

A Method Analysis of Tourist Motivations for choosing Haryana Tourism Corporation Accommodations over Private Alternatives

Ms. Meenu Kumari¹, Dr. Amit Dutt², Dr. Jaskiran Kaur³, Dr. Rakesh Yadav⁴

¹ Research Scholar, Mittal School of Business, Lovely Professional University, Phagwara – 144411, Punjab, India.
(meenushahi89@gmail.com)

² Dean and Professor, Division of Academic Affairs, Lovely Professional University, Phagwara – 144411, Punjab, India.
(amit.dutt@lpu.co.in)

³ Associate Professor, Division of Academic Affairs, Lovely Professional University, Phagwara – 144411, Punjab, India.
(erkaurjaskiran@gmail.com)

⁴ Professor, Department of Mathematics, School of AI and Emerging Technologies, Lovely Professional University, Phagwara – 144411, Punjab, India.
(rakesh.21798@lpu.co.in)

Corresponding Author: Dr Rakesh Yadav

Abstract: This study uses a mixed-method technique to look into the variables influencing tourists' decisions to choose Haryana Tourism Corporation (HTC) accommodations over private alternatives in India. Combining quantitative surveys (n=1,250) with qualitative interviews (n=30), the research shows a comprehensive understanding of tourist motivations in this context. Factor analysis revealed five key motivational dimensions: Value for Money, Cultural Authenticity, Trust and Reliability, Amenities and Services, and Location and Accessibility. Multiple regression analysis indicated that Value for Money, Cultural Authenticity, and Trust and Reliability were the strongest predictors of choosing HTC accommodations. Qualitative findings highlighted the roles of nostalgia, familiarity, and perceived contribution to the local economy in decision-making. Significant differences in motivations were found across age groups, with younger tourists prioritizing value and older tourists emphasizing cultural experiences. The study reveals that HTC's competitive advantage lies in offering affordable, culturally authentic experiences backed by government reliability. However, perceived limitations in modern amenities present challenges. The study shows important outcomes for both public as well as private sector tourism and all its stakeholders in Haryana and similar contexts, suggesting strategies for leveraging cultural assets, targeted marketing, and potential public-private partnerships in tourism development.

Keywords: tourist motivation; accommodation choice; Haryana Tourism Corporation; mixed-method analysis; India tourism

Introduction

Tourism sector shows an important and significant role in development of an economy many regions worldwide, and the state of Haryana in India is no exception. As a rapidly growing sector, tourism in Haryana has seen significant investments from both public and private entities. The Haryana Tourism Corporation (HTC), a government-run organization, competes with private accommodation

providers to attract tourists. Understanding the factors that influence tourists' choices between these options is vital for developing effective marketing strategies and improving services. Main aims of study are to investigate the motivational factors behind tourists' decisions to choose HTC accommodations over private alternatives. By applying a mixed-method approach, we seek to offer a complex comprehension of these incentives, considering both quantitative trends and qualitative insights. The question that helps to guide the investigation for future studies are:

Main primary factors which are influencing tourists' decisions to choose HTC accommodations over private alternatives?

How do demographic characteristics affect these motivations?

What role do cultural and socio-economic factors play in shaping tourists' preferences?

How can the findings inform policy and marketing strategies for both public and private sector stakeholders?

The research paper for study is presented in following ways: -

Section 2 provides a comprehensive review of literature on tourist motivation and accommodation choice. **Section 3** shows the means and methodology employed in this investigation. **Section 4** draws a conclusion of both quantitative and qualitative analyses. **Section 5** shows the result of correlation between current or standing literature and their effects. Finally, **Section 6** concludes the paper and offers recommendations for Upcoming studies and practice.

Literature Review

2.1 Tourist Motivation Theories

Tourist motivation has been a central topic in tourism research for decades. Early theories such as Maslow's Hierarchy of Needs (1943) have been adapted to the tourism context by scholars like Pearce (1982), who proposed the Travel Career Ladder. More recent approaches include the push-pull theory (Dann, 1977; Crompton, 1979) and the Travel Career Pattern (Pearce & Lee, 2005). The push-pull theory suggests that tourists are motivated by internal "push" factors (e.g., desire for escape, rest, adventure, or prestige) and external "pull" factors (e.g., destination attributes, cultural attractions, or natural beauty). This theory has been widely applied in tourism research and provides a useful framework for understanding the complex motivations behind tourist behavior.

2.2 Accommodation Choice Factors

Research on accommodation choice has identified several key factors influencing tourists' decisions. These include:

Price and perceived value (Lockyer, 2005; Kim & Park, 2017)

Location and accessibility (Yang et al., 2018)

Amenities and services (Sohrabi et al., 2012)

Cleanliness and hygiene (Rhee & Yang, 2015)

Brand reputation and loyalty (Tanford et al., 2012)

Online reviews and ratings (Ye et al., 2011)

While these factors have been extensively studied in the context of private accommodations, less attention has been paid to government-run establishments like the HTC.

2.3 Public vs. Private Sector Tourism

The debate between public and private sector involvement in tourism has been ongoing. While private sector entities are often seen as more efficient and innovative, public sector organizations can play a crucial role in preserving cultural heritage, ensuring sustainable development, and providing services in less profitable areas (Hall, 1999; Bramwell & Lane, 2010). In the Indian context, state-run

tourism corporations like the HTC compete with private sector alternatives. Studies have shown that government-run accommodations in India often struggle with issues of efficiency and service quality (Jauhari & Rishi, 2012). However, they may offer unique advantages such as cultural authenticity and perceived reliability.

2.4 Tourism in Haryana

Haryana, located in northern India, has been promoting tourism as a key economic driver. The state offers a diverse range of attractions, including historical sites, wildlife sanctuaries, and religious landmarks. The HTC plays a significant role in the state's tourism infrastructure, operating hotels, resorts, and tourist complexes across Haryana (Haryana Tourism, 2023). Despite its potential, research on tourism in Haryana remains limited. Studies have highlighted the need for improved infrastructure and marketing strategies to boost the state's tourism sector (Singh & Kaur, 2016). However, there is a gap in the literature regarding tourists' motivations for choosing specific accommodations in Haryana.

2.5 Research Gap and Contribution

While extensive research exists on tourist motivation and accommodation choice, there is a notable gap in understanding these factors in the context of government-run accommodations, particularly in emerging tourism destinations like Haryana. This study aims to address this gap by:

Applying established motivation theories to the specific context of HTC accommodations

Employing a mixed-method approach to provide a comprehensive understanding of tourist motivations

Investigating the unique factors that may influence choices between public and private sector accommodations in an Indian state

Offering insights that can inform both public policy and private sector strategies in similar contexts

By addressing these areas, this study contributes to the broader literature on tourist motivation and accommodation choice while providing practical insights for tourism development in Haryana and similar regions.

Methodology

3.1 Research Design

This study employs a mixed-method approach, combining quantitative and qualitative data collection and analysis techniques. The mixed-method design allows for a comprehensive understanding of the complex factors influencing tourists' accommodation choices (Creswell & Plano Clark, 2017). The research follows a sequential explanatory design, where quantitative data is collected and analyzed first, followed by qualitative data collection and analysis to provide deeper insights into the quantitative findings.

3.2 Quantitative Phase

3.2.1 Survey Instrument

A structured questionnaire was developed based on the literature review and pilot tested with a sample of 30 tourists. The final questionnaire consisted of the following sections:

Demographic information

Travel characteristics (e.g., purpose of visit, length of stay)

Accommodation preferences and past experiences

Motivational factors (based on push-pull theory)

Perceptions of HTC and private accommodations

Likert-scale questions (1 strongly disagree to 5 strongly agree) were used to measure motivational factors and perceptions.

3.2.2 Sampling and Data Collection

The target population for this study was domestic and international tourists who had stayed in Haryana within the past 12 months. A stratified random sampling technique was employed to ensure representation across different types of tourists and locations within Haryana.

Data was collected through both online surveys and in-person interviews at various tourist sites and accommodations across Haryana. The survey was conducted over a period of three months (June to August 2023) to account for seasonal variations in tourist demographics.

3.2.3 Data Analysis

Quantitative data analysis was performed using SPSS 26.0. The following analyses were conducted:

Descriptive statistics to summarize demographic and travel characteristics

Factor analysis to identify key motivational dimensions

Independent samples t-tests and one-way ANOVA to examine differences in motivations across demographic groups

Multiple regression analysis to determine the relative importance of different factors in predicting accommodation choice

3.3 Qualitative Phase

3.3.1 Interview Guide

A semi-structured interview guide was developed based on the quantitative findings. The guide included open-ended questions designed to explore:

Detailed explanations of accommodation choices

Perceptions of HTC vs. private accommodations

Cultural and socio-economic influences on decision-making

Experiences with chosen accommodations

Suggestions for improvement

3.3.2 Sampling and Data Collection

Purposive sampling was used to select 30 participants from the quantitative phase for in-depth interviews. The selection aimed to include a diverse range of participants based on demographics, travel characteristics, and accommodation choices.

Interviews were conducted face-to-face or via video call, lasting approximately 45-60 minutes each. All interviews were audio-recorded with participants consent and later transcribed for analysis.

3.3.3 Data Analysis

Qualitative data analysis was performed using NVivo 12 software. The following steps were taken:

Thematic analysis following Braun and Clarke's (2006) six-step approach

Open coding to identify initial themes

Axial coding to establish relationships between themes

Selective coding to integrate themes into a coherent narrative

3.4 Ethical Considerations

This study was approved by the Institutional Review Board of [University Name]. Informed consent was obtained from all participants, and their anonymity and confidentiality were assured. Participants were informed of their right to withdraw from the study at any time without consequence.

3.5 Limitations

The study has several limitations that should be considered when interpreting the results:

The research was conducted during a specific time period and may not capture long-term trends or seasonal variations.

The sample was limited to tourists who had visited Haryana in the past 12 months, potentially excluding important segments of the target population.

Self-reported data may be subject to recall bias and social desirability bias.

The qualitative phase, while providing rich insights, is based on a relatively small sample and may not be generalizable to the broader population.

Despite these limitations, the mixed-method approach and rigorous sampling techniques provide a comprehensive understanding of tourist motivations in choosing HTC accommodations over private alternatives.

Results

4.1 Quantitative Findings

4.1.1 Sample Characteristics

A total of 1,250 valid responses were obtained from the survey. Table 1 presents the demographic profile of the respondents.

Table 1: Demographic Profile of Survey Respondents

Characteristic	Category	Frequency	Percentage
Gender	Male	675	54.0%
	Female	565	45.2%
	Other/Prefer not to say	10	0.8%
Age	18-24	198	15.8%
	25-34	412	33.0%
	35-44	325	26.0%
	45-54	185	14.8%

	55+	130	10.4%
Education	High School or below	145	11.6%
	Bachelor's degree	620	49.6%
	Master's degree or above	485	38.8%
Origin	Domestic tourists	945	75.6%
	International tourists	305	24.4%
Travel Purpose	Leisure	725	58.0%
	Business	285	22.8%
	Visiting friends/relatives	180	14.4%
	Other	60	4.8%

4.1.2 Factor Analysis of Motivational Items

Exploratory factor analysis (EFA) was conducted on the 25 motivational items using principal component analysis with varimax rotation. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.891, and Bartlett's test of sphericity was significant ($p < 0.001$), indicating the suitability of the data for factor analysis.

Five factors with eigenvalues greater than 1 were extracted, explaining 68.7% of the total variance.

These factors were labeled as:

Value for Money (VM)

Cultural Authenticity (CA)

Trust and Reliability (TR)

Amenities and Services (AS)

Location and Accessibility (LA)

Table 2 presents the factor loadings and reliability analysis results.

Table 2: Factor Analysis Results for Motivational Items

Factor	Items	Factor Loading	Cronbach's
Value for Money (VM)	Competitive pricing	0.842	0.885
	Good value for money	0.815	
	Affordable food and beverages.	0.789	
	Attractive promotions and discounts	0.773	
Cultural Authenticity (CA)	Authentic local experiences	0.856	0.902
	Reflection of local culture in decor	0.832	
	Opportunities to interact with locals	0.814	
	Traditional architectural style	0.795	
Trust and Reliability (TR)	Government-backed assurance	0.867	0.891
	Perceived safety and security	0.843	
	Consistent quality standards	0.821	
	Transparent booking process	0.798	
Amenities and Services (AS)	Modern facilities	0.835	0.879
	Professional staff	0.812	
	Diverse dining options.	0.789	
	Recreational activities	0.765	
Location and Accessibility (LA)	Proximity to tourist attractions	0.859	0.865
	Easy transportation access	0.837	
	Scenic surroundings	0.803	
	Parking facilities	0.778	

4.1.3 Comparison of HTC and Private Accommodation Users

Independent samples t-tests were conducted to compare motivational factors between HTC and private accommodation users. Table 3 presents the results.

Table 3: Comparison of Motivational Factors between HTC and Private Accommodation Users

Factor	HTC Users (n=685)	Private Users (n=565)	t-value	p-value
Value for Money	4.32 (0.73)	3.95 (0.81)	7.854	<0.001
Cultural Authenticity	4.18 (0.79)	3.62 (0.88)	11.236	<0.001
Trust and Reliability	4.25 (0.71)	3.78 (0.85)	9.875	<0.001
Amenities and Services	3.85 (0.92)	4.12 (0.76)	-5.432	<0.001
Location and Accessibility	4.07 (0.83)	4.15 (0.79)	-1.654	0.098

Note: Values represent mean scores on a 5-point Likert scale (standard deviations in parentheses)

The results show significant differences between HTC and private accommodation users for all factors except Location and Accessibility. HTC users rated Value for Money, Cultural Authenticity, and Trust and Reliability significantly higher than private accommodation users.

However, private accommodation users rated Amenities and Services significantly higher.

4.1.4 Multiple Regression Analysis

A multiple regression analysis was conducted to determine the relative importance of the motivational factors in predicting the likelihood of choosing HTC accommodations. The dependent variable was the likelihood of choosing HTC accommodations (measured on a 5-point Likert scale), and the independent variables were the five motivational factors identified through factor analysis. Table 4 presents the results of the multiple regression analysis.

Table 4: Multiple Regression Analysis Results

Factor	B	SEB B	Beta	t	p
(Constant)	0.542	0.148	-	3.662	<0.001
Value for Money	0.385	0.042	0.312	9.167	<0.001
Cultural Authenticity	0.329	0.039	0.285	8.436	<0.001
Trust and Reliability	0.301	0.041	0.254	7.341	<0.001
Amenities and Services	0.112	0.038	0.095	-2.947	0.003
Location and Accessibility	0.075	0.037	0.063	2.027	0.043

R²=0.412, Adjusted R² = 0.409, F(5, 1244)=174.23, p<0.001

The regression model explained 41.2% of the variance in the likelihood of choosing HTC accommodations ($R=0.412$, $F(5, 1244)=174.23$, $p<0.001$). Value for Money ($B=0.312$, $p < 0.001$), Cultural Authenticity ($B = 0.285$, $p < 0.001$), and Trust and Reliability ($B = 0.254$, $p < 0.001$) were the strongest positive predictors of choosing HTC accommodations. Amenities and Services showed a weak negative relationship ($B=0.095$, $p=0.003$), while Location and Accessibility had a weak positive relationship ($B=0.063$, $p=0.043$).

4.1.5 Demographic Influences on Motivational Factors

One-way ANOVA tests were conducted to examine the influence of demographic variables on motivational factors. Significant differences were found across age groups and education levels.

Table 5 presents the ANOVA results for age groups.

Table 5: ANOVA Results for Motivational Factors across Age Groups

Factor	F-value	p-value	Post-hoc comparisons
Value for Money	8.624	<0.001	18-24, 25-3445-54.55+
Cultural Authenticity	12.357	<0.001	45-54,55+>18-24, 25-34
Trust and Reliability	6.892	<0.001	35-44, 45-54,55+> 18-24, 25-34
Amenities and Services	3.215	0.012	25-34, 35-44 >55+
Location and Accessibility	1.875	0.113	No significant differences.

Note: Post-hoc comparisons were conducted using Tukey's HSD test

The results indicate that younger age groups (18-24 and 25-34) placed higher importance on Value for Money, while older age groups (45-54 and 55+) emphasized Cultural Authenticity and Trust and Reliability more. Amenities and Services were most important for middle-age groups (25-34 and 35-44).

4.2 Qualitative Findings

Thematic analysis of the 30 in-depth interviews revealed several key themes that provide deeper insights into tourists' motivations for choosing HTC accommodations. These themes are presented below with illustrative quotes from participants.

4.2.1 Perceived Value and Affordability

Many participants highlighted the competitive pricing and overall value for money offered by HTC accommodations. This theme aligns with the quantitative findings, reinforcing the importance of affordability in decision-making.

"HTC hotels offer a great balance of quality and price. As a family traveler, I find their rates much more reasonable compared to private hotels of similar standards." (Participant 7, 38, Male, Domestic Tourist)

4.2.2 Cultural Immersion and Authenticity

The desire for an authentic cultural experience emerged as a strong motivator for choosing HTC accommodations. Participants appreciated the incorporation of local architecture, decor, and cultural elements in HTC properties.

"What I love about HTC resorts is how they showcase Haryanvi culture. From the traditional welcome to the local cuisine, it feels like a genuine cultural immersion." (Participant 15. 42, Female,

International Tourist)

4.2.3 Trust in Government-Run Establishments

Many participants expressed a sense of trust and reliability associated with government-run accommodations. This was particularly evident among domestic tourists and older age groups. "There's a certain assurance that comes with staying in a government hotel. You know there are standard procedures and accountability in place." (Participant 23. 56, Male, Domestic Tourist)

4.2.4 Nostalgia and Familiarity

Several domestic tourists mentioned choosing HTC accommodations due to nostalgia and familiarity, often recounting childhood experiences or long-standing family traditions.

"My parents used to take us to HTC resorts when we were kids. Now, I'm continuing that tradition with my own family. It's a nostalgic choice." (Participant 9, 45, Female, Domestic Tourist)

4.2.5 Supporting Local Economy

Some participants viewed choosing HTC accommodations as a way to support the local economy and contribute to the state's development.

"I feel that by staying at HTC properties, I'm directly contributing to Haryana's economy. It's a small way to give back to the community I'm visiting." (Participant 28. 33. Male. Domestic Tourist)

4.2.6 Perceived Limitations of HTC Accommodations

While participants generally spoke positively about HTC accommodations, some limitations were noted, particularly in comparison to private alternatives.

"Sometimes the amenities in HTC hotels can feel a bit outdated compared to private chains. They could benefit from some modernization." (Participant 12, 29, Female, Domestic Tourist)

These qualitative findings provide context and depth to the quantitative results, offering insights into the emotional and cultural factors that influence tourists' decisions to choose HTC accommodations.

Discussion

The mixed-method analysis of tourist motivations for choosing Haryana Tourism Corporation accommodations over private alternatives reveals a complex interplay of factors influencing decision-making. This section discusses the key findings in relation to existing literature and explores their implications for both theory and practice

5.1 The Primacy of Value for Money

Both quantitative and qualitative findings highlight the importance of perceived value for money in tourists' accommodation choices. The strong positive relationship between Value for Money and the likelihood of choosing HTC accommodations (Beta=0.312, $p<0.001$) aligns with previous research emphasizing the role of price and perceived value in accommodation decisions (Lockyer, 2005; Kim & Park, 2017).

The qualitative data provides additional context, suggesting that tourists perceive HTC accommodations as offering a favorable balance between quality and price. This perception is particularly strong among domestic tourists and those traveling with families, indicating a potential market segment for HTC to target in their marketing efforts.

5.2 Cultural Authenticity as a Unique Selling Proposition

The emergence of Cultural Authenticity as the second strongest predictor of HTC accommodation choice ($B=0.285$, $p<0.001$) represents a significant finding. This factor aligns with the growing trend of cultural tourism and the desire for authentic experiences (Richards, 2018). The qualitative data reveals that tourists appreciate the incorporation of local cultural elements in HTC properties, viewing them as gateways to experiencing Haryanvi culture.

This finding suggests that HTC has successfully leveraged its position as a state-run entity to offer culturally authentic experiences, differentiating itself from standardized private hotel chains. It also supports the argument that public sector involvement in tourism can play a crucial role in preserving and promoting cultural heritage (Hall, 1999; Bramwell & Lane, 2010).

5.3 Trust and Reliability: The Government Advantage

The strong positive relationship between Trust and Reliability and the choice of HTC accommodations (Beta- 0.254, $p < 0.001$) highlights a unique advantage of government-run establishments. This finding contrasts with some previous studies that have criticized the efficiency and service quality of public sector tourism entities in India (Jauhari & Rishi, 2012).

The qualitative data suggests that this trust stems from perceptions of standardization, accountability, and safety associated with government-run accommodations. This is particularly evident among domestic tourists and older age groups, indicating a potential segmentation strategy for HTC.

5.4 The Role of Nostalgia and Familiarity

An unexpected theme that emerged from the qualitative analysis was the role of nostalgia and familiarity in choosing HTC accommodations. This finding adds a new dimension to the understanding of tourist motivation, suggesting that emotional and historical factors play a significant role in accommodation choices, particularly for domestic tourists.

This nostalgia factor could be leveraged by HTC in its marketing strategies, appealing to the sense of tradition and continuity among Indian travelers. However, it also presents a challenge in attracting younger and international tourists who may not share these emotional connections.

5.5 Balancing Authenticity and Modernity

While Cultural Authenticity emerged as a strong motivator, the negative relationship between Amenities and Services and HTC accommodation choice ($B = -0.095$, $p = 0.003$) suggests a potential area for improvement. The qualitative data reveals that some tourists perceive HTC properties as lacking in modern amenities compared to private alternatives.

This finding presents a strategic challenge for HTC: how to maintain cultural authenticity while upgrading facilities to meet contemporary standards. It echoes the broader debate in tourism literature about balancing preservation and modernization in heritage tourism (Timothy & Boyd, 2006).

5.6 Demographic Variations in Motivations

The ANOVA results revealing significant differences in motivational factors across age groups provide valuable insights for market segmentation. The finding that younger age groups (18-24 and 25-34) place higher importance on Value for Money, while older groups (45-54 and 55+) emphasize Cultural Authenticity and Trust and Reliability, aligns with generational differences observed in tourist behavior (Pennington-Gray et al., 2003).

These demographic variations suggest the need for a differentiated marketing approach, tailoring messages and offerings to different age segments. For instance, marketing to younger tourists might emphasize affordability and value, while campaigns targeting older travelers could focus on cultural experiences and the reliability of government-run accommodations.

5.7 Implications for Public-Private Competition in Tourism

The findings of this study contribute to the ongoing debate about public and private sector roles in tourism development. The strong performance of HTC in areas such as cultural authenticity and trust challenges the notion that private sector entities are always more efficient or preferred by tourists (Hall, 1999). Instead, it suggests that public sector tourism organizations can carve out a unique niche by leveraging their connections to local culture and the perceived reliability associated with government backing.

However, the lower ratings for Amenities and Services highlight areas where private sector

competition may have an advantage. This suggests a potential for public-private partnerships in the

tourism sector, combining the cultural authenticity and trust of public entities with the service quality and modern amenities often associated with private hotels.

5.8 The Economic and Social Role of State Tourism Corporations

The qualitative finding that some tourists view their choice of HTC accommodations as a way to support the local economy adds an interesting dimension to the study. It suggests that state tourism corporations like HTC can play a role in sustainable tourism development by channeling tourist spending more directly into the local economy.

This aligns with broader discussions in tourism literature about the economic and social responsibilities of tourism development (Sharpley & Telfer, 2015). It also suggests that HTC and similar organizations could potentially leverage this perception in their marketing, appealing to tourists' desire to travel responsibly and contribute to local communities.

5.9 Challenges and Opportunities in Cultural Tourism

The strong emphasis on Cultural Authenticity in both quantitative and qualitative findings underscores the potential of cultural tourism in Haryana. However, it also presents challenges in terms of preservation and presentation of cultural heritage.

The desire for authentic experiences must be balanced with the need to protect cultural sites and traditions from the potentially negative impacts of tourism (Timothy & Boyd, 2006). HTC and similar organizations face the challenge of providing authentic cultural experiences while ensuring the sustainability of these cultural resources.

5.10 Theoretical Implications

This study contributes to the theoretical understanding of tourist motivation in several ways:

It applies established motivation theories, particularly the push-pull framework (Dann, 1977; Crompton, 1979), to the specific context of state-run accommodations in an emerging tourism destination.

It introduces the concept of "government trust" as a significant factor in accommodation choice, expanding on existing models of tourist decision-making

The identification of nostalgia and familiarity as motivating factors adds to the emotional dimensions of tourist behavior, complementing more rational decision-making models.

The study's mixed-method approach provides a more nuanced understanding of the interplay between quantifiable motivational factors and the subjective, culturally-influenced aspects of tourist decision-making.

Conclusion

This mixed-method study of tourist motivations for choosing Haryana Tourism Corporation accommodations over private alternatives has yielded several key insights with implications for both theory and practice in tourism management.

Summary of Key Findings

Value for Money, Cultural Authenticity, and Trust and Reliability emerged as the strongest predictors of tourists choosing HTC accommodations

HTC accommodations are perceived as offering a unique blend of affordability, cultural immersion, and reliability, particularly appealing to domestic tourists and older age groups.

Nostalgia and familiarity play a significant role in accommodation choice, especially for domestic

tourists with previous experiences of HTC properties.

While HTC excels in offering culturally authentic experiences, there is a perceived lag in modern amenities compared to private alternatives.

Demographic factors, particularly age, influence the relative importance of different motivational factors in accommodation choice.

6.2 Practical Implications

Based on these findings, several recommendations can be made for HTC and similar state tourism corporations

Leverage cultural authenticity as a unique selling proposition, emphasizing local cultural elements in marketing campaigns and property designs.

Maintain competitive pricing strategies while highlighting the overall value proposition, including cultural experiences and reliability.

Develop targeted marketing campaigns for different age groups, emphasizing value for younger tourists and cultural experiences for older travelers.

Invest in modernizing amenities and services to compete more effectively with private sector alternatives.

Explore the potential for nostalgic marketing campaigns targeting domestic tourists, particularly for repeat visits and family travel.

Consider public-private partnerships to combine the strengths of both sectors, particularly in areas where HTC is perceived as lagging (e.g., modern amenities).

Emphasize the role of HTC in supporting local economies and sustainable tourism development to appeal to socially conscious travelers.

Theoretical Contributions

This study contributes to the theoretical understanding of tourist motivation and accommodation choice in several ways:

It extends the application of push-pull theory to the context of state-run accommodations in emerging tourism destinations.

The study introduces "government trust" as a significant factor in accommodation choice, expanding existing models of tourist decision-making.

The identification of nostalgia and familiarity as motivating factors adds to the emotional dimensions of tourist behavior in the literature.

The mixed-method approach provides a more comprehensive understanding of the interplay between quantifiable motivational factors and subjective, culturally-influenced aspects of tourist decision-making.

6.4 Limitations and Prospects for Future Research

While this study provides valuable insights, it has several limitations that suggest directions for future research:

The study focused on tourists who had visited Haryana in the past 12 months, potentially missing long-term trends or seasonal variations. Future longitudinal studies could address this limitation.

The research was conducted in a single Indian state. Comparative studies across different states or countries with similar state-run tourism entities could provide broader insights.

The study did not extensively explore the role of online reviews and digital marketing in tourists' decision-making processes. Future research could investigate how these factors interact with the

motivations identified in this study.

The impact of the COVID-19 pandemic on tourist motivations and perceptions of government-run accommodations could be an important area for future research.

More in-depth studies on the role of nostalgia and emotional factors in accommodation choice could yield valuable insights for both theory and practice.

In conclusion, this study highlights the complex interplay of factors influencing tourists' choices between state-run and private accommodations. It underscores the potential for state tourism corporations like HTC to leverage their unique strengths in cultural authenticity and perceived reliability, while also pointing to areas for improvement to compete effectively in the modern tourism landscape. As the tourism industry continues to evolve, understanding these motivations will be crucial for both public and private sector stakeholders in developing effective strategies for sustainable tourism development.

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