on work trips. Many current studies have shown the need to model nonwork trips more systematically. These studies have also shown behavioral differences underlying travel decisions for different types of nonwork trips.

II. LITERATURE REVIEW

Rayviscic Mutinda et al. (2011) [6]; adopted a cross-sectional descriptive survey design that covered 118 respondents randomly selected from adult patrons at an up-market shopping mall in Nairobi. Data were collected using self-administered questionnaires. The Hypotheses were tested using chi-squares and Pearson Product Moment Correlation at 95% confidence level. The results indicated that tourism in Kenya is almost exclusively centered on the south coast beaches and a handful of game reserves or national parks. The Kenya's domestic tourist market considered individual trait factors as being more significant in determining the choice of a holiday destination than the environmental factors. The findings additional indicated that the influences that motivated Nairobi residents in the optimal of domestic tourism destination in rank order include: knowledge and adventure; economic concerns; personal safety; destination information; travel arrangement; destination features; family and friends; leisure and relaxation; religious and cultural considerations and travel bragging.

Tzu—Kuang Hsu et al. (2009) [10]; discussed on the hierarchy of destination selection. They identified the factors that influence the tourists' choice of destination and evaluated the preferences of tourists for destinations. The questionnaire was designed to consider a tourist's motivations for traveling to a destination. A survey was conducted by using a suitability sampling approach during summer vacation from June to September 2006. Data were assembled in the lounges of the international tourist hotels and the local hotels proposed by the tour guides working for the travel agencies specializing in local tours for overseas travelers at Taipei, Kaohsiung, and Taichung city in Taiwan.

They found that staying friends/relatives, personal safety, escape, rest and relaxation, destination image, and environment safety and quality were the 6 most important factors for incoming tourist to Taiwan. They categorized the main factors influencing the choice. The internal forces consist of 4 factors namely, Psychological, Physical, Social interaction and Seeking/Exploration and under

each a total of 11 items are included. Similarly, the exterior forces consist of 2 factors namely, tangible and intangible factors. Tangible factors contain 9 items and intangible factors contain 2 items. The details are shown in Table 2.1

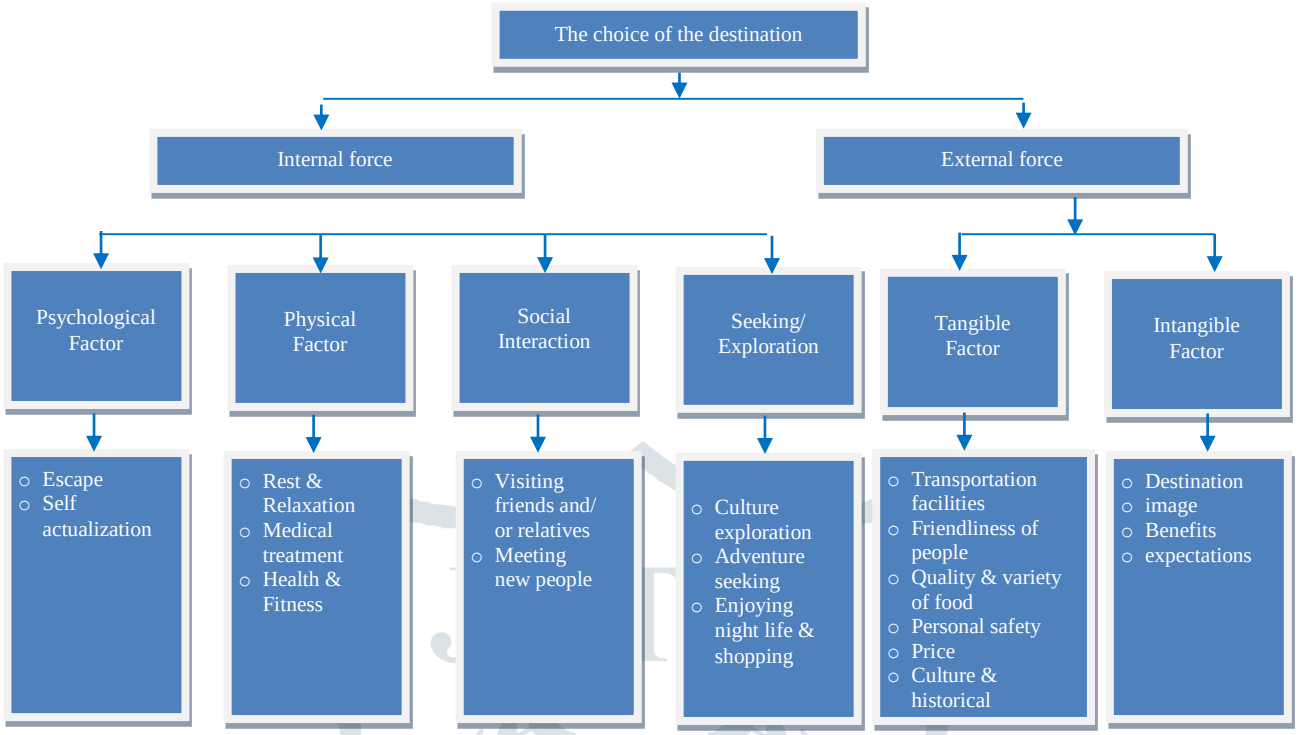

Table 2.1 Factor affecting destination choice

Beerli et al. (2007) [2]**;** studied the effect of Self Congruity in Destination choice. They studied how the congruity between tourists' self-concept and the image of a destination affects the choice of a destination. They found that greater the agreement between these two, greater the tendency for the tourist to visit that place.

According to the literature available on this topic, they formulated various hypotheses, like:

H1: The greater the congruity between one's real self-concept and his/her image of tourists to the destination, the greater the possibility (probability?) that he/she will be motivated to visit it.

H2: The greater the congruity between one's ideal self-concept and his/her image of tourists to the destination, the greater the possibility (probability?) that he/she will be motivated to visit it.

H3: Congruity between the one's real self-concept and his/her image of tourists to the destination has a less determining effect on its choice if the tourist has previously experienced it.

H4: Congruity between one's ideal self-concept and his/her image of tourists to the destination has a less determining effect on the choice of destination if he/she has previously experienced it. that he/she will be motivated to visit it.

Aktas et al. (2006) [1]; suggested that the destination with stronger positive images will have a higher probability of being included and chosen in the process of decision-making. Loyalty becomes another fundamental strategic component for destination choice. Destination brand loyalty refers to the ability of a destination to provide tourists with an experience that corresponds to their needs and matches the image that they hold of the destination itself. Thus, satisfaction from a destination forms an important part. An empirical study was carried out in the Turkish tourist resort on the coast of the Antalya region to carry out satisfaction analysis. They concluded that by linking the drivers of satisfaction with the image of the destination that is portrayed, it is possible to focus on the key attributes that will ensure that the destination can meet or exceed the visitors' expectations and therefore, ensure their return..

Pozsgay and Bhat (2002) [5]; prepared an attraction-end choice model for urban recreational trips. The model structure used in the analysis takes the form of a non-linear-in-parameters multinomial logit model to accommodate multiple size measures characterizing the number of elemental alternatives within each attraction-end zone. A random-sampling scheme that selects ten attraction-end zonal alternatives was implemented to address the large number of alternatives in any individual's attraction-end choice set for recreational trips. The model was estimated using data on home-based recreational trips from the 1996 Dallas-Fort Worth activity survey conducted by the North Central Texas Council of Governments (NCTCOG). It was found that Socio-demographics have a very important role to play in recreational attraction-end choice. Also, agglomeration effects dominate in recreational attraction-end choice; and specifically, zones that are clustered around other zones with large parkland area are preferred over zones that are relatively isolated.

Simma et al. (2002) [9]; studied the destination choice of Swiss within Switzerland. Study about variables influencing destination choice for different activities like skiing, climbing, hiking, walking, swimming was carried out. As the choice of a destination is a choice between discrete alternatives, one common form of discrete choice modelling-the MNL-was used. The results obtained gave

interesting hints on the relationships between the variables and the choice of a destination. One main result of the models was that the choice of a destination is heavily influenced by the distance between origin and destination. The model results showed the importance of a good accessibility and varied infrastructure.

Kozak (2001) [3]; established a model of multiple relationships among tourist satisfaction, previous visits, and behavioral intention to revisit. The findings of a self-administered questionnaire given to British tourists visiting either Mallorca (Spain) or Turkey were inspected by performing a series of statistical tests, and factor and regression analysis procedures to test these hypotheses. The statistical tools employed were chi-square, independent t-test, factor analysis and multiple regression analysis.

Kitamura et al. (1998) [4]; studied the following hypotheses, a) time of diurnal affects destination choice behavior, (b) the duration of stay at the destination affects destination choice, and (c) home location affects non-home-based destination choice. The results of the 1991 home interview travel survey conducted by the Southern California Association of Governments (SCAG) were used in this study along with accompanying land use and network data. They found that these hypotheses were true, i.e. time of day, duration of stay and home place have impact on destination choice comportment.

Woodside and Lysonski (1989) [11]; prepared a model to explain the destination awareness and choice processes of leisure travelers. Destination awareness includes four categories. These are termed as 1) consideration set, 2) inert set, 3) unavailable/aware set and 4) inept set. All the destinations that trip maker is alert of will be encompassed in these sets. The consideration set is the subset of brands that a trip maker studies buying out of the set of brands that he or she is aware of in a given product class. The inert set consists of those destinations of which the trip maker is cognizant but has an ambivalent arrogance neither negative nor positive. The unavailable/aware set are those destinations about which the trip maker is cognizant but is unable to acquisition due to any number of constraints such as financial, geographic, legal or other limitations. Inept set is a set of all destinations of which the trip maker is aware but will not consider buying because they create a negative perception based on past experience or negative information.

III. CONCLUSION

Modelling destination choice is at the moment a relative undeveloped area in transport modelling. But it is necessary to make progresses in this area, because leisure trip has become the most important trip purpose and the consequences of leisure trip are far reaching.

For destination choice model variables like Age, Income, Mode of Travel, Trip length, Trip cost, Travel time, Zone, Gender, Purpose of trip, Departure time are needed to take into consideration. One main result of the models was that the choice of a destination is heavily influenced by the distance between origin and destination.

The development of choice model has indicated that the choice of a travel mode is not only governed by the primary variables like travel time and cost, but also by the socioeconomic characteristics of the traveler and their attitude towards social and travel related variables. Socioeconomic characteristics influencing the mode choice are found to be household income and car ownership. Household income not only affects the choice of a mode but it also indirectly affects the choice of a service a traveler may wish to avail in the chosen travel mode.

Social variable influencing the leisure travel is ‘group size’. It indicates that leisure travel is assumed to be a group activity, which may consist of the members from same family or a mix of many correlated or uncorrelated families. The average group size was found between 4 and 5, which indicates towards higher propensity of a family than relatives or friends. Groups of bigger size and the proportion of high-income travelers were travelled more to the waterfront destinations.

Further it has been observed that time of day and duration of stay at destination has noteworthy impact on destination choice behavior as a traveler would tend to travel to a farther destination if the duration of stay there is longer.

REFERENCES

[1] Aktas, A., Aksu, A and Beykan, I. “Destination Choice: An Important — Satisfaction Analysis", Quality & Quantity, Springer Science, (2006) Vol.41,265-273.

[2] Beerli, A., Meneses, G. and Moreno, G.S."Self-Congruity and Destination Choice", Annals of Tourism Research, Elsevier Ltd., Great Briton, (2007) Vol. 34, 571-587.

[3] Kozak, M. "Repeaters' Behaviour At Two Distinct Destinations", Annals of Tourism Research, Elsevier Ltd., Great Briton, (2001), Vol. 28, 784-807.

[4] Kitamura, R., Cynthia, C. and Narayanan, R. (1998), `Traveller Destination Choice Behaviour Effects of Time of Day, Activity Duration, and Home Location", Transportation Research Record 1645, Transportation Research Board, United States of America, 220-240.

[5] Pozsgay and Bhat "Destination Choice Modelling for Home-Based Recreational Trips, Analysis and Implications for Land-Use, Transportation, and Air Quality Planning", Presented at 80th Annual Meeting of the Transportation Research Board, Washington, D.C. 2001.

[6] Rayviscic Mutinda, Melphon Mayaka, “Application of destination choice model: Factors influencing domestic tourists destination choice among residents of Nairobi,Kenya”,Tourism Management,Elseiver Science Ltd, (2012),Vol.33, 1593-1597

[7] Rodriguez, A, Latkova,P., Sun, Y.Y.," The relationship between leisure and life satisfaction: application of activity and need theory", Social Indicators Research, Springer Science, (2008) Vol.86, 163-175.

[8] Ryuichi Kitamura, Cynthia Chen, And Ravi Narayanan, "Traveler Destination Choice BehaviorEffects of Time of Day, Activity Duration, and Home Location" Transportation Research Record,98-1272.

[9] Simma A., Schlich, R. and Axhausen, K.W. "Destination choice modelling for different leisure activities", Arbeitsbericht Verkehrs- and Raumplanung, (2002), Vol.99, 235-258.

[10] Tzu-Kuang Hsu, Yi-Fan Tsai and Herg-Huey Wu "The preference analysis for tourist choice of destination: A case study of Taiwan", Tourism Management, Elseiver Science Ltd., (2009), Vol.30, 288-297.

[11] Woodside A.G. and Lysonski S. "A general model of traveller destination choice", Journal of Travel Research, Sage Publications, (1989) Vol.27, 8-14.