

A Study on Indian Tourist Spots Preferred by Today's Youth



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Abstract

Today majority of the youths prefer tourism for reasons such as leisure, health treatment, study, business, visiting friends and relatives to relieve stress etc. Life for many young people is a painful tug of war filled with mixed messages and conflicting demands from parents, teachers, coaches, employers, friends and oneself. Growing up-negotiating a path between independence and reliance on others is a tough business. For relieving stress the most common remedy the youths prefer is to go out for travel to various tourist spots. The youths prefer to be away from their home environment for reasons such as leisure, relaxing, adventure touring, sightseeing, cultural touring, heritage touring, wildlife touring, pilgrimage places etc. In India most of the youths prefer tourism to acquire knowledge, for educational purpose, to relieve stress, for spending vacation, etc. Various additional growth factors have engaged more recently that perhaps were not foreseen at that time, such as the rise of budget, low cost airlines, more flexible employment modes and the growth of student travel industry. Taking all this into consideration the present study was conducted to assess the purpose of going to the tourist spots and to find out the preference of the youths regarding tourist places.

Keywords: Tourist Places, Youth, Preference.

Introduction

Man has been fascinated by travel and tourism from the earliest historical period. He always has had the urge to discover the unknown, to explore new and strange places, to seek changes of environment and to undergo new experience. Travel to achieve these ends is not new, but the term 'tourism' is of a relatively modern origin. Tourism is distinguishable by its mass character from the travel undertaken in the past, (Ghosh, 1998).

India is one of the most attractive tourist destinations in Asia, bounded by the Himalayan ranges in the North, and surrounded on three sides by water. (The Arabian Sea, Bay of Bengal, and the Indian Ocean). With a long history and diverse culture India offers a wide away of places to see and things to do. Tourism in India has flourished due to the scenic places that are enjoyed by people of all ages right from toddlers to the old aged. There are many places in India which holds to its architecture and History. A great number of secrets and stories that have inspired many people. There are some places which are enjoyed by families for the sheer enjoyment and pleasure.

Tourism is a temporary, short-term movement of people to destination outside the places where they normally live and work; during the stay of each destination they carry out their activities". (Tourism Society of England, 1976) For most people, still there's something irreplaceably satisfying about journeying to a new place the sense a being incompletely novel situations and surroundings, seeing things never before encountered, engaging in new and different activities" (Beletsky 2005). In 1981 International Association of Scientific Experts in Tourism defined "Tourism in terms of particular activities selected by choice and undertaken outside the home environment.

Now a days majority of the youths prefer tourism for reasons such as leisure, health treatment, study, business, visiting friends and relatives to relieve stress etc. Life for many young people is a painful tug of war filled with mixed messages and conflicting demands from parents, teachers, coaches, employers, friends and oneself. Growing up-negotiating a path between independence and reliance on others is a tough business. It creates stress and it can create serious depression for young people ill equipped to cope, communicate and solve problems.

(Joyce Walker on http://www.extension.umn.edu/distribution/youth_development/DA_3083.html).

The competitive lifestyle and incessant need to excel at everything be it academics, relationships, jobs, public appearance has taken a toll on many students and young professionals. The most unusual reason for high level of stress among youth as identified by surveys and studies are broken relationships, sibling trouble, academic pressure, demanding career, loss of self esteem, poor social skills, family conflicts and absent or divorced parents. Teens are now a day overwhelmed with the workload of studies & all sorts of extracurricular activities. (<http://youthonhealth.com/stressamong-youngsters>) In a more informal survey of 60 young people (Walker, 1985) the primary source of tension and trouble for teens and their friends were relationship with friends and family, the pressure of expectations from self and others, pressure at school from teachers, coaches, grades and homework, financial pressures and tragedy in the lines of family and friends. Most teenagers respond to stressful events in their lives by doing something relaxing, trying positive and self reliant problem solving, or seeking friendship and support from others.

For relieving stress the most common remedy the youths prefer is to go out for travel to various tourist spots. The youths prefer to be away from their home environment for reasons such as leisure, relaxing, adventure touring sight seeing, cultural touring, heritage touring, wildlife touring, pilgrimage places etc. In India most of the youths prefer tourism to acquire knowledge, for educational purpose, to relieve stress, for spending vacation, etc. The increased commercial, political and academic interest in young travelers has stimulated a wide range of studies in recent years. The 1995 ATI report presented four major growth factors for the market in an "optimistic scenario" 1995 and indeed, these factors have largely held true which include the changing perceptions of social class boundaries which has increased access to various tourism and travel opportunities that were previously only available to higher class travelers. The second factor is an increasing percentage of young people in full time education including the widening of access to tertiary level educational establishments. The level of youth unemployment was predicted to drop and lastly a growing importance of parental incomes also is an important contribution in encouraging youth tourism. Various additional growth factors have engaged more recently that perhaps were not foreseen at that time, such as the rise of budget, low cost airlines, more flexible employment modes and the growth of student travel industry. Taking all this into consideration the present study was conducted with the following objectives:

1. To find out the background information of the youths
2. To assess the purpose of going to the tourist spots
3. To find out the preference of the youths regarding tourist places.

Methodology

Descriptive research design was used for the present study. The sample of the study comprised of 120 youths from, The Maharaja Sayajirao University of Baroda, Vadodara, Baroda city selected through systematic random sampling technique. Questionnaire was used for collecting data which included two section viz Section I Background information included questions pertaining to age, year of study, field a study, occupation of parents, total monthly income of the family, type of family, frequency of tour and travel, purpose of touring place etc. Section II which had an exhaustive list of tourist places situated in India under 4 major categorization viz religious places, site seeing places, Hill stations and educational and historical places. For analyzing the data coding, categorization, frequencies and percentages were used.

Major Findings: The findings of the present study are as follows

Section I : Background Information

It was found that majority of the youth's belonged to the age group between 18-21 years, majority were pursuing their second year of study and belonged to the field of commerce. It was found that a little more than half of the youth's father were doing job and rest were in business. Majority of the youth's mother were employed and the total family income of majority of the youth's was ranging between Rs. 30,000 to 40,000. Further it was seen that the family size of a little less than half of the youth's was between 1-4 members.

Regarding the number of tours it was found that nearly half of them went for travel once in a year, around one fourth were on touring twice a year and very few were on short trips more than twice a year. Majority of the youth's reported that they preferred touring with classmates and friends compared to family members. The major purpose of their going for tours was pleasure for most of the times, to relieve stress, for adventure purpose, to get a break from the monotony of routine life and for religious purpose. Majority reported that out of the four categories of places namely religious, site seeing, hill station and educational/historical places, they preferred the historical and site seeing places the most. Most of the youths collected information regarding tourist places from the internet, friends and tours and travel agents.

Section II : Tourist places preferred by youth's in India

The respondents were given an exhaustive list of tourist places situated in India under four major categories viz; religious places, site seeing places, hill station, educational and historical places. The youths were asked to tick mark the places which they preferred to visit the most. The findings gave interesting results which are as follows:

1. Religious places: Majority of the youths gave preference for Haridwar in Uttarakhand, Vaishno Devi and Amarnath in Jammu and Kashmir, Shirdi in Maharashtra, Tirupati Balaji in Tirumala, Siddhi Vinayak in Mumbai and Ambaji in Gujarat.
2. Site Seeing Places: The site seeing places preferred by youth's were Kerela, Goa,

- Panchgani in Maharashtra, Diu and Daman, and Guwahati.
3. Hill Station: Majority of the youth's preferred Dalhousie, Shimla, Manali, Palampur in Himachal Pradesh, Ooty, Lonavala, Mahabaleshwar in Maharashtra, Darjeeling in West Bengal, Srinagar in Jammu and Kashmir and Darjeeling in West Bengal.
 4. Educational and Historical places: Majority of the youth's preferred going to Aurangabad, Ajanta Ellora Caves in Maharashtra, Agra for Taj Mahal, Jhansi in Uttarpradesh, Patiala in Punjab, Qutab Minar in Delhi, Lucknow, Fatehpur Sikri, Udaipur, Jodhpur, Jaisalmer, and Jaipur in Rajasthan for educational and historical reasons

Conclusion

Domestic tourism plays a vital role in achieving the National objectives of promoting social and cultural cohesion and National integration. Today the youth's who are the future of our Country are in a state of constant stress due to many reasons such as competition, overburden of work and studies, interpersonal conflicts, role conflicts, peer group differences, too many expectations of parents, generation gap experienced by them, the differences which lead conflicts with siblings, employment taken by both the parents which leads to lack of time for the children etc plays a major role in arising stress on youths. To relieve mental stress the resort today's youth adopt most of the times is to travel and tour with friends or families. The findings of the study revealed that the youths are aware of tourist places and have good knowledge about tourism. They collect the information from the internet and prefer touring with friends. Majority see to it that they get to tour at least

twice a year during break time in studies which help them to gear up for their work and studies. The government of India has accorded high priority to tourism promotion and has taken initiatives to improve infrastructure in tourism. With the increase in the income levels and emergence of a powerful middle class, the potential for domestic tourism has grown substantially during the last few years. The study proves that the youths are fond of touring and hence the government need to constantly make efforts to promote tourism as it is a means of contributing to economic development and is identified as a potential means of poverty reduction by providing employment to the unemployed and promote rural development.

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