

Influence of Gender on Travel Motivation

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Abstract

Our society is a vibrant system and it is sprouting incessantly. Men and women form two pillars of the society and harmonize each other. In past days owing to the character of work primarily domestic responsibilities taken by women they were left behind in the main stream and became restricted to house. This compartmentalization became so strapping to the extent that people did not pay attention to their edification, wellbeing and other things and they were being subjugated. Then women became conscious and fought for their empowerment. Now they are at par with men, are self-governing and thriving in almost all the careers. Due to this paradigm shift there has been an impact on diverse areas of society counting law, policies, working culture, gender ratios at work places, shopping patterns, product development and travel also did not remain unaffected. The impact witnessed by travel is in the form of high increase in women travelers. The industry has impulsively tried to tap this forthcoming niche by responding to their explicit needs. This study is an effort to ascertain whether the travel motivation is affected by gender or not. Modest study has been done in this vicinity though in profundity researches on women preferences of transport, transport patterns, transport comfort, position of women in tourism are extensively available.

Keywords: Destination, Destination Attributes, Motivation, Perception, Outlook, Tourism, Travel Behavior, Travel Pattern

Paper Code (DOI): 21480; **Originality Test Ratio:** 06%; **Submission Online:** 20-Jun-2018; **Manuscript Accepted:** 21-Jun-2018; **Originality Check:** 23-Jun-2018; **Peer Reviewers Comment:** 24-Jun-2018; **Double Blind Reviewers Comment:** 25-Jun-2018; **Author Revert:** 26-Jun-2018; **Camera-Ready-Copy:** 27-Jun-2018; **Editorial Board Excerpt:** 30-Jun-2018.

Editorial Board Excerpt: *At the Time of Submission (ToS) submitted paper had a 06% plagiarism which is a good sign as far as originality description is concerned and fall under an accepted percentage for publication. The editorial board is of an scrutiny that paper co-authored by arvind, shweta and manohar had a subsequent surveillance by the blind reviewer's which in a while had been set right and amended by an author in a variety of phases as and when essential to act so. The reviewer's had in a preliminary stages comment with minor revision with a following observation which at a short span restructured by an author. The comments related to references, abstract and body text is perceptible both subject-wise and research wise by the reviewers during assessment and further at blind review procedure too. All the comments had been shared at a variety of dates by the authors' in due course of time and same had been incorporated by the author in accumulation. By and large all the editorial and reviewer's comments had been incorporated in a paper at the end and further the paper had been earmarked and decided under "Empirical Research Paper" category due to it's research inclination. The research paper emphasize the work in relation to Influence of Gender on Travel Motivation.*

1. Introduction

Tourism is precisely defined as a phenomenon linked with human nature to explore which has evolved into a major industry of the world. It is not a complete activity in itself but has a set of inter related activities. It is a whole interlinked chain comprising of primary and secondary components which put together creates an experience called TRAVEL. The importance of tourism can be accessed by a mere fact that we have UNWTO coordinating for it at an international level and almost each country and state has a tourism ministry. Nearly every institution defines "Tourism" differently. But as essential term, we can sum it up as follows; "Tourism is a collection of activities, services and industries

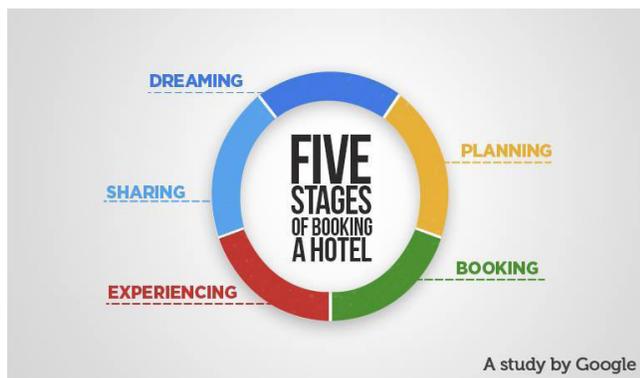
which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and the hospitality services provided for individuals or groups traveling away from home". "The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors" Macintosh and Goeldner.

Travel information specify that women travelers impel the travel market of the world and are influencing travel industry to a great extent as they are earning more, spending more and this segment is evolving as a great niche in travel industry. Nikhil Ganju, Country Manager TripAdvisor, has a view that the

augment in women traveler for business purpose is quite obvious and is the result of the increase in the number of working women. But the significant increase in Indian women opting to travel solo on holiday is a factual astonish.

Study has revealed that nearly 78 percent respondents prefer to stay on a women exclusive floor in hotel or wants to stay in an all women's hotel. These phenomena appeared when women are traveling all-alone.

Travel and tourism associated behavior is an important factor for deciding tourism industry growth, demand and supply chain and international tourist flow pattern. Travel and tourism behavior has been conceptualized on basis of tourist behavior prior to, during and subsequent to traveling. It is generally termed at Pre-travel, During Travel and Post Travel. Based on this Google has released a study that explains five stages of travel that people go through while planning and making travel (Figure 1).



Source <http://johnmaclang.com/2017/03/14/five-stages-travel/>

Figure 1. Five stages of travel: A study by Google.

However they can further be combined into three stages as – Dreaming, Planning and Booking are the components of the pre travel stage. Experience form the actual feel which are a consolidated result of all the attributes of a tourist destination. This also forms the basis of the third stage that is sharing which is post travel and totally depends on the travel experience.

This study is an attempt to discover whether the travel motivation is affected by gender or there is no significant relation between gender and travel motivation. Modest study has been done in this vicinity though in depth researches on women preference of transport, transport patterns, transport comfort, position of women in tourism are widely available.

2. Research Question to be Tested

1. Is Travel Motivation influenced by gender?
2. Is there a difference in travel behavior of men and women and if yes what are the areas where they differ?

3. Hypothesis to be Tested

Hypothesis (H₁): Travel Motivation is influenced by gender of the person, and

Null hypothesis (H₀): Travel Motivation is not influenced by the gender of the person.

4. Objectives of the Study

- To study the travel motivation of men and women,
- To find out the attributes that men and women look for while selecting travel destination,
- To study the importance level of various factors related to tourism for men and women, and
- To analyze opinions of men and women and test them for significant difference or similarity.

5. Rational of the Study

Women comprise 50% of the total world population and form an equally large market segment. To tap this segment we need to understand their needs and behavior but there have been limited studies on this subject. The inability to acknowledge, embrace, accept and understand female qualities poses a hindrance to win over the female target market. Various fields have conducted studies to understand female market segment and are being benefited by them. Travel and tourism advertisers and marketing agencies are conscious due to certain differences between men and women choice pattern and associated behavior. Men are convinced by facts and data and weigh the options bases on concrete information. For women, on the other hand however comprehensive data may be, has to be combined with emotional connect and past experience.

The increasing women traveler in leaps and bounds has made this study necessary as this is surely an evolving niche segment in tourism. To leverage the hidden potential of women travelers it is necessary to know what they look for while travelling and how they are different from their counterparts.

6. Research Methodology

An empirical survey was conducted in Pune (India-Maharashtra) in the month of September 2017. A questionnaire was developed by analyzing related preceding research studies and the questions asked were related to destination attributes, demography and motivation. The questionnaires were distributed to both males and females. A total of 150 questionnaires were distributed electronically using survey monkey, what's up, circulating on social media and by sending to various work groups, art groups and office groups. Out of this 124 were complete in all respects and found suitable for data analysis. Sampling of this survey was based on convenient sampling.

7. Research Instrument

The research instrument used was the self-administered questionnaire which consisted of demographics/parameters related to the destination and travel motivation which were to be rated as per their perceived importance and also included the question on effectiveness and availability of the seven pillars of Indian tourism. All the questions were structured and the respondents were required to rate or choose. The questionnaire comprised of initial section having ten questions about the demographics. This was followed by the question on travel behavior, factors affecting the choice of destination, preference of Travel Company, frequency of travel, travel motivations and essential attributes looked upon in a destination. This section was followed by questions on five A's of tourism – accessibility, accommodation, amenities, attractions and activities and attributes related to the form of tourism.

The demographics form an important part of this research as the study revolves around behavior which is the outcome of the sum total of a person's personality which in turn is formed by the person's background, occupation, gender, age, education and various other factors compounded together along with the experiences and show up as a behavior.

8. Findings of Research

8.1 Demography of Respondents (Tabl 1-18 and Chart 1-9)

(A) Gender

Table 1. Gender-wise demographics

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	60	48.4	48.4	48.4
Male	64	51.6	51.6	100.0
Total	124	100.0	100.0	

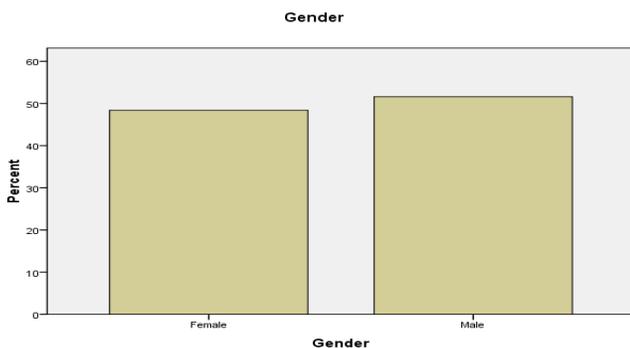


Chart 1. Gender-wise demographics.

(B) Marital Status

Table 2. Gender-wise marital status

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Divorced	2	1.6	1.6	1.6
Married	112	90.3	90.3	91.9
Significant others	1	.8	.8	92.7
Single	9	7.3	7.3	100.0
Total	124	100.0	100.0	

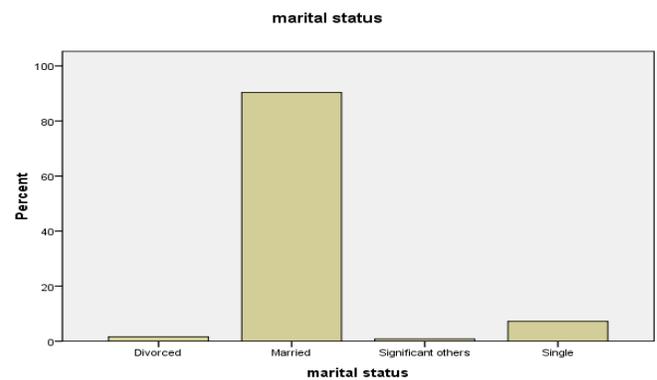


Chart 2. Gender-wise marital status.

(C) Number of Kids

Table 3. Gender-wise number of kids

No of kids	Frequency	Percent	Valid Percent	Cumulative Percent
	5	4.0	4.0	4.0
1	46	37.1	37.1	41.1
2	57	46.0	46.0	87.1
more than 2	1	.8	.8	87.9
not applicable	15	12.1	12.1	100.0
Total	124	100.0	100.0	

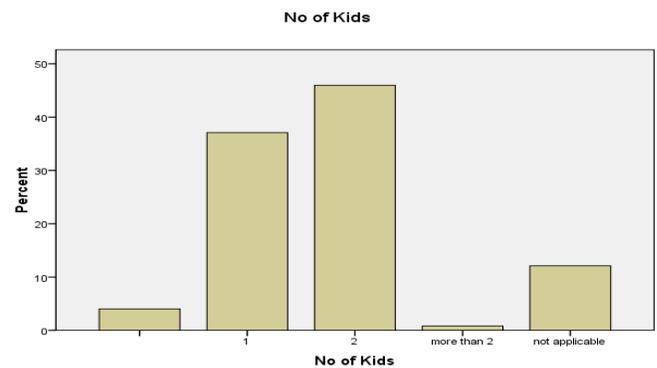


Chart 3. Gender-wise number of kids.

(D) Age

Table 4. Gender-wise age

Age bracket	Frequency	Percent	Valid Percent	Cumulative Percent
21 to 30 yrs	12	9.7	9.7	10.5
31 to 40 yrs.	64	51.6	51.6	62.1
41 to 60 yrs	43	34.7	34.7	96.8
more than 60 yrs.	4	3.2	3.2	100.0
Total	124	100.0	100.0	

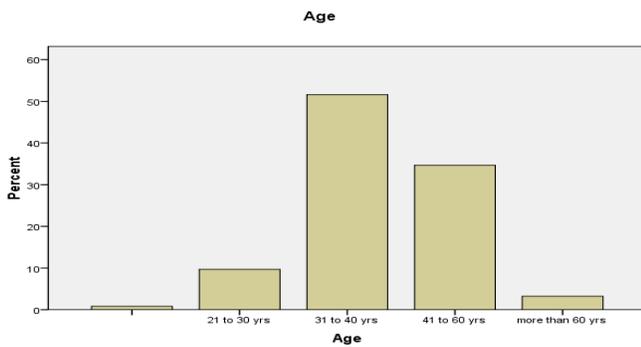


Chart 4. Gender-wise age.

(E) Educational level

Table 5. Gender-wise educational qualification

Education level	Frequency	Percent	Valid Percent	Cumulative Percent
Graduate	29	23.4	23.4	23.4
Other (please specify)	7	5.6	5.6	29.0
Post graduate	70	56.5	56.5	85.5
Profession	18	14.5	14.5	100.0
Total	124	100.0	100.0	

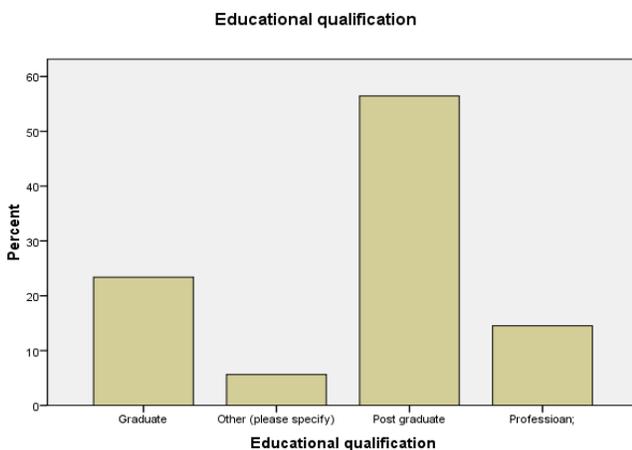


Chart 5. Gender-wise educational qualification.

(F) Occupation mix

Table 6. Gender-wise occupation mix

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Home maker	22	17.7	17.7	18.5
Other (please specify)	10	8.1	8.1	26.6
Own Business	6	4.8	4.8	31.5
Professional	85	68.5	68.5	100.0
Total	124	100.0	100.0	

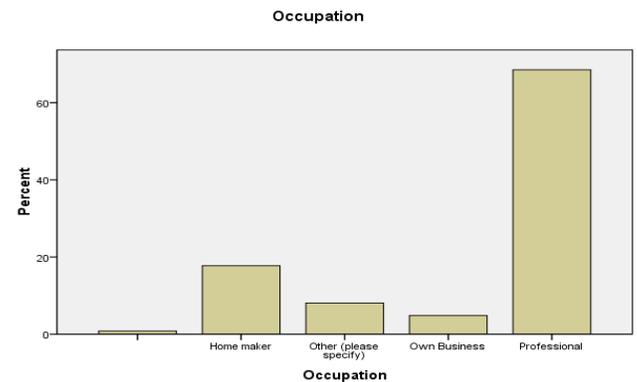


Chart 6. Gender-wise occupation mix.

(G) Income

Table 7. Gender-wise income

Income	Frequency	Percent	Valid Percent	Cumulative Percent
less than 30000	8	6.5	6.5	73.4
30000 to 70000	26	21.0	21.0	33.1
70000 to 1.5 lakh	42	33.9	33.9	66.9
more than 1.5 lakh	33	26.6	26.6	100.0
Don't want to disclose	15	12.1	12.1	12.1
Total	124	100.0	100.0	

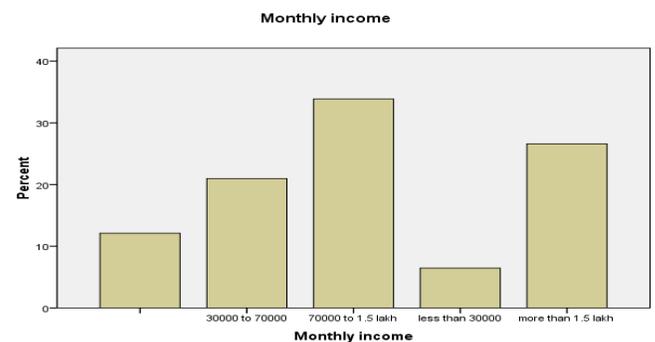


Chart 7. Gender-wise income.

Being a comparative study of males and females an effort was made to search out equal number of responses however the male's responses were more than female responses. Of the total data of 124 respondents 60 were females and 64 were males. Of the total data collected 90% respondents were married with a small proportion of single and divorced respondents. About 46% of the total married respondents had two kids followed by 37% who had single kid. The respondents belonged to an age bracket ranging from 30 year to 60 years. This is supposedly an active time span of persons life time in which he is almost settled and is involved in travel. 100% of the respondents were educated with 57% of the people with post graduate degrees. This is also important as the travel is not a necessity and is still privilege of

educated and financial secure people. Majority respondents were professionals with small number of homemaker and business persons. The income ranged from 30,000 per month to 1.5 lakh per month and around 26% of the respondents were in the still higher bracket.

To ensure the uniform distribution within the male and female respondents the cross tabulation of data was done on the demographics. Majority males and females were either married or single. Both married males and females either have 1 or 2 kids. The major educational spectrum lied between graduate to post graduate within the age bracket of 30 years to 60 years. In the same way there was uniformity in income and occupation of males and females.

Table 8. Status and gender cross tabulation

			Gender		Total
			Female	Male	
Divorced	Count		1	1	2
	% within Status		50.0%	50.0%	100.0%
Married	Count		52	60	112
	% within Status		46.4%	53.6%	100.0%
Significant others	Count		1	0	1
	% within Status		100.0%	.0%	100.0%
Single	Count		6	3	9
	% within Status		66.7%	33.3%	100.0%
Total	Count		60	64	124
	% within Status		48.4%	51.6%	100.0%

Table 9. Gender and no. of kids cross tabulation

			No of Kids					Total
				1	1	more than 2	not applicable	
Gender	Female	Count	5	22	27	1	5	60
		% within Gender	8.3%	36.7%	45.0%	1.7%	8.3%	100.0%
Gender	Male	Count	0	24	30	0	10	64
		% within Gender	.0%	37.5%	46.9%	.0%	15.6%	100.0%
Total		Count	5	46	57	1	15	124
		% within Gender	4.0%	37.1%	46.0%	.8%	12.1%	100.0%

Table 10. Gender educational qualification cross tabulation

Gender* Educational qualification Cross tabulation

			Education qualification				Total
			Graduate	Other (please specify)	Post graduate	Profession;	
Gender	Female	Count	13	3	35	9	60
		% within Gender	21.7%	5.0%	58.3%	15.0%	100.0%
	Male	Count	16	4	35	9	64
		% within Gender	25.0%	6.2%	54.7%	14.1%	100.0%
Total		Count	29	7	70	18	124
		% within Gender	23.4%	5.6%	56.5%	14.5%	100.0%

Table 11. Gender age cross tabulation

Gender* Age Cross tabulation

			Age				Total	
				21 to 30 yrs	31 to 40 yrs	41 to 60 yrs		more than 60 yrs
Gender	Female	Count	0	6	30	23	1	60
		% within Gender	.0%	10.0%	50.0%	38.3%	1.7%	100.0%
	Male	Count	1	6	34	20	3	64
		% within Gender	1.6%	9.4%	53.1%	31.2%	4.7%	100.0%
Total		Count	1	12	64	43	4	124
		% within Gender	.8%	9.7%	51.6%	34.7%	3.2%	100.0%

Table 12. Gender occupation cross tabulation

Gender* Occupation Cross tabulation

			Occupation				Total	
			Home maker	Other (please specify)	Own Business	Professional		
Gender	Female	Count	0	22	3	3	32	60
		% within Gender	.0%	36.7%	5.0%	5.0%	53.3%	100.0%
	Male	Count	1	0	7	3	53	64
		% within Gender	1.6%	.0%	10.9%	4.7%	82.8%	100.0%
Total		Count	1	22	10	6	85	124
		% within Gender	.8%	17.7%	8.1%	4.8%	68.5%	100.0%

Table 13. Monthly income gender cross tabulation

			Gender		Total
			Female	Male	
Monthly income		Count	15	0	15
		% within Monthly income	100.0%	.0%	100.0%
	30000 to 70000	Count	15	11	26
		% within Monthly income	57.7%	42.3%	100.0%
	70000 to 1.5 lakh	Count	13	29	42
		% within Monthly income	31.0%	69.0%	100.0%
	less than 30000	Count	6	2	8
		% within Monthly income	75.0%	25.0%	100.0%
	more than 1.5 lakh	Count	11	22	33
		% within Monthly income	33.3%	66.7%	100.0%
Total		Count	60	64	124
		% within Monthly income	48.4%	51.6%	100.0%

Table 14. In case working gender cross tabulation

			Gender		Total	
			Female	Male		
In case working		Count	20	3	23	
		% within In case working	87.0%	13.0%	100.0%	
	Consultancy	Count	3	0	3	
		% within In case working	100.0%	.0%	100.0%	
	Government Job	Count	0	2	2	
		% within In case working	.0%	100.0%	100.0%	
	Other (please specify)	Count	2	1	3	
		% within In case working	66.7%	33.3%	100.0%	
	Private service/MNC	Count	31	55	86	
		% within In case working	36.0%	64.0%	100.0%	
	Self Employed	Count	4	3	7	
		% within In case working	57.1%	42.9%	100.0%	
	Total		Count	60	64	124
			% within In case working	48.4%	51.6%	100.0%

Cross tabulation showed uniformity in the sample of males and females with respect to age, income, educational background which is necessary as this is a comparative study. Any strong deviations and differences may affect the final outcome of the research.

An important aspect of the travel is related to frequency of travel and the company with which a person likes to travel. As the trend shows there has been an increase in solo travel-

ers and backpackers and the family travel which earlier used to be for VFR is not at exotic places and meant for spending quality time, fun and recreation. This shift in the mentality and outlook towards travel has contributed immensely towards the growth of tourism and its form as we see today. The study revealed that almost 46% people travelled once a year and this is followed by another big chunk of 36 percent which travel twice a year.

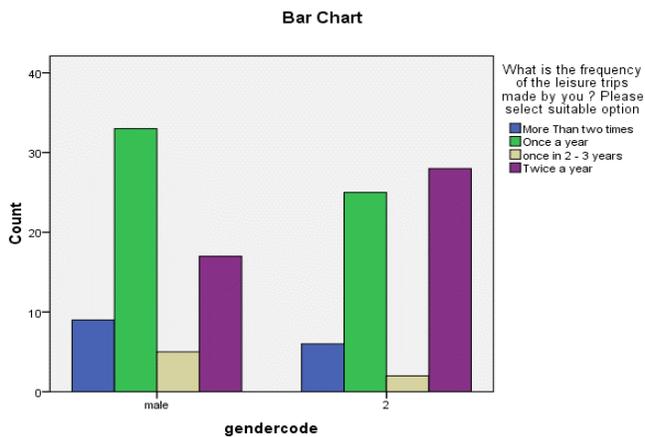


Chart 8. Frequency of the leisure trips.

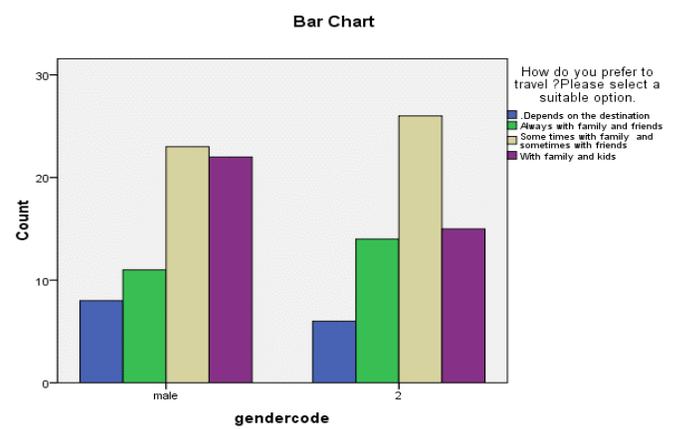


Chart 9. Travel preferences.

Table 15. Frequency of the leisure trips

Gender	What is the frequency of the leisure trips made by you? Please select suitable option				Total
	More Than two times	Once a year	Twice a year	once in 2 – 3 years	
Female	6	25	27	2	60
	10.0%	41.7%	45.0%	3.3%	100.0%
Male	9	33	17	5	64
	14.1%	51.6%	26.6%	7.8%	100.0%
Total	15	58	44	7	124
	12.1%	46.8%	35.5%	5.6%	100.0%

Table 16. Travel preferences

Gender	How do you prefer to travel? Please select a suitable option				Total
	Depends on the destination	Always with family and friends	Some times with family and sometimes with friends	With family and kids	
Female	6	13	26	15	60
	10.0%	21.7%	43.3%	25.0%	100.0%
Male	8	11	23	22	64
	12.5%	17.2%	35.9%	34.4%	100.0%
Total	14	24	49	37	124
	11.3%	19.4%	39.5%	29.8%	100.0%

Table 17. Mean and standard deviation

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Freedom, fun and enjoyment	Male	64	2.45	1.708	.214
	Female	60	2.33	1.217	.157
self actualisation and fulfillment	Male	64	4.22	1.386	.173
	Female	60	3.50	1.837	.237
Adventure and exploration	Male	64	2.91	1.388	.174
	Female	60	3.78	1.805	.233
enhanced experience and learning	Male	64	4.17	1.316	.165
	Female	60	4.08	1.266	.163
Increased adaptability and exposure	Male	64	4.62	1.609	.201
	Female	60	4.47	1.408	.182
relaxing and refreshing	Male	64	2.62	1.475	.184
	Female	60	2.83	1.699	.219

Table 18. t- Test

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Freedom, fun and enjoyment	9.371	.003	.447	122	.656
			.452	113.983	.652
self actualization and fulfillment	10.228	.002	2.470	122	.015
			2.448	109.550	.016
Adventure and exploration	9.344	.003	-3.044	122	.003
			-3.019	110.712	.003
enhanced experience and learning	.000	.990	.381	122	.704
			.382	121.915	.703
Increased adaptability and exposure	3.822	.053	.582	122	.562
			.584	121.440	.560
relaxing and refreshing	.710	.401	-.730	122	.467
			-.727	117.074	.469

Majority of the people travel with family and friends here also there is a change in trend. Earlier the travels were a family affair and now the trend is towards travelling with friends and solo.

We are engulfed by consumerism. In this era of Artificial Intelligence and Algorithms we are continuously bombarded with information. But we selectively receive it. Only if one is looking or in the process of planning their holiday will the advertisements attract their attention. The research revealed that even in the current times which are literally driven by Google the top most factors that affect the choice of travel destination is recommendation of family and friends followed by world renowned destinations. This is true both for males and females. This is followed by information on web and special offers and discounts. It

can also be said that 'both males and females think in the same line' or there are no significant differences in the thinking of males and females as far as Choice of a destination is concerned

The man by nature is an explorer .Travel is the result of the motivation which can range from a sport, pilgrimage, meeting friends, adventure, love for nature, relaxation exploration etc. Each of these individual motivations has developed into a type of tourism. To know the difference in travel motivations of males and females the respondents were asked to rank their travel motivations and their Responses were analyzed, mean was calculated and then t-value after comparison of mean scores/(Level of Significance = 0.05 or 5%) was taken. The result is shown in the table above. The p value is shown by Sig. (2-tailed), the table

above clearly indicates that the opinion for choice of a destination is affected by the Gender of the respondent. In majority cases – like Freedom, fun and enjoyment, enhanced experience and learning, Increased adaptability and exposure and relaxing and refreshing both the genders share the same opinion as the p value is greater than the level of significance. However on parameters of self-actualization, fulfillment and Adventure, exploration the p value is less than .05 hence we can say there is a significant difference in the travel motivations.

9. Conclusion

The reason of significant difference corresponding to self actualization and fulfillment and adventure and exploration can very well be related to the changing economic and gender placement in the society. The women have come a long way and now form an active part of the society. They have broken all the traditional ties wherein they were restricted with the household chores and living for other throughout their lives. In all this they used to forget their real self their existence and their happiness. Now a day's women though still a pivotal anchor of the family is no longer guilty to think about herself her joy her wellbeing her interest and her happiness. She has evolved and understands only if she is happy from within can she nurture and hold a happy family. Many researches revealed that women look for self-actualization as during travel they are away from their daily routine jobs and see this as an opportunity to be herself, do what she likes and this gives her a feeling of fulfillment and makes her feel worthy of existence. It is a great time to rejuvenate and live the "Me" life. This is the reason women group and solo travelers have increased in multiples. Women take pride in leaving their families for little time and going on holiday with friends or solo.

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Annexure-I

Influence of Gender on Travel Motivation

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Citation:

Arvind Kumar Dubey, Shweta Chandra and Manohar Sajnani
“Influence of Gender on Travel Motivation”,

Global Journal of Enterprise Information System. Volume-10, Issue-1, January-March, 2018. (<http://informaticsjournals.com/index.php/gjeis>)

DOI: 10.18311/gjeis/2018/21480

Conflict of Interest:

Author of a Paper had no conflict neither financially nor academically.