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## Understanding motivational factors and perceptions of visitors at the Gita Jayanti Festival, Kurukshetra

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### Abstract

Festival based tourism is growing rapidly in last few decades in India. Organizers of such events are facing increased competition from other entertainment and recreation options available in tourism. Hence, it is imperative for festival organizers to understand visitors' experience to keep long-term relationship with visitors. The aim of present study is to explore the motivation to visit and perception about Gita Jayanti Festival of Kurukshetra. The study used primary data for accomplishment of objectives and hypothesis. The data was collected through convenient sampling technique from 100 respondents during Gita Jayanti Festival held in 2016. The collected data analyzed through suitable statistical tools. The result indicated different factors of motivation and perception among visitors about the festival. Moreover, a significant correlation was found between motivation factor and perception factors of Gita Jayanti festival. The study provide practical implication to manage the festival for different customer segments in order to improve the experience of visitors through better destination image.

**Keywords:** Festival, motivation, perception, significant, segment, image

### Introduction

Festivals and events can be seen as emerging tourists attraction in the contemporary world (Sharpley & Sundaram, 2005; Pernecky & Johnston, 2006, Smith, 2003; Yeh *et al.*, 2009) <sup>[40, 34, 41, 48]</sup> which draw a highly mixed crowd of participants and visitors. In the increasingly competitive tourism market, most destination managers recognize events and festivals as motivator and effective determinant of image building of destinations (Getz, 2008; Stokes, 2008) <sup>[12, 43]</sup>. More specific, festival can be an opportunities for networks of information, marketing strategic, and the viability of more sustainable tourism at the destination (Getz, 2008; Prentice & Anderson, 2003) <sup>[12, 35]</sup>. Moreover, organization of festivals as an mechanism to tourism marketing and promotion of traditional festivals as key elements of destination to enhance its appeal to regional, national and global level (Smith *et al.*, 2010; Getz, 1998) <sup>[42, 10]</sup>.

The key concepts of festivals and special events as a tourism product may include celebrations, such as the arts, crafts, ethnic and indigenous cultural heritage, religious traditions, food and beverages, seasonal rites, and agricultural products (Zeppel, 1992; Smith *et al.*, 2010) <sup>[52, 42]</sup>. India is home of many cultural and religious festivals related to various activities such as Surajkund Craft fair, Pushkar fair, Kumbha fair, Trade fair, Rath festival, Kullu dussehra and many more. Hence, India is tapped with large number of such type of festivals where heavy influx of visitors gathered for different purposes (Podhar *et al.*, 1951) <sup>[30]</sup>. The festival of Gita Jayanti is also among famous festival of India especially in northern part of the country.

Gita Jayanti is observed to commemorate the revelation of the *Bhagavad Gita*, one of the most revered texts in Hindu philosophy. The festival falls on the eleventh day of the bright fortnight of the month of Margashirsha (December-January) according to the Vedic calendar. Scriptural tradition holds that Lord Krishna imparted the teachings of the *Bhagavad Gita* to Arjuna on the battlefield of Kurukshetra, situated in present-day Haryana, India, over 5000 years ago. As the nomenclature indicates, Gita Jayanti signifies the origin of the *Srimad Bhagavad Gita*, a text regarded as a spiritual and philosophical cornerstone within Hinduism.

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The observances are centered in Kurukshetra, Haryana, where devotees and pilgrims from across India congregate during the Gita Jayanti Samaroh to engage in rituals, discourses, and other religious activities associated with this significant occasion. A normal ritual observed to be followed by everyone is to take bath in holy water of the sacred tanks-Sannihit Sarovar and Brahma Sarovar. The whole environment becomes divine and spiritual with numerous activities being organized. The Gita Jayanti Samaroh is annually organized during the months of November and December under the joint auspices of the Kurukshetra Development Board, Haryana Tourism, the District Administration, and the Department of Information and Public Relations, Haryana. Over time, this event has attained significant prominence and widespread recognition. The festival now attracts a substantial influx of visitors to Kurukshetra, where tourists and devotees alike participate in the sacred celebrations and associated cultural activities. The artisan and craftsperson from the entire country showcase their handicrafts and arts works like wooden, carpets, textiles, ivory work, stone work, artificial jewellery, paintings, footwear etc. Variety of food stalls was also available for visitors. For the entertainment and showing association with culture, number of cultural, religious and events were also organized in the evening during this festival. The proper arrangement of public utilities, drinking water, security measures are made by organizers of the festival. The festival is visited by lakhs of locals and outside visitors every year. This new segment of tourism market provides ample opportunities to attract more visitors to festival sites with different motives (Rinschede, 1992; Zhang *et al.*, 2008) <sup>[32, 53]</sup>. The tourists with different desires and motivations behind require types of services according to their tastes and needs. Hence, it become challenging for organizers of the festival to design the festival content according to different segments of visitors to provide them a unique and good experience. Some authors (Zabkar *et al.*, 2010) <sup>[51]</sup> also suggested for the investigation of motivation and perception of visitors to increase destination competitiveness Devesa *et al.*, 2010 <sup>[5]</sup>; Zabkar *et al.*, 2010 <sup>[51]</sup>; Prayag & Grivel, 2014 <sup>[31]</sup>. Kruger (2009) <sup>[19]</sup> also added this to festival tourism and supported for foundation of suitable marketing through understanding of different motivation and perception about festival attractions. The present study is conducted on this topic in order to provide the deeper insight of the research area.

## Literature Review

### Motivation

Events and local festivals are increasingly utilized to promote tourism and boost the local economy (Felsenstein & Fleischer, 2003) <sup>[8]</sup>. While the visitors to festival or events came with different motives, desires and behaviors (Felsenstein & Fleischer, 2003; Liang *et al.*, 2008) <sup>[8, 27]</sup>. Hence, understanding festival motivation is imperative to design offerings for visitors to increase the number of potential visitors in near future (Crompton & McKay, 1997) <sup>[4]</sup> so that different desires of visitors can be fulfilled by visiting to the event. Ralston & Crompton (1988) <sup>[36]</sup> in their study extracted motivational domains namely seeking social contact, meeting or observing new people, learning and discovery, escape from personal and social pressures, and nostalgia. Uysal *et al.* (1993) <sup>[47]</sup> noted important motivation factors such as excitement, external, relaxation. Schneider &

Backman (1996) <sup>[37]</sup> conducted a study on cultural festival and identified important motivation of festival visitors such as social/leisure, festival attributes, escape, event excitement and so on. Formica & Uysal (1998) <sup>[9]</sup> noted cultural/historical, site novelty as crucial motivation behind visit to cultural festival.

Kim *et al.* (2002) <sup>[15]</sup> in addition to social/leisure, event novelty, identified different festival motivation factors such as curiosity. Prentice & Anderson (2003) <sup>[35]</sup> observed festival atmosphere, specific and generic utilitarian activities (e.g., to see new experimental performances, enjoy plays and musicals, learn about local cultural traditions) as important motivational factors in event or festival based tourism. Van-Zyl & Botha (2003) <sup>[45]</sup> in an on Arts festival highlighted motivation factors such as community pride, self-esteem, food, beverages, information, marketing and easy transport etc. Chang (2006) in a study on cultural festival noted equilibrium recovery, festival participation and learning as major motivation behind visit to festival.

Festival attractions and associated activities have been identified as significant motivational factors in recreating the festive atmosphere and its unique ambience (Nicholson & Pearce, 2001). Research conducted by Lee (2000) <sup>[21]</sup> and Lee *et al.* (2004) <sup>[20]</sup> emphasized the role of family togetherness as a crucial element in event motivation within tourism studies. The importance of this factor has been expressed in various forms, such as strengthening family bonds, engaging in shared activities, and spending quality time with family members. Allen *et al.* (2005) <sup>[1]</sup> highlighted cultural exploration as another key motivational dimension, wherein festival attendance provides opportunities to experience local traditions, enhance cultural understanding, and broaden knowledge. Similarly, Schofield and Thompson (2007) <sup>[38]</sup> identified novelty as an emerging motivational factor in the context of festivals and events, often linked with the desire to engage with new and diverse cultures. Their study also underscored socialization as a central dimension of motivation, encompassing activities such as participating with companions, connecting with individuals of similar interests, meeting new people, fostering relationships, and observing or interacting with other attendees. In contrast, some visitors are motivated by more leisure-oriented goals, seeking recreation, holidays, and relaxation through their participation in such events. As well as now people are travelling for nostalgic reasons, educational purposes, out of mere curiosity and looking for genuine experiences (Shackley, 2002) <sup>[39]</sup>. Hence, it was observed that by knowing the motivations leads millions of people to travel to events is an essential for effective marketing of the destination. From a management perspective, it is observed that once the primary motives were fulfilled, only then visitors can have good experience and perception of festival.

### Perception

Motivations and perception of the tourists are inevitably associated with tourist satisfaction. This could be an evident process for tourists and makes an effect in attracting the tourists to religious events. In the tourism sector, maintaining of service offering to fulfil the visitors' satisfaction is the major challenge for the event organizer. Satisfaction has generally been linked to the marketing strategies, positive word of mouth and intention to return and recommend the destination (Lee & Beeler, 2009; Kim *et*

*al.*, 2010) [26, 16]. Earlier research studies (Bonney-Claudet & Ghantous, 2013; Koo *et al.*, 2014; Tzetzis *et al.*, 2014) [2, 18, 44] satisfaction at the destination depends on several of factors such as emotions, service quality and experience. Thus, considering the role of satisfaction as the determining factor that influences future behavior, event organizer should have further understanding of the specific factors that influence visitors' satisfaction besides measured based on the overall satisfaction. Nolan & Nolan (1992) [29] highlighted that visitors at such type of tourist areas require different facilities & amenities ranging from eating, entertainment, and rest. Fleishcer (2000) noted transportation and service infrastructure such as washrooms, parking and banking/ATM access as important characteristics for tourists' satisfaction. Scholarly attention has increasingly focused on festival attributes that influence visitor satisfaction. Lee *et al.* (2008) [23] identified seven key dimensions of festivals capes, namely convenience, staff, information, programme content, facilities, souvenirs, and food quality, with programme content emerging as a particularly significant determinant of patron satisfaction. Similarly, Esu and Arrey (2009) [6] emphasized that the availability of adequate facilities, the hospitality of local residents, sufficient resting areas, the appropriate size of the festival venue, and the diversity of events contribute to both visitor satisfaction and loyalty. Additional determinants highlighted in the literature include the provision of effective informational services (Yoon *et al.*, 2010) [50], shopping opportunities, the cleanliness and aesthetic appeal of the festival site, as well as a sense of safety. Further observed that functional attributes such as food, music, arts, crafts, and logistical elements including parking, pricing, and restroom availability serve as critical factors in shaping overall satisfaction within the festival context. These service attributes play a crucial role between the tourists satisfaction and behavioral intention (Chen & Tsai, 2007) [3]. Hence, it is suggested to develop more customer oriented services as well as to increase the satisfaction of the tourists and ensure their repeat visits. Few researchers (Prayag & Grivel, 2014) [31] also noted that in case of event based tourism, satisfied festival attendees' may become repeat visitors and provide positive word-of-mouth advertising to family and friends, which ideally will translate into new visitors and an overall increase in tourism revenue to the community. Hence assessment of relationship between these two is of paramount importance. Therefore, the present study intended to evaluation this relationship between these two. Moreover, from the review of previous studies, it came to notice that the understanding the understanding visitors' motivation enables the event organizer to find out the strength of the event and furthermore fulfilled the visitors' satisfaction (Lee *et al.*, 2013) [25] for improved destination competitiveness. But, despite of deep relationship among these two dimensions (motivation and perception) very few studies has been conducted in this area especially in Indian context, hence, there exist a research gap. Therefore, in order to fill this research gap, the researcher decided to conduct this study on festival visitors' motivation and perception of Gita Jayanti Festival of Kurukshetra.

### Objectives and Hypothesis

The main purpose of the present study is to find out visitors' motivation and perception towards Gita Jayanti festival of Kurukshetra and to find the influence of visitors' motivation

on their perception. To do so, the following research questions were defined:

- To explore the factors of visitors' motivation and perception of Gita Jayanti festival of Kurukshetra.
- To investigate the relationship between visitors' motivation on perception of Gita Jayanti festival of Kurukshetra.

For providing statistical importance to the study, the following hypothesis was formulated:

**Hypothesis 1:** Visitor motivation to visit Gita Jayanti festival is related to their perception about festival.

- H<sub>01</sub> Visitors' motivation to visit Gita Jayanti festival is not significantly related to their perception of Gita Jayanti festival.

H<sub>a1</sub> Visitors' motivation to visit Gita Jayanti festival is significantly related to their perception of Gita Jayanti festival.

### Research Methodology

The present study is empirical investigation of motivation and perception of visitors about Gita Jayanti festival of Kurukshetra. The study majorly based on primary data collected through field survey with the help of self-structured questionnaire. The data for the study was collected from the one hundred visitors visited the Gita Jayanti Festival-2016 during the month of November through a self-administered questionnaire. The collected data then coded and various descriptive statistical tools such as frequency, percentage, mean and standard deviation were used to highlight the result. Moreover, exploratory factor analysis was used identify the factors of motivation and perception of visitors. The reliability of items was also checked with the help of cronbach alpha test during factor analysis. Furthermore, inferential statistical test, coefficient of correlation tests was applied to check any significant influence of motivational factors on perception towards the festival. The entire statistical tests were applied by using statistical package for social sciences (SPSS).

### Discussion of Results

Before move to discussion about the motivation and perception of visitors, it is considered helpful to go through the socio-demographic background of the visitors to provide a deeper insight about them.

#### Socio-demographic background of the visitors

Most of the respondents were male (58%) noted at Gita Jayanti Festival. More than half of the respondents are in the young age group i.e. 41-60 (63%) as compared to high age group 21-40 years (37%). In association with marital status 3/5<sup>th</sup> (64%) of the respondents were married as compared to unmarried respondents. More than half (65%) of the respondents have at least graduation as compared to lower education level (35%) up to senior secondary. In terms of different occupational categories and income groups of the society visit to the destination with fair percentage of respondents at the destination. The destination is achieving the high repeat visits of tourists (66% repeat visitors) as compared to first time visitors (34%). The respondents reach the destination by using the road transport through buses (52%), own vehicle (32%) and rail transport (17%). More

than half of the respondents (59%) stay in the festival area more than 4 hours, followed by between 1-2 hours (26%) in remaining (15%) stay less than 1 hour. More than half of the respondents (71%) used to search about the festival from word of mouth publicity or recommendation of the event. The remaining (29%) respondents used other channels of media to search and know about the destination such as newspaper, electronic media, intermediaries etc.

### Exploration of motivational factors and factors of perception of Gita Jayanti Festival

For identifying the crucial factors of motivation and factors of perception of Gita Jayanti festival an exploratory factor analysis technique was applied and result of factor analysis presented in two parts, the first part provide the overview of important factors of motivations of visitors to attend the festival and second part provide comprehensive overview of factors of visitors perception of festival.

**Table 1:** Factor analysis result of Gita Jayanti festival visitors' motivations

Sr. No.	Factor label	1	2	3	4	5
<b>Factor 1: Festival Attraction</b>						
1.	This festival is different & unique attraction	.528				
2.	Variety of programmes offered in the festival	.505				
3.	Variety of art & crafts	.702				
4.	Variety of foods & eatables available	.487				
5.	Easy accessibility to the festival area	.683				
6.	Attractive surrounding atmosphere of the festival	.590				
7.	Friendly behavior of local people	.632				
<b>Factor 2: Cultural Exploration</b>						
8.	Opportunity to be socialize		.822			
9.	Get in touch with people of same culture & traditions		.742			
10.	To get close with local art & handicrafts		.594			
11.	To explore historical, cultural & religious significance of the festival		.632			
12.	To visit cultural attractions such as museums, panorama, dharohar, temple etc.		.723			
<b>Factor 3: Escape</b>						
13.	To get away from daily routine of life			.563		
14.	To visit for physical rest & relaxation			.557		
15.	Spend more time with family			.712		
16.	Spend quality time with friends			.765		
17.	Seeking fun/enjoyment from music/dance performances			.662		
18.	To participate in recreational activities			.552		
<b>Factor 4: Novelty</b>						
19.	To learn something new about festival				.809	
20.	To see new places and environs				.725	
21.	To build new friendship with people				.468	
22.	Purchase new arts & crafts from festival				.404	
23.	Finding new business opportunities				.598	
<b>Factor 5: Personal Value</b>						
24.	Influence of family background to visit festival					.521
25.	For status and prestige among peer groups					.719
26.	Bonding with local culture & religious traditions					.682
27.	To satisfy personal desire & curiosity to travel					.678
28.	Enrich knowledge by learning & experience from festival					.600
29.	Visiting this festival make me feel happy					.599
30.	I am emotionally attached with this festival					.729
Cronbach's Alpha		0.839	0.827	0.774	0.730	0.710
Eigenvalue		5.17	3.64	4.32	2.25	1.68
Percent Variance		27.78	12.53	15.76	10.44	9.65
Cumulative Variance		27.78	40.31	56.07	66.51	76.16

From the variables of visitor's motivation to visit Gita Jayanti Festival of Kurukshetra were incorporated in five major motivational dimensions.

- Factor 1 occupied loading range 0.487 to 0.702 and contained variables, festival's different & unique attraction, variety of programmes offered in the festival, variety of art & crafts, variety of foods & eatables available, easy accessibility to the festival area, attractive surrounding atmosphere of the festival and friendly behavior of local people under factor festival attraction.
- Factor 2 with factor loading from 0.594 to 0.822 contained items such as opportunity to be socialize, get in touch with people of same culture & traditions, get

close with local art & handicrafts, explore historical, cultural & religious significance of the festival and visit cultural attractions such as museums, panorama, dharohar, temple etc. comes under factor cultural exploration

- Factor 3 with loading from 0.552 to 0.765 contained six items namely, get away from daily routine of life, visit for physical rest & relaxation, spend more time with family, spend quality time with friends, seeking fun & enjoyment from music/dance performances and to participate in recreational activities comes under factor escape.
- Factor 4 marked with loading ranging from 0.404 to 0.809 contained five items i.e. visit to learn something



new about festival, to see new places and environs, to build new friendship with people, purchase new arts & crafts from festival and finding new business opportunities falls under factor novelty.

- Factor 5 with loading ranged from 0.521 to 0.729 along with items influence of family background to visit festival, for status and prestige among peer groups,

bonding with local culture & religious traditions, to satisfy personal desire & curiosity to travel, enrich knowledge by learning & experience from festival, visiting festival to feel happy and visit due to emotional attachment with the festival under factor personal values.

**Table 2:** Factor analysis result of Gita Jayanti festival visitors' perceptions

Sr. No.	Factor Label	1	2	3	4	5
<b>Factor 1: Festival Content</b>						
1.	Management of the cultural & sound programmes in the event	.771				
2.	Schedule of cultural & sound programmes	.661				
3.	Variety of cultural events in the festival	.614				
4.	Variety of shopping & souvenirs options available in the festival	.578				
5.	Clean layout of the festival site	.567				
6.	Easy accessibility to the festival site	.701				
7.	Coverage of festival in newspaper/Brouchers & online media	.632				
8.	Cultural & religious attraction near festival site	.601				
<b>Factor 2: Human Interaction</b>						
9.	Language & communication ability of the host	.744				
10.	Courteousness of the festival staff	.778				
11.	Responsiveness of the security staff to help	.709				
12.	Honesty of the shopkeepers & vendors	.645				
13.	Behavior of locals and rickshaw/auto operators	.681				
<b>Factor 3: Facilities</b>						
14.	Sufficient space and area of festival	.668				
15.	Proper signage and information boards	.617				
16.	Availability of wayside amenities (drinking water & toilets etc.)	.654				
17.	Availability of banking & ATM facilities	.653				
18.	Availability of first-aid & medical facilities	.537				
19.	Safety & security measures at festival site	.585				
<b>Factor 4: Food</b>						
20.	Availability of food items near festival area	.714				
21.	Variety of food and eatables available	.631				
22.	Quality of the available food items	.625				
23.	Price of the food items charged	.548				
<b>Factor 5: Convenience</b>						
24.	Sufficient parking area	.802				
25.	Suitable opening hours	.763				
26.	Proper resting areas	.655				
27.	Proper arrangement of local transport service	.648				
Cronbach's Alpha		0.718	0.811	0.723	0.687	0.760
Eigenvalue		5.41	4.33	3.56	3.22	2.99
Percent Variance		20.75	15.69	12.54	11.51	9.70
Cumulative Variance		20.75	36.44	48.98	60.49	70.19

- Factor 1 with factor loading ranging from 0.578 to 0.771 and linked items related to management of the cultural & sound programmes in the event, schedule of cultural & sound programmes, variety of cultural events in the festival, variety of shopping & souvenirs options available in the festival, clean layout of the festival site, easy accessibility to the festival site, coverage of festival in newspaper/brouchers & online media and cultural & religious attraction near festival site under the factor festival attraction.
- Factor 2 with factor loading ranging from 0.645 to 0.778 and contained items related to language & communication ability of the host, courteousness of the festival staff, responsiveness of the security staff to help, honesty of the shopkeepers & vendors and behavior of locals & rickshaw/auto operators come under the factor staff/Human Interaction.
- Factor 3 with factor loading ranging from 0.537 to 0.668 and addressed items related to sufficient space and area of festival, proper signage and information boards, availability of wayside amenities (drinking water & toilets etc.), availability of banking & ATM facilities, availability of first-aid & medical facilities and safety & security measures at festival site come under the factor facilities.
- Factor 4 with factor loading ranging from 0.548 to 0.714 and identified items related to availability of food items near festival area, variety of food and eatables available, quality of the available food items and price of the food items charged come under the factor food.
- Factor 5 with factor loading ranging from 0.648 to 0.802 and noted items related to sufficient parking area, suitable opening hours, proper resting areas and proper arrangement of local transport service come under the factor convenience.

**Descriptive statistics highlighting factor-wise mean of motivation and perception:** For highlighting the descriptive statistics, mean and S.D. of motivation factors

and factors of perception towards festival are presented in Table III as given under.

**Table 3:** Mean value of motivation factors towards Gita Jayanti festival

Motivation Factor	Mean	S.D.	Perception Factor	Mean	S.D.
Festival Attraction	4.51	0.70	Festival Content	4.18	0.83
Cultural Exploration	4.00	0.79	Human Interaction	3.38	0.90
Escape	4.22	0.82	Facilities	2.90	0.71
Novelty	3.83	0.91	Food	3.00	0.91
Personal Values	3.72	0.99	Convenience	4.15	0.89
Average Score	4.056		Average Score	3.522	

The descriptive result from table III indicated that tourists to festival of Gita Jayanti visited with the motivation to enjoy the unique attraction of the festival, followed by seeking escape from routine and exploring culture and tradition of the area. The people visited for novelty and personal values are weighted less mean score than first three motivation factors. In case of factors of perception about festival, the most of visitors positively perceived the content/programmes organized and convenience of festival. The human interaction factor and food factor less significantly perceived by visitors. The least weighted factor in terms of

perception was noted as facilities in the festival and its surrounding area.

#### **Relationship between motivational factors and perception factors about festival**

For finding and testing of hypothesis, of motivational factors on their perception of festival, a correlation coefficient analysis was performed to find any significant relationship between motivational factors and perception factors of Gita Jayanti Festival. The result of the coefficient correlation is given as under.

**Table 4:** Result of correlation between motivation and perception factors

Correlations						
		PF-1	PF-2	PF-3	PF-4	PF-5
MF-1	Pearson Correlation	.034	.738**	.059	.613**	.147
	Sig. (2-tailed)	.740	.000	.559	.002	.144
	N	100	100	100	100	100
MF-2	Pearson Correlation	.745**	.144	.540*	.414*	-.133
	Sig. (2-tailed)	.000	.154	.016	.032	.186
	N	100	100	100	100	100
MF-3	Pearson Correlation	.437*	-.092	.537**	.674**	.501**
	Sig. (2-tailed)	.018	.362	.000	.006	.002
	N	100	100	100	100	100
MF-4	Pearson Correlation	-.069	-.067	-.008	.559**	.421*
	Sig. (2-tailed)	.495	.508	.933	.000	.027
	N	100	100	100	100	100
MF-5	Pearson Correlation	.623*	.515*	.470**	.571**	.125
	Sig. (2-tailed)	.026	.031	.007	.000	.214
	N	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed)

\* Correlation is significant at the 0.05 level (2-tailed)

MF-Motivation Factor, PF-Perception Factor

Table IV provide the overview of correlation between motivation factor and perception factor of visitors about Gita Jayanti Festival. From the analysis, it came to notice that motivation factor, personal value is most significantly and positively correlated with perception factors except perception factor i.e. convenience. Personal value factor is related with festival content ( $r=0.623$ ,  $P=0.026$ ), food ( $r=0.571$ ,  $P=0.000$ ), human interaction ( $r=0.515$ ,  $P=0.031$ ) and facilities ( $r=0.470$ ,  $P=0.007$ ). Motivation factor three (escape) is also showing positive and significant correlation with all the perception factors except human interaction. It resulted in positive correlation with factor food ( $r=0.674$ ,  $P=0.006$ ), facilities ( $r=0.537$ ,  $P=0.000$ ), convenience ( $r=0.501$ ,  $P=0.002$ ) and festival content ( $r=0.437$ ,  $P=0.018$ ). Motivation factor two (cultural exploration) indicated correlation with two perception factors namely factor human interaction ( $r=0.745$ ,  $P=0.000$ ), facilities ( $r=0.540$ ,  $P=0.016$ ) and factor food ( $r=0.414$ ,  $P=0.032$ ). Motivation factor four

(novelty) depict correlation with food ( $r=0.559$ ,  $P=0.000$ ) and convenience ( $r=0.421$ ,  $P=0.027$ ) factors of perception. In last, motivation factor five (festival attraction) is positively correlation with perception factor human interaction ( $r=0.738$ ,  $P=0.000$ ) and food ( $r=0.613$ ,  $P=0.002$ ). Finally it is detected that a positive and significant correlation is found between motivation factors and perception factors of visitors towards Gita Jayanti Festival. Hence, the application of correlation coefficient indicated sufficient evidence of significant relationship between motivation factors and perception factors of visitors about Gita Jayanti Festival. Therefore, the hypothesis ( $H_01$ ) which postulates that there is not significant relationship exist between visitors' motivation and perception of Gita Jayanti festival is rejected and by supporting hypothesis ( $H_a1$ ) it is concluded that a visitors' motivation to visit to Gita Jayanti festival of Kurukshetra is significantly related to their perception about the festival.

## Conclusion

The festival based tourism is among emerging form of tourism in the contemporary world especially in a country of festivals like India. A number of tourists visited to numerous festivals sites of India including cultural, religious, ethnic, trade fairs, crafts fairs and many more. However, the visitors to these areas travel along with different motivation based on interest and desires of tourists.

The present study noted important motivation factors behind attending Gita Jayanti festival as unique attraction of the festival, exploration of local culture, escape from daily work life, to seek novelty experience and visiting due to personal values. The study also observed the major factors of visitors' perception of festival like content or programmes held during the festival, human interaction and facilities provided for visitors near festival site. The food and convenience in visiting and during the festival was also noted as important factors of visitors' perception. The study further indicated the different motivational factors of visitors significantly influence their perception of Gita Jayanti festival. The most influence factors were noted as festival attraction and novelty seeking. The other motivational factors also influence the perception of visitors to a large extent. It seems the perception and overall satisfaction of visitors is determined by the purpose behind visit to the Gita Jayanti festival of Kurukshetra.

The difference in motivational factor of tourists in contemporary world resulted in increasing expectations for suitable facilities at the festival destinations, so concerned authorities of festival management committee need to gain a insight that how to retain the visitors to the festival and enhance their experience to ensure their repeat visitation and recommendations. The finding of the study provides implication to the relevant stakeholders of festival tourism to develop the festival site based on different segments of visitors as per motivations, desires and expectations. Moreover, it stressed to make necessary improvement in service and facilities in order to increase the competitiveness of festival destination in order to receive loyal tourists in future.

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