

# A Study on Staycation: The Perception and Attitude of Tourists in Kerala Scenario

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## Abstract

The phrase "staycation" refers to a time when a person or family stays at home and engages in leisure activities close to where they live without needing immediate convenience. Choosing where to travel is both an existing and troublesome inquiry for everybody the individuals who like to travel. Each voyager is picking an objective since it has something to draw in individuals or explorers. In this investigation, the researcher inspects the commonality of the term staycation among individuals particularly after the Covid-19 pandemic which confine individuals to travel. The analyst has recognized the components adding to discernment and mentality of vacationers towards staycation. The factors used in the study are cost, time and duration, closeness of destination, rest and relaxation, infrastructure facilities,, climate conditions, This study will make a clear idea regarding staycation , perception, and attitude among tourists. Pilot study is conducted among 40 respondents through a convenient sampling method which, is used to find out the factors contributing to perception and attitude of tourists towards staycation. The samples of 200 people of Kerala were chosen for the purpose of our study. So, data will be collected through structured questionnaire. The sampling is collected by convenient sampling method. The examination is gathered by an advantageous inspecting strategy. Subsequently, from this investigation the analyst infers that while choosing a traveler objective or the sort of travel industry it will be totally relies on the people individual decision.

## Keywords:

Staycation, Tourism, Kerala Tourism, Covid-19

## **1 Introduction**

Staycation is a travel industry that will furnish an engaging recreation trip with spending agreeable. As of late the terms and idea of staycation go to our schedules, particularly in this Coronavirus pandemic circumstance. To keep away from fatigue of individuals, they are directing their staycation. It is a type of elective for the travel industry that is completely in accordance with the sluggish travel industry pattern. It welcomes you to live right now. It urges you to require some investment find close by scenes reconnect and invest more energy out an entryway in nature with individuals you appreciate.

Staycation pattern restricts the pressure related to getting sorted out an outing, from discovering convenience to setting up various bags loaded up with garments that many times are not utilized. It permits you to complete exercises that you never do considering a bustling timetable during the year. Like visiting the super durable assortments of galleries and exploiting the great climate to rehearse a few spots in the close by parks. It likewise advances the neighborhood economy, to exploit excursions to take a visit on the neighborhood markets, go to the homestead to pick leafy foods, partake in the occasional game or imaginative courses, or even to go through a night in an intriguing inn close by. By finding the magnificence of your city or locale, which we frequently neglect to see due to pressure and the force of propensity is one more expected advantage of staycation. It permits us to figure out how to partake in the current snapshot of our life.

Staycation is a creative word for depicting the going within our country. It began as a small – getaway that anybody could take to transform the end of the week into a holiday. It was ideal for explorers who needed to keep away from expensive flights and find the secret jewels of our country. It simply needs to keep away from the tedious air terminal, and wellbeing check-ups. It helps the explorers to stay away from the most disappointing issues related to voyaging abroad. Like booking carrier tickets, cartage, and the most noticeably awful of all holding up at baggage control times. So, the staycation ideas assist the voyagers with keeping gladder, they can partake in a get-away without managing every one of the preventions that talked about.

## **2 Literature Review**

Besson, A. M. (2017). On a vacation staycation, common sense aesthetics might help you recover. A staycation, a brief vacation spent at home or in one's home region, is the phenomenon being researched in order to understand how people appreciate the aesthetics of a (culturally familiar) setting on a daily basis and how it affects restoration. The potential negative impact of long distance travel, novelty, and escapism on repair is

reduced by this concentration. The topic of staycations as they relate to regular aesthetics and restoration has never been explored previously. Through the lenses of qualitative media analysis, historical and empirical study of vacationing, and theories in daily aesthetics, the researcher examined staycations.

Rosu, A. (2020). interpreting distance. Mobility is a case of proximity tourism in staycations. The wonder examined is the staycation, a temporary vacation spent at home or in one's hometown, to understand how people use a (socially) natural environment for routinely satisfying their sense of style and how it affects reclamation. The effects of long-distance travel, peculiarity, and idealism are restricted to rebuilding by this Centre. According to the perspective of conventional style and reclamation, staycations have not previously been concentrated. The researcher's approach to the investigation of staycations was from the perspectives of subjective media analysis, precise research of occasion-making history, and regular feel speculations.

Sira kaya, E., McLellan, R. W., & Uysal, M. (1996). Modeling vacation destination decisions: A behavioral approach. Settled on foster different measures dynamic instrument to display get-away location decision choices of people dependent on the elements considered to be significant for excursion objective decision choices. The investigation underscores the significance of individual contrasts in settling an extended get-away objective decision choice. Albeit this examination exertion logical in nature, the outcomes uncover that utilization of social choice hypothesis is conceivable in demonstrating singular excursion objective choices, Um, S., & Crompton, J. L. (1990).

Attitude determinants in tourism destination choice. Attempted to dissect by a two-phase way to deal with movement objective decision was created dependent on the build of an evoked set. The two stages involved developing an evoked set from the mindfulness set and using the evoked set to make an objective decision. At the two phases, it was hypothesized that attitude toward each elective is a key factor in moving objective decision-making. Demeanor was defined as the disparity between visible facilitators and apparent inhibitors. A longitudinal methodology was used to collect data from respondents at the two stages of their decision-making.

## **2.1 Objectives and Hypothesis of the study**

### *Objectives*

1. To identify the factors contributing to the perception and attitude of tourists towards staycation.
2. To examine the factors influencing the perception and attitude of tourists to choose a staycation destination

### *Hypothesis of the study*

H1: Perception and attitude of tourists towards staycation is positively related to cost.

H2: Perception and attitude of tourists towards staycation is positively related to time and duration.

H3: Perception and attitude of tourists towards staycation is positively related to the closeness of the destination.

H4: Perception and attitude of tourists towards staycation is positively related to rest and relaxation.

H5: Perception and attitude of tourists towards staycation is positively related to climate conditions.

H6: Perception and attitude of tourists towards staycation is positively related to infrastructure facilities.

### **3 Methodology**

The primary data for the current investigation were gathered using a pre-validated questionnaire method. Pilot research was used to pre-test the questionnaire with 40 samples, and it has since been appropriately modified for the study. Both descriptive and analytical studies were employed in the research design. Data for the study were gathered from February 2022 to April 2022. 300 respondents from Kerala, India, were picked by the researcher using multi-stage random sampling and convenient sampling. Kerala is divided into three regions based on the classification of the Kerala Tourism Department i.e., South, Central, and North. Using random sampling, 3 districts namely Trivandrum, Ernakulam, and Calicut were selected out of 3 regions respectively, and after that data was collected using convenient sampling. Data analysis was done using statistical techniques such as correlation analysis, multiple regression analysis, and the Multicollinearity test.

## 4 Findings

### 4.1 Data Analysis and Interpretation

The reliability of the questionnaire is at a moderately good level, as evidenced by Table 4.2's Cronbach's Alpha value of 0.785.

Table 4.1: Reliability Analysis

Variables	No. of Items	Cronbach's Alpha
<b>Customer Perception and Attitude</b>		
Cost	4	0.722
Climate Conditions	4	0.571
Closeness of Destination	4	0.672
Infrastructure Conditions	5	0.853
Time and Duration	4	0.653
Rest and Relaxation	5	0.792
<b>Total</b>	<b>26</b>	

Table 4.2: Overall Reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.785	26

Source: Author's Own Compilation

### 4.2 Validity analysis

KMO measurement and Bartlett's test of sphericity have been used to evaluate the validity of the results. KMO test results are 0.795. It demonstrates that the value of KMO statistics is more than 0.7, indicating that the data may be used for additional study.

### 4.3 Correlation analysis

Based on the study's hypothesis, the accompanying table displays a correlation analysis of the factors that influence staycations and how visitors perceive and behave. Pearson Correlation coefficient was used to ascertain the connection between the variables. According to correlation analysis, the perception and attitude of visitors and the factors that influence staycations have both a high and a moderately positive association.

Table 4.3: Correlation Analysis

Sl. No.	Hypotheses	Correlation coefficient	Interpretation
1	There is a positive relationship between cost and perception and attitude of tourists	0.585	Moderate positive correlation
2	There is a positive relationship between Time and Duration and perception and attitude of tourists	0.665	Moderate positive correlation
3	There is a positive relationship between the closeness of the destination and the perception and attitude of tourists	0.783	High positive correlation
4	There is a positive relationship between rest and relaxation and the perception and attitude of tourists	0.705	Moderate positive correlation
5	There is a positive relationship between climate conditions and the perception and attitude of tourists	0.623	Moderate positive correlation
6	There is a positive relationship between infrastructure facilities and the perception and attitude of tourists	0.575	Moderate positive correlation

Source: Author's Own Compilation

#### 4.4 Multiple Regression Analysis

Table 4.4 above shows that the estimation of R Square equals.546, indicating that the six independent variables account for 54.6% of the variability in tourists' perceptions and attitudes toward factors that influence staycations (Cost, Time and Duration, Closeness of Destination, Rest and Relaxation, Climate Conditions, and Infrastructure Facilities). Further adjustment of R<sup>2</sup> resulted in a revised estimate that 53.1% of the study's variability in tourists' perceptions and attitudes may be attributed to six independent factors.

Table 4.4: Determinants of Staycation on Perception and Attitude of Tourists

R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
.741 <sup>a</sup>	.546	.531	1.92124

Source: Author's Own Compilation

Table 4.5 Determinants of Staycation on Perception and Attitude of Tourists

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.645	1.656		0.993	0.321		
Cost	0.279	0.125	0.221	2.232	0.006	0.154	6.505
Climate Conditions	0.056	0.057	0.05	-0.978	0.009	0.57	1.754
Closeness of Destination	0.953	0.085	0.649	11.239	0	0.453	2.205
Infrastructure Facilities	0.09	1.09	2.09	3.09	4.09	5.09	6.09
Time and Duration	0.095	0.055	0.083	1.71	0.008	0.633	1.579
Rest and Relaxation	0.648	0.119	0.27	-5.45	0	0.617	1.62

Source: Author's Own Compilation

a. Dependent Variable: Perception and Attitude of Tourists

The above coefficients table 4.5 showed the Cost (.279), Closeness of Destination (.953), Infrastructure Facilities (.090), Time and Duration (.095), Rest and Relaxation (.648) and Climate Conditions (.056) are positively related to the perception and attitude of tourists. It can also be seen that Closeness of Destination (.649) has a higher influence on tourist attitude in comparison other variables. The results indicate that the cost, time and duration, closeness of destination, rest, and relaxation significantly influence the perception and attitude of tourists. The significant values reflect that all variables have affected the perception and attitude of tourists. As all the predicted variables, including rest and relaxation, time and duration, cost, climate conditions, proximity to destination, and infrastructure facilities in the model have tolerance of 0.617, 0.633, 0.154, 0.570, 0.453, and 0.129, respectively, the effect of multicollinearity is neutralized. The results also show that there are no indications of multicollinearity because the VIF values obtained are in the range of 1 to 10. It suggests that each of the staycation variables' determinants is statistically independent.

## **5 Results and Discussion**

It is pertinent to make clearness about the term staycation among individuals since it had started as of late, so individuals are little natural about the term, even the idea is recognizable to all. In any case, the term is not a lot of recognizable, so this examination will make a reasonable thought regarding staycation, discernment, and mentality among vacationers. The principle point of this examination was to realize what are the components that impact individuals to pick a staycation objective, how much level did each factors affected individuals how was the experience of individuals on staycation, these all are the fundamental features of our investigation. These all are directed by thinking about numerous factors with connection to the travel industry.

## **6 Implications, Limitations, and Areas for Future Study**

This study has many practical implications for the different stakeholders of the tourism industry. The hospitality industry may take into consideration the perception and attitude of tourists' behavior and develop their business strategies in such a way that it gives maximum comfort and relaxation in a short span of time for domestic as well as international tourists. Government authorities may develop plans to improve infrastructure such as road connectivity to make tourist locations easily accessible thereby attracting more domestic tourists. Authorities can take steps to enhance the facilities at the tourist spots.

Several limitations are identified, which should be considered for further study in the future. Firstly, the study is limited to a particular geographical location, and it should be expanded to other parts of the world and check the relevancy of the study. Secondly, the factors of this study explain 53.1% variance in Tourist's attitudes and perceptions. It motivates the chance of considering other variables to be considered in future studies. Further study may consider the impact of endemic and pandemics on staycation in comparative terms.

## **7 Conclusion**

The study's major objective was to determine the factors that influence staycations and the extent to which they have an impact on respondents' attitudes and perceptions about them. The researcher found that most of the respondents are keen on traveling to different destinations especially short-duration places for finding relaxation out of stress made by their job routines and more specifically due to the immobility imposed by the Covid-19 pandemic. As there are restrictions for interstate and international travel due to the pandemic and the regulations are changing day by day, the respondents prefer to take a staycation. Leisure has become and luxury during the pandemic as they are struggling



hard to find a livelihood. But even in this scenario, respondents are interested in finding a close destination on an affordable budget.

## 8 About the Author

Tony C Mathew is a research scholar in marketing with a focus on consumer behavior at Kumaraguru College of Liberal Arts and Science, Tamil Nadu, India, which is affiliated with Bharathiar University. He is a postgraduate in Master of Commerce and Master of Business Administration and holds a teaching experience of around 10 years. He has published his works in several international journals and conference proceedings. His research interests are in the field of marketing, tourism, finance, etc.

Dr. N. Sridevi - M. Com, MPhil, MBA, MA- Women Studies, MA Yoga, Ph.D. Doctorate in Real Estate in Marketing from consumer perspective and awareness. Have published many articles in reputed journals and presented papers at international conferences. Presented a Paper at International Academia Conference on Humanities and Social Science presented a paper on A study on the purchase of immovable property with reference to consumers of Chennai- Germany - Leipzig on May 9-10, 2018. GSE- Group study exchange program representing India from different Professionals Attended a one-month group study exchange program in California for a period of one month from October 2010 to November 2010. Awarded as Best Faculty advisor in SIFE in 2011 and participated in the world cup at Kuala Lumpur Malaysia. (32 Countries participated in the World cup). Leadership award by Mahindra & Mahindra in 2016 September at Mumbai Tajlandsend for Social entrepreneurship. Review member for IJCRT.

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