



ANALYSIS OF RECREATION TOURISM AND ITS ASSESSMENT AT A TYPICAL METRO INDIA

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ABSTRACT

Recreation is entertaining oneself, through pleasurable activities during leisure times. The term leisure connotes free time at one's disposal without any obligatory duties. Tourism is a means of accomplishing the objectives of leisure and recreation pursuits. Earlier researchers classified tourism into six types based on its purpose, such as recreation, cultural & religion, sports & adventure, health (spiritual & yoga) and so on. Though recreation is experienced in cultural, sports health and incentive activities, it is isolated conventionally and classified as a separate type of tourism. A field survey has been designed and executed to examine the factors that attract a visitor towards a particular destination and for verifying the aptness of conventional classification. Towards this aim a typical tourist destination, namely the Metropolitan City of Hyderabad, which has all the above classified types of tourism is chosen.

These studies revealed that the tourism can actually be classified in to two major categories namely (i) Recreation Tourism and (ii) Non-Recreation Tourism for Business purpose. Further these investigations show that hospitality and accessibility are more vital to attract visitors, rather than the multiplicity of the recreational features provided at any given location.

KEYWORDS: *Leisure, Recreation, Non recreation, Attitude, Assessment, Investigation*

Introduction

The word leisure, derived from Latin, literally means to be free. Leisure is a free time at one's disposal embracing any activity other than normal work and obligatory duties. The activities which are entertaining and relaxing to humans during leisure time through voluntary pursuits constitute the recreation. Weaver & Lawton (2002) state that leisure and

recreation are two components within a constellation of related purposes that include vacation, rest, relaxation, pleasure and holiday.

Tourism is an element of leisure that involves the movement of a person or persons away from their normal place of residence. It is classified into six types based on its purpose or nature of activities carried through that purpose. Christopher & Neil (2006). Weaver & Lawton (ibid) state that the majority of the people taking to do so for leisure / recreation, visiting friends & relations and business and for those of other three categories are numerically fewer. According to them leisure / recreation tourism accounts for the largest single share of tourist activity at a global level signifying its importance. However Mohinder Chand, (2009) noted that recreation as intangible elements along with entertainment, atmosphere and attitude.

Most of the Indian authors (Negi 2004, Pran 2006) classify tourism into six types based on the purpose, identifying each type as a distinct purpose of tourism by itself. The classification of tourism based on the purpose conceived by earlier workers is presented in Figure 1 (a).

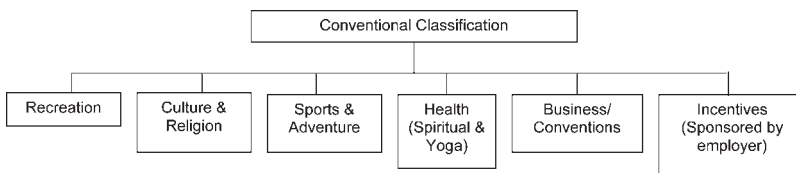


Figure-1(a)

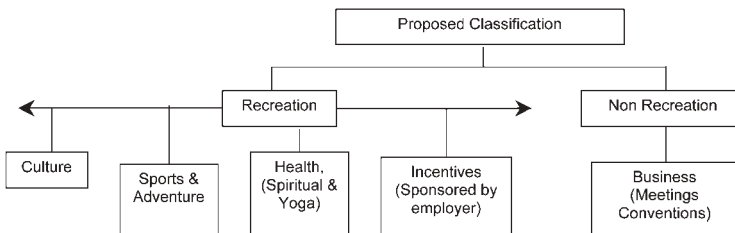


Figure-1 (b)

Figure-1 : (a) Conventional and (b) Proposed classification of tourism based on he purpose.

In the above classification there are six categories of tourism comprising recreation, culture & religion, sports & adventure, health & spiritual, business conventions and incentives. But there is recreation even in Culture & Religion, Sports & Adventure, Health & Spiritual, Incentive although they are separated from recreation in the list. Those who travel with some

obligatory sense of work on the other hand, do not have any recreation as part of their travel as they are preoccupied with meetings / conferences / conventions as part of their work.

Therefore considering etymology of leisure / recreation, the author opines that all the categories of tourism excepting business need to be clubbed under recreation and recreation cannot be viewed as a separate entity.

Hence classification of tourism broadly falls into two types namely (i) recreation tourism and (ii) non-recreation or business tourism. The proposed classification is presented in the same Figure 1 as (b) along with the details.

It is relevant in this connection to note that Hall & Page (2001) observe that business travel is different from leisure as it is a work oriented form of tourism. De Grazia (1964) father of leisure in the West opines that leisure is not necessarily recreational, but to expand one's awareness and contemplation. Piper Josef (1965) feels that leisure is to be understood as a mental and spiritual attitude. According to Gray David (1971) leisure is an activity which involves pursuit of truth and self understanding. Neulinger (1974) offers a psychological model of leisure as a state of mind, of being at peace with oneself and what one is doing. However the Council for Health, Physical Education and Recreation ACHPER (1980) defines Leisure as a state of mind characterized by un-obligated time and willing optimism.

Table-1 shows the various opinions and definitions on leisure / recreation expressed in the literature by different authors are codified for ready reference. The underlying factor for leisure / recreation seems to be a combined measure of free time that the body engages in free time and the attitude of mind which experiences it.

Table-1: Different Opinions of various Authors on Leisure & Recreation

S.No.	Author & Year	Opinion on Leisure
1	Brook (1993)	Perceptions of work and nonwork
2	Gray David E (1971)	Pursuit of truth and self-understanding
3	Neulinger (1974)	State of mind
4	Pieper Josef (1965)	Mental and spiritual attitude
5	Roadburg (1983)	Free time through voluntary pursuits
6	Sebastian de Grazia (1964)	Awareness and understanding
7	Stebbins (1982)	Through entertainment & engagement
8	Stockdale (1985)	Emphasizes individual perceptions and belief system

(a): Authors opinion of Leisure

S.No.	Author & Year	Opinion on Recreation
1	Cooper, (2005)	Pursuits engaged in during leisure
2	Holloway and Taylor (2006)	Entail active engagement or more passive pastimes
3	John AP (1986)	Recreate' the individual refreshed
4	Hall & Page (2001)	Recreation is experienced in all forms of tourism except business
5	Weaver and Lawton (2002)	Enhancement of Mental and physical health
6	Yukic T S (1970)	Act or experience

(b): Authors opinion of Recreation

With a view to analyze the authors concept of recreation tourism a typical Metro, Hyderabad, India is chosen. A Map of Hyderabad Metro showing India as inset along with seven representative recreation locations is presented in Figure 2 and their detailed features are described and discussed in next section.

Hyderabad - A Typical Metro

The selected destination Hyderabad is the capital of Andhra Pradesh a constituent of India. It is the 3rd largest city in India which is a “Show Case” for providing facilities for all afore said or five types of tourism. A multitude of influences have shaped the city of the Hyderabad into a rapidly emerging hub of several recreation zones. The city is famous for pearls, lakes, parks, historical monuments, Hi-tech city housing many companies & prestigious educational institutes along side recreation zones attracting tourists from all over the world is rapidly growing in population as well as areal extent. It as vide the Growth statistics of the metro presented in Table 2 (a), (b), and (c)

Table 2: Growth in population of Hyderabad Metro, areal extent and visitor statistics

Census	Population	% of Increase
1961	35,983,000	—
1971	43,503,000	20.9%
1981	53,550,000	23.1%
1991	66,508,000	24.2%
2001	75,727,000	13.9%

(a): Growth in population of Hyderabad Metro

S. No.	Year	Area in Sq. Km.
1	1973	245
2	1983	355
3	1991	522
4	1996	587
5	2007	650

(b): Expansion in the areal extent of Hyderabad Metro

S.No.	Year	Domestic	International	% of increase	
				Domestic	International
1	2004	89440272	501019	—	—
2	2005	93529554	560024	4.60%	11.78%
3	2006	111715376	669617	19.44%	19.57%

(c): Domestic and International Visitors to the Hyderabad Metro

It can be observed from the Table 2 that the city is presently spread over an area of 650 sq. kms. The population of the Metro which was 75lakhs in the year 2001 (ITS, 2006). The average growth rate of population in a decade is over 20% and the areal extent has doubled from 1980's to 2000.

The numerical data pertaining to the national and international visitors to the metropolitan city during the three consecutive years of from 2004, 2005 and 2006 is Table 2 at (c). The Table shows that the number of international visitors has risen by 12%, while that of shows domestic visitors an increase of 10% in the three year period. The growth in the recreation activity is observed parallelly with the growth of the urban population with domestic/foreign visitors and leisure and recreation centers have multiplied five fold in the period.

The Metro is has a number of heritage cultural sites, parks and theme parks, entertainment venues and adventure locations. The particulars of these locations with their names respective themes, the year of their establishment along with the details of each location, in pre and post liberalization era are presented in Table 3.

It is observed from the Table 3 that the specific focus of tourism development since mid-nineties is on entertainment and/or establishment of the theme parks while the focus earlier was on heritage, cultural sites, Museums and Zoo. Figured in pre-liberalization era. It can also be observed from the Table 3, that the major development of recreation activity took



Figure-2 : Typical Recreation Location at Hyderabad Metro (India is shown as inset)

place in the post liberalization era i.e. in mid-nineties when almost all sites are developed for different purposes of tourism due to integration of world economy.

The survey has covered all the recreation destinations in the Metro encompassing different categories and Themes. As an example data pertaining to seven representative locations are presented in Table 4 since

Table 3: List of Recreation locations in Hyderabad Metro

S.No.	Name of the Location	Theme of the Recreation	Year of Establishment
Pre-Liberalization			
1	Golconda Fort	Culture & Heritage	16th Century
2	Charminar	Heritage	1591
3	Nehru Zoological Park	Zoo Park	1963
4	Salar Jung Museum	Historical	1951
Post-Liberalization			
5	Botanical Gardens	Aromatic & Medicinal Plants	2001
6	Dhola-ri-Dhani	Ethnic	1997
7	Durgam Cheruvu	Natural Lake	2001
8	EAT Street	Food Court	2004
9	Gandipet Reservoir	Picnic Spot	2002
10	Imax Theatre	Entertainment	2003
11	Kasu Brahmananda Reddy Park	National Park	1994
12	Lumbini Park	Recreation Park	1994
13	Mahavir Harina Vanasthali National Park	Deer Park	2000
14	Mount Opera	Multi Theme Resort	2003
15	NTR Gardens	Entertainment	2001
16	Ocean Park	Amusement Park	1997
17	Ramoji Film City	Film City	1996
18	Runway 9 - Go Karting	Go Karting	1999
19	Snow World	Theme park	2004
20	Shilparamam	Arts & Craft Village	2000
21	Treasure Island	Theme Park	1994
22	Yogi Bear Children's Park	Children park	2001

the rest of the locations fall under one or the other of these seven. The details of these locations are presented in Table-4.

It is to be noted that the representative locations are acknowledged as unique the world over. The Golconda fort is a Historical and Cultural monument of 16th century recognized by UNESCO. The IMAX complex with cinema halls food courts and shopping malls is first of its kind in Andhra Pradesh. Snow World and Mount Opera represent theme and multi theme parks. Mount opera is multi theme family resort. Ramoji Film city is not only a centre for production of World class cinema but also a visiting

Table 4 : Detailed features of typical tourist locations

S. No.	Name of the location & Category / Theme	Features	Remarks
1.	Golconda Fort (Culture & Heritage)	Mohammed Quli Qutibshah built a massive Granite Fort during 16th Century a hill top situated at 400 ft. above ground level; 11 km perimeter; Ingenious Drainage & Water supply systems on hill tracts; Famous acoustic designed to hear the sound of a clap, made from a portico on the ground, at the hill top; Premvathi, Bhagmati Prayer hall, Dance hall; Huge gates decorated with large pointed iron spikes are other attraction of the Fort.	World's oldest rock formation of 2500 million years old weathered and settled into a picturesque harmony while the fort city grew around them; Golconda was diamond capital of the world and one of the leading markets; Recognized by UNESCO as cultural & Heritage site; Sound and light show is an added attraction to this fort.
2.	Imax Theatre (Entertainment)	I Max Complex is Spanning an area of 2,35,000 Sq.ft. accommodating 5 theatres; I Max theatre has a seating capacity of 1000 with a large screen of 29 x 22 mts; and provided with Most powerful projectors with Six Channel Sound system and 1200 watts output. Considered as Asia's biggest complex.	I Max theatre started on 25th July 2003; India's 3rd 3D Imax Theatre; Centre of entertainment with food outlets, coffee bars; multi cuisine restaurants & shopping centers.
3.	Mount Opera (Multi Theme Resort)	The Biggest Multi theme resort; Amusement rides set over 50 acres; Health club like gymnasium with Sauna; Rain Dance; Attractions include of Indoor games; Toy train, Open Air Theatre.	Opened for public from 2003; Leisure activities for the entire family; Multi cuisine restaurants, fast food, coffee shop; It is on the National Highway-9.
4.	Ocean Park (Water Theme for Children)	Spread over an area of 20 Acres with sensational water slides, wave pool, Splash pool & Kids pool; A 60-Ft High Ride; landscape gardens, hara kari, aqua snake; Amusement rides on bumping cars, high swinger, fun trooper, break	Established in the year 1997; AP's largest and India's 2nd largest water theme amusement park; Member of the International Amusement Parks & Affiliation (USA); Member of the World Water Park

	domes; Kids rides, peacock train, kiddy car safari; animal rides. Games such as desert tanker, gun, lethal enforcer, speed basket ball;	Association (USA); Multi-cuisine restaurant is available
5. Ramoji Film City (Recreation based)	Largest film studio complex in the world spread over 2000 Acres; 50 studio floors, 500 set locations, outdoor locations, high-tech laboratories, digital film facility; Lush green landscape and scenery with natural & artificial attractions; Shooting stages, Artificial water falls; Leisure destination for holidays and honeymoon; Facility for corporate conferences, events, theme parties, adventure camps.	Film City started in 1996; Entered the Guinness Book of World Records as one of the largest film studio in the World for best cinematography; Fully loaded with Specialized theme-based restaurants and food courts, Family picnic spots, calendar of events, Star facility for lodging in 3 star & 5 star hotels.
6. Snow World (Theme based)	India's First & World Biggest Snow Theme Park; Spread an over of 17,000 Sq. ft area, with natural Snow created with mineral water; Temperatures maintained are between -5 degrees to 0 degrees centigrade; A view of 300 degree mountain horizon, spirit of snow, adventure of excitement through Snow Slide, Ice bumper Car, Merry Go round and Snow Wars included in the attractions	Opened in January 2004; Children taller than 2 feet are only allowed in the snow and not below; Warm clothes and water proof shoes are provided; Hot soup served to get acclimatized to the environment; Duration of each session is one hour.
7. Treasure Island (Sports and Adventure based)	Offers a variety of leisure and fun oriented activities over a 60 acre of landscape such as Horse riding, billiards, dancing at the disco, go-carting Camel Rides, fun-filled games like table-tennis, chess, and billiards; Swimming pool facility, a Dance floor with 10000 watts music; Attractive Bamboo cottages for stay.	Established in 1994 as sports and adventure based tourism location

spot for all age groups. The Ocean Park is India's second largest water based amusement park. The pictures of these acknowledged sites are presented in Figure 3 by systematic survey and selection from their respective Web Sites.

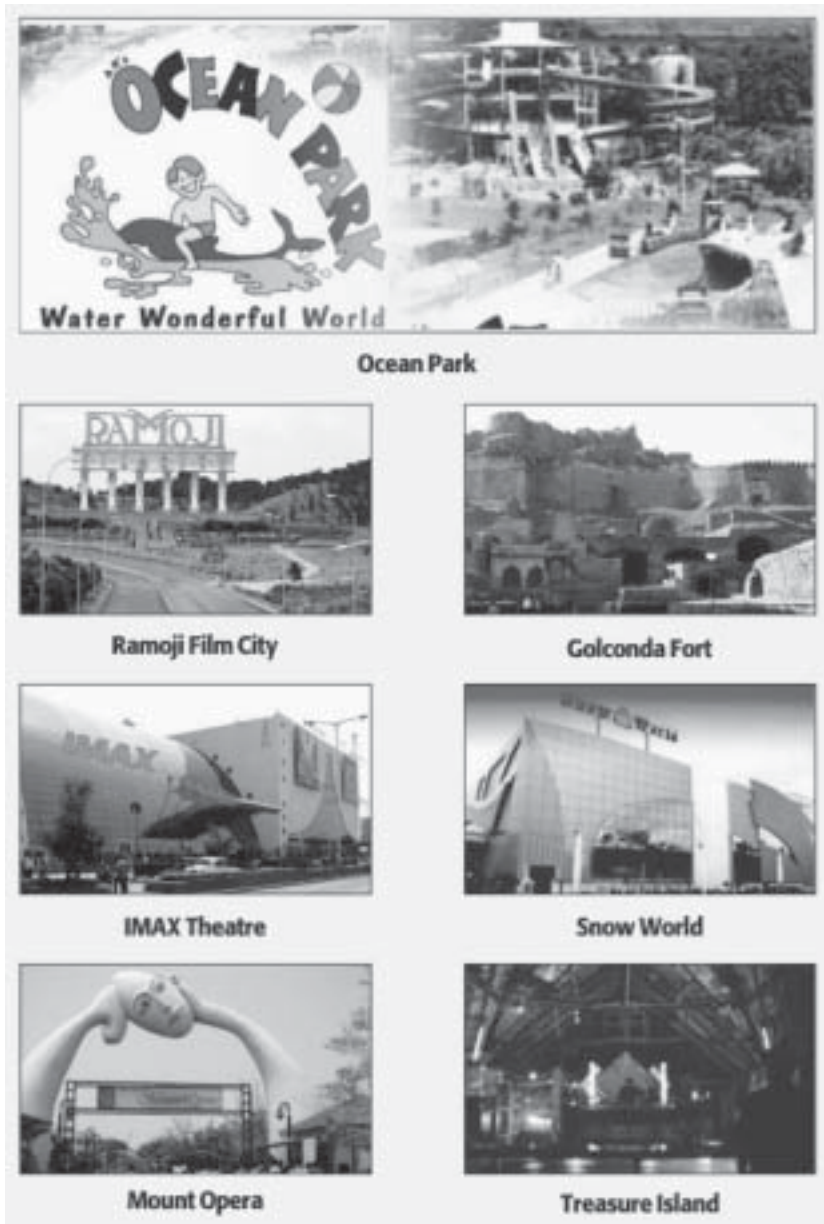


Figure-3 : Acknowledged recreation sites in Hyderabad Metro

Assessment of various Elements of Recreation

To assess the influence of various elements of recreation on tourists the author covered out a survey covering the different types of tourism facilities available at Hyderabad. For this nine objective type of questions were designed and developed to which responses of tourist was sought. The question cover different aspects of tourist choice of a particular location and the same is presented in Figure 4 (a).

1. The recreation site is easily accessible.
2. Hospitality services are excellent
3. Great entertainment venue for all climates
4. Provides Recreation for all age groups
5. Good Varieties of food & accommodation are provided
6. Provision of High security arrangements
7. Certainly planning for a revisit and recommend others
8. No Barriers for using by different social groups
9. Complete satisfaction to both body and mind

(a): Performa for Ranking the Parameters

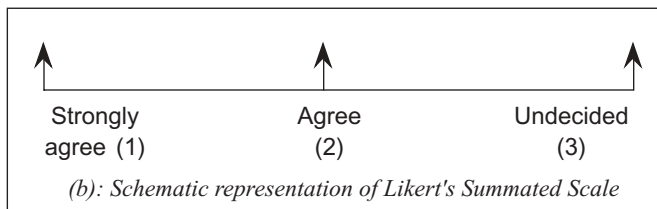


Figure-4 Parameters considered for Ranking along with Scale applied

The questionnaire is primarily focused to ascertain the views of the tourist regarding the facilities at each spot such as, food, hospitality, recreation events, accessibility and so on. The survey covered a total population of three hundred visitors with a sample size of 15 to 20 persons randomly chosen with varying age groups at each site, and the responses obtained from them at each of location are recorded. The data collected during the survey is analyzed by using Likert's Scale (Kothari, 2006) consisting of three degrees that is 'Strongly Agree', 'Agree' and 'Undecided'. A schematic diagram of the Likert's scale used is presented in Table 4 (b).

The consolidated responses to the seven of the representative sites along with percentage of responses is presented in Table 5.

Table 5: Responses to the Questionnaire of the Survey

S. No.	Recreation Site*	Survey Questionnaire									Percentage of Response (Max. index)
		1	2	3	4	5	6	7	8	9	
1	Golconda Fort	Strongly agree	Agree	Strongly agree	Agree	Un-decided	Strongly agree	Agree	Agree	Agree	34%
2	IMAX	Strongly agree	Un-decided	Agree	Agree	Agree	Agree	Agree	Agree	Un-decided	12%
3	Mount Opera	Strongly agree	Un-decided	Agree	Agree	Agree	Agree	Agree	Agree	Agree	12%
4	Ocean Park	Strongly agree	Strongly agree	Agree	Strongly agree	Agree	Agree	Strongly agree	Strongly agree	Strongly agree	67%
5	Ramoji Film City	Strongly agree	Strongly agree	Strongly agree	Agree	Strongly agree	Agree	Agree	Strongly agree	Agree	56%
6	Snow World	Strongly agree	Strongly agree	Agree	Agree	Un-decided	Agree	Agree	Strongly agree	Agree	34%
7	Treasure	Agree	Agree	Un-decided	Un-decided	Agree	Agree	Un-decided	Un-decided	Un-decided	Nil

It can be seen from the Table-5 that there are six ‘strongly’ agree responses for Ocean Park followed by five for Ramoji Film City and three each for Golconda Fort and Snow World occupying percentages 67, 56 and 34 respectively. Accordingly ‘Ocean Park’ is rated as the best sought among the recreation spots, while ‘Ramoji Film City’ and ‘Golconda Fort’ occupying second and third positions. This is in contrast to the general belief that ‘Ramoji Film City’ occupies the first position, because it is well known and famous finding a place in the Guinness Book of World Records. The reason for its ranking second instead of first could be perhaps, its location being far off from the city making its accessibility difficult and the inconvenient visiting timings.

The analysis confirms that tourist experiences recreation whether the site he visits is in the categories of heritage, entertainment, amusement or any other particular theme except business.

Conclusions

Leisure is the free time at one’s disposal and activities engaged during the leisure which are entertaining to human is a recreation. Conventionally tourism is classified into six types based on the purpose. However It is observed in this classification that recreation is differentiated as distinct type from culture, religion, sports, adventure, health, spiritual tourism despite the fact that recreation is experienced in all these types, except in work-oriented business tourism. A typical Metro, Hyderabad, India which is the 3rd largest city in India and having historical, cultural and recreational significance is chosen for validating the aptness of the conventional classification. Systematic investigations are carried out to analyze various elements that constitute recreation based on its etymology through systematic field observations.

A comprehensive survey format is designed and developed with nine parameters for getting the user responses randomly from tourists of varying age groups. The data is analyzed and evaluated by Likert’s scale using three degree attitude test.

The assessment of these sites revealed that recreation is experienced in all the types of tourism except in business tourism despite the fact that they are classified under different categories based on the purpose. Therefore tourism is to be viewed as having only two distinct types based on the purpose, namely recreation and non-recreation where the mind is pre occupied with work.

The survey results show that managerial aspects such as easy accessibility of the location and the quality of hospitality are more important factors for the tourist to choose any particular location than multiplicity of attractions that any given site possesses in providing total recreation.

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