

# Walking as an Option to Explore a Destination- Attitude of Tourists and the Barriers Experienced

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**Abstract-**Walking has re-emerged as an acceptable option for exploring cities owing to its health benefits, eco-friendly nature and providing the opportunity to explore in details a location. Across the world social scientists have featured several aspects of eco-tourism and walking is one such aspect. People are walking in downtown areas towards heritage cities near beaches,lakes etc. In spite of walking being a beneficial option there are several barriers which pose a hindrance in people adopting it to explore the destinations. These barriers include growing traffic, poor infrastructure, hostile weather conditions, mindset of the local community and safety and security. This paper attempts to understand the tourist's attitude towards "walking" as a component of Eco tourism. This would include to identifying the barriers (personal barriers of the individual, environmental barriers).

**Keywords:** Walking, Eco Tourism, Personal barriers, Environmental barriers.

## I. INTRODUCTION

The most common physical activity is "Walking" achieved for health. Therefore ,it is also right to say walk in the street of the tourist destinations. It is easy for the tourists also to explore the destinations, where they can seek the beauty of the nature. Walk down the streets of any tourist destination, tourists feel himself equipped with various lessons of experience and knowledge .The colourful countries of the world provide opportunity to travel, ready the tourists to douse at the destination and make them to back home a picture of that particular destination that they never knew of. Let's take an example: The capital city of India, Delhi, there is something fascinating at every corner. Since, Delhi is a large ,the walking tour have to be broken into various parts i.e. Old Delhi tour, Mehrauli tour, New Delhi tour and Nizam Piya tour. All the destinations are easy in memorising the rich diversity of the city.

The walking hitch excites the most and everything else in the city and it will make sense in the city to everyone. To see the vibrant culture of any city ,it is indeed to walk in the city experience the friendliness and hospitality of the local communities. Walking also enables the people to explore the local market for the street foods. In simple word ,it can be defined as a tour made on foot.

## II. OBJECTIVES

- To understand the tourist's attitude towards "walking" as a component of Eco tourism.
- To explore the degree of friendliness of the city environment (both physical and psychological) towards the "walking"
- This would include
- Identifying the barriers (personal barriers of the individual ,environmental barriers)

## III. LITERATURE REVIEW

Seeing towards the perspective of health ,the people have started walking again in the cities. Days back ,people forgot to walk because of the growing traffic ,status quo etc. The people are walking in the downtown areas, towards the heritage cities, near the beaches/lakes. It has become clear that walking as a physical activity is complex for the tourists to explore the sightseeing and requires an added factors to influence the tourists for walking. After rendering a general introduction an attempt is made on the brief follow up of the extensive literature.

Physical activity is considered to be as one of the factor for the cure of the various diseases. To be physically active, walking is easy way to be physically active because it can be a positive psychological cognitions for the tourists. Literature also reveals that the possible determinants of walking such as local communities, health, traffic can help in easily investigating the positive aspects of walking through the cities. According to Alfonzo (2005),a person's comfort level is highly influenced by the environmental qualities of the city which enables the tourists to walk and in various walking activities.

Safety and Security are the predominant factors in any tourist destination while walking.

The researchers are also trying to bridge the gap between eco tourism and economic development for the conservation of earth and tourism.(West &Breeching,1991).The term 'Ecotourism' can also help in reducing the environmental impact of tourism . Drumms (1991) gave an idealistic agenda about Ecotourism which was progressive. He also put an emphasis on conserving the environment ,local communities benefits. Wallace and Pierce (1996) explained in their research that various

studies in ecotourism put an emphasis on various valuations of ecotourism in the various destinations. These valuations were giving concern to the specific conversation and the principles of ecotourism

Now a days by the people are adopting walking as one of the mechanism for being healthy. Gunn(1994) also proposes that the local communities need to be concerned for the development of tourism in nearby areas ,cities within the destination zone.

#### Physical and Psychological barriers for tourists

However a very small research has been done on the travel behaviour of tourists. Travel behaviour is the way in which tourists behave according to the tourists behaviour before, after and during the visit.

Freeways, highways ,industrial zones, major retail districts can create barriers for the tourists. The environmental obstacles ,like major roads and rivers can add significant time to travel to a destination. The supermarkets, big box stores and retail outlets can increase the number of participation of the families in walking while drawn to shopping. This kind of foot traffic also increases the sales. The perfect example –Bazaars of JAIPUR (Tripolia Bazaar,Bapu Bazaar,Nehru bazaar etc.) the traditional markets ,popular for traditional authentic Rajasthan crafts.

With this accessibility is also an eminent factor while walking in any of the city. For everybody there should be a balance in opportunity while using the public places. The perfect words can be if there is no proper accessibility than a normal person can also become disabled. If at the frontages of the street, there is a lot of parking than it become difficult for pedestrians to walk or to cross the parking lot. For the walking tourists, the street networks should be good, comfortable and even safer for the pedestrian.

Looking at the various concerns a safe environment exalts the influence of the walking tourists. The place need should be safe and protective especially for the elderly, women and children from street criminals ,pick pocketers. This study will analyse

In summary, the literature explains that a safe environment proclaimed to influence pedestrian activity. Transparency of the place can increase safety and protect pedestrian especially elderly, women and children from street criminals. This study will examine pedestrian's level of satisfaction of the physical safety of that influence visitors' walking experience in the study areas.

#### IV. RESEARCH METHODOLOGY

Survey of the tourists was done in the Gurgaon region of India .Tourists gave the responses related to the tourist destinations they visited nationally and internationally. The tourists were selected on the basis of random sampling.

The sample size selected was 200 local citizens. Out of which only 139 citizens responded properly. The main criterion used to select the respondents who walk at any certain destinations they visited or any of the tourist areas. The tourists gave the responses of the domestic (like Agra, Delhi, Shimla, Shilong, Amritsar, Guwahati etc.) and the international destinations other than Indian destinations like (Milan, Dubai, Singapore, Miami, Florida, Mauritius etc).

To achieve the research objectives ,a structured questionnaire was framed by the authors .

The questions were framed according to the main valuable points reviewed from the literature. Even the points were put in the consideration when one tries to measure the attitude of the tourists towards walking .The physical and psychological barriers which were faced by the tourists while walking in any of the certain tourist destinations. Data collection was done recently in the month of October,2017.

Descriptive statistic analysis was used to measure the attitude of tourists towards walking. This measurement scale consisted of 11 items reflecting the attitude and 9 items were selected for identifying physical and psychological barriers of the tourists . Respondents were asked to provide answers on each item that was measured by a 5-point Likert scale ranging from 1 = strongly agree to 5 = strongly disagree.

#### V. RESULTS AND DISCUSSIONS

Attitude of tourists for walking in the above selected tourist destination.

The tourists attitude was measured on the basis of the various factors related to emotional appeal, stability, self efficacy. The analysis was by applying t test in the framed questionnaire by the authors.

df=137 \*\* no significant difference at .05 level (p>.05)  
\*significant difference at .05 level (p<.05)

There is a little significant difference in the mean score of age group of young age and the growing age people. There is a significant difference in the scores for the preference of walking over other modes while exploring the destinations ,for young age ( $M= 3.78$  , $S.D.=1.070$ ) and for growing age ( $M=3.58$  , $S.D.=1.216$ ) conditions;  $t= 1.057$ , $p=0.292$ .The growing age people ( $M=4.00$ , $S.D.=0.943$ ) also have a different attitude from young age ( $M=3.73$ , $S.D.=1.197$ )towards the walking .The value of  $t=1.499$  , $p=0.136$  as they walk on any tourist destination only to take the break away from the routine daily life.

The people of both the age groups have same kind of attitude towards the nature .They walk to get an opportunity to closely see the nature. The young age

people feel that ( $M=4.10, S.D.=1.016$ ) they enjoyed the hospitality and friendliness of local residents while the old age people have a belief ( $M=3.71, S.D.=1.106$ ) that they have less enjoyed and did not get as good response of the young age people ,there the  $t=2.132, p=0.35$ .

The old age people are more enthusiastic to have street foods ( $M=4.12, S.D.=0.953$ ) than the young age people ( $M=3.93, S.D.=0.953$ ) , $t$  value = $1.054, p=0.294$ .While analysing the tourist of all the age groups have same kind of attitude towards exploring the local markets there the  $M=4.04, S.D.=1.195$  for young age people and  $M=3.77, S.D.=1.134$  for old age people while the  $t=1.354, p=0.178$

To explore the unfamiliar tourist destination in any of the city where the tourists walk the value come out in the young age group is  $M=3.86, S.D.=1.058$  while for the old age group the value is about  $M=3.56, S.D.=1.152, t=1.613, p=0.109$  which says that the growing age people consider to walk more in such kind of situation. The young age people also consider walking as a more healthy option than the old age ,because of the reasons that now some of them could not walk more.

The young age people ( $M=3.73, S.D.=3.45$ ) are more keen to walk on any destination like deserts ,hills, peninsula than the growing age people ( $M=3.45, S.D.=3.45$ ).the young age people consider walking as an eco friendly option than the growing age people might be because of

the reason some of the old age people could not understand the meaning of the word ecotourism.

The above analysis shows that all the age group people have almost same type of considerations towards all the factors.

#### Physical and Psychological Barriers for the Tourists while Walking

The obstacles chosen while designing questionnaire were Safety and security, health, time, weather, mental state, infrastructure, topography, local communities and traffic &crowded roads. The reliability of data was done by the help of inferential statistics.

#### Inferential Statistics

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.746			
Bartlett's Test of Sphericity	Approx. Chi-Square	439.387		
	df	66		
	Sig.	.000		

The reliability of the questionnaire is tested with KMO and Bartlett's Test which is 0.746.This value indicates the higher level of internal consistency for the scale.

Factor	Eigen Value	Variance Explained	Items Converged	Factor Loadings			
PHYSICAL BARRIERS	1.027	17.703	Safety and security	0.793			
			Health	0.571			
			Weather	0.726			
			Infrastructure	0.419			
			Traffic and crowded roads	0.708			
PSYCHOLOGICAL BARRIERS	1.241	17.089	Time	0.728			
			Mental State	0.812			
			Topography	0.586			
			Local Communities	0.658			
		Cumulative=34.729					

Nine attributes related to the barriers experience while walking to any of the tourist destination were factor analyzed using principle component analysis with varimax (orthogonal rotation).The analysis yielding four factors explaining 34.729 the variance for the set of the 9 variables. Factor 1 is labelled as "PHYSICAL BARRIERS". This factor is supported by the attributes: Safety and security, health, weather, infrastructure and

traffic and crowded roads The variance explained by this factor is 17.703. The second factor derived is "PSYCHOLOGICAL BARRIERS" .This factor is followed by the attributes: time, mental state, topography and local communities. The variance explained by this factor is 17.089.

Substantively, two factors have been identified for the factor analysis. These all the factors have an association between these attitude of tourists towards walking.

## VI. CONCLUSION

This study explored the tourists attitude towards walking in any tourist destination and found almost a same evidence in young age and growing age people for these activities. The barriers tourists experienced came out were physical and psychological barriers which were also expecting change from the destinations across the spectrum to enjoy walking at any tourist destination. Also experiences the interactions remain complex between both the age groups for which more studies are needed to incorporate these factors to strengthen the results.

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