# Tourism Innovations

## An International Journal of Indian Tourism and Hospitality Congress (ITHC)

**Aims and Objectives:**

**Tourism Innovations** is a Journal of Indian Tourism and Hospitality Congress (ITHC). It is a bi-annual international referred research Journal focusing on academic perspectives in Tourism and Hospitality. Being an journal of inter-disciplinary field, the journal focuses on various aspects of tourism and hospitality like, Tourism Issues, Tourism Impacts, Eco-tourism, Sustainable Tourism, Tourism Marketing, Medical Tourism, Health Tourism, Culture Tourism, Culinary Arts, Service Operations and other tourism, trave and hospitality areas. The objective of the journal is to have a comprehensive collection of research articles and dispersal of updated knowledge and information about tourism sector.

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**Indian Tourism and Hospitality Congress (ITHC)**

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## Abstract

International tourism brings economic, social and environmental benefits to the destination hence to meet the growing demand of international tourism the destinations are adopting competitive strategies to attract the tourists. Visa policies are among the most important governmental formalities influencing international tourism. An overall restrictive visa policy means lost opportunities for economic growth and jobs, which tourism could bring to destinations. Visa facilitation is one of the strategies to attract tourist. This paper highlights the importance of visa facilitation with focus on e-visa.

## Keywords:

International tourism, visa facilitation, e-visa, competitive strategy

# E-Visa: A Competitive Tool for Travel Facilitation

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## Introduction

Tourism across the globe has become a common phenomenon due to availability of better accessibility, accommodation, attractions and ancillary services. It is fueled by increased disposable income, leisure time, status and prestige of tourist market and also the market strategies adopted by service providers and Destination Management Organizations. International tourist arrivals grew by 4% in 2012 to reach 1.035 billion, according to the UNWTO World Tourism Barometer. Emerging economies (+4.1%) regained the lead over advanced economies (+3.6%), with Asia and the Pacific showing the strongest results.

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## RESEARCH PAPERS

## RESEARCH NOTES

One of the pre-requisites of international tourism is documentation like passport, visa, insurance, foreign currency, health certificate etc. As these are the pre-requisites there should be an easy channel for the procuring these documents. Destination with easy channel for procuring these documents wins out in pulling the tourist to the destination.

"An overall restrictive Visa policy means lost opportunities for economic growth and jobs, which tourism could bring to destinations. Travellers regard Visas as a formality which entails a cost. This can be a deterrent to travel if costs - whether monetary or indirect - including distance, wait times and service, exceed a certain threshold" - UNWTO Secretary-General, Taleb Rifai.

UNWTO findings show that in 2012 Asia and the Americas were the most 'open' regions for the entry of tourists because of Visa on arrival and e-visas policies. An average 20% of the world's population were not required a Visa to visit an Asian destination, while 19% could obtain a Visa on arrival and 7% an e-visa – 31%, 8% and 1% respectively in the case of the Americas. European destinations were the 'least open' when comparing the three components of a Visa facilitation (no Visa; Visa on arrival and e-visas).

UNWTO research also shows considerable progress towards Visa facilitation over recent years: the requirement of a traditional tourism Visa went from 77% to 63% of the world's population between 2008 and 2012, with significant changes over the last two years. Since 2010, 43 destinations clearly facilitated the Visa process for citizens of at least 20 countries by changing their Visa policies from 'Visa required' to either 'no Visa required', 'Visa on arrival' or e-visa', directly impacting on 5,080 destination-source market relations.

## Objectives

This research paper tries to understand visa facilitation and with the help of case studies brings out the impact of visa facilitation on tourism. The paper highlights e-visa as visa facilitation tool and also brings out its benefits. The paper suggests the way forward for India with regards to e-visa.

## Methodology

The study is exploratory as it aims to discover the present status of visa facilitation and e-visa among major tourism destinations of the globe. The study is based only on secondary data. For this purpose research papers, articles and reports on the related topic and issues were gathered from

reputed journals, magazines, periodicals, newspapers and official websites of concerned countries to consult and get the inference.

## Visa Facilitation

Visa policy of a nation offers many challenges as well as opportunities. A cumbersome visa system and lack of processing capability can drive away potential travelers to other countries offering simpler systems. The visa policy can act as a barrier and can place a nation at a disadvantageous position in the competitive international travel market. This affects tourism industry adversely. A number of strategies are adopted by countries across the world to enhance their competitiveness such as;

❖ Reduce processing time of visa
❖ Increase visa processing capacity of Consular offices-increase staff and visa issuing posts
❖ Decrease security check times
❖ Improve appointment scheduling
❖ Visa forms availability in local languages
❖ Document requirement minimized
❖ Visa Waiver Program
❖ Visa on arrival
❖ E-visa through a secure website

Out of the above, this paper focuses on e-visa as it is being advocated for promotion of tourism worldwide and it was important issue of the report, "The Impact of Visa Facilitation on Job Creation in the G20 Economies" presented in 4th T20 Ministers Meeting, in Mexico, May 2012. It is suggested in the report that e-visa can increase tourist arrivals and further resulting in multiplier effects such as creation of jobs.

## E-visa

An E-visa also known as electronic travel authorization (ETA) or online visa is a paperless visa issued through an online system via a secure website. It is usually granted for short visits and is equivalent to a paper visa. It has following features.

1. It is applied online and applications can also be submitted through travel agents and airlines.
2. It does not require the submission of passport, photographs or other documents.

3.    It is issued in the form of soft copy that is sent through email to the applicant. The copy comes with a barcode in the bottom, which the airport immigration reads. The visa is available on-line and can be cross checked by entering passport number.

4.    It is not endorsed on the passport.

5.    An e-visa is issued between 30 sec to 05 days depending upon the applicant and the issuing country.

Table below gives an overview of e-visa in a few countries.

| Country Name | Entry Type | Fees | Processing Time |
|---|---|---|---|
| Armenia | Single Entry | US $ 40 | 2 business days |
| Australia (Electronic Travel Authorization-ETA) | Multiple and Single Entry | AUS$20.00 | 30 Sec to 03 days |
| Bahrain | Single Entry | US $ 19 | 3 days |
| Dubai | Single Entry | US $ 320 (Visit visa) US$ 80 (Tourist Visa) US$65 (Transit Visa) | Up to 4-5 Working days, (except Fri, Sat and holidays in Dubai) |
| Kingdom of Combodia | Single Entry | USD20+USD5 (processing charge) | 3 business days |
| Mexico (Electronic Authorization System (SAE) ) | Single Entry | No fees | Immediately |
| Singapore | Multiple entry | S $ 30 | 3 working days |
| Srilanka (Electronic Travel Authorization (ETA) ) | Single entry and Double entry | US$ 20 except for SAARC countries it is US$ 10 | |
| USA | Multiple entry | US $ 14 | Immediately |

## Processing of e-visa applications

The procedure for applying for an e- visa is completed on-line. It is like any other on-line process and usually following standard operating procedure is used.

•    An intended traveller planning a holiday visit, a short business trip or to transit through, needs to apply and obtain an ETA prior to arrival in that country.

- It can be applied through the website of the concerned country.
- On visa menu Apply button routes to ETA application. The application format varies from country to country.
- The relevant ETA processing fee can be paid using electronic payment cards (credit card/e-commerce enabled debit cards) (Only Visa, Master and American Express Cards are accepted).
- After filling all the fields in the application and crediting payment the application is submitted. If application is successfully submitted, an acknowledgment is received.
- Print out of the acknowledgement and the file no./reference no./ application number act as future references.
- When visa is granted, a document is e-mailed to the requestor. This document serves as the visa needed to gain entry into the country. It should be kept with the passport at all times, when traveling to or in the country.
- Processing time of e-visa differs according to the issuing authority and the application of the applicant. It varies from 30 sec to 05 days.

## Conditions for e-visa application

- Applicant must be outside the country for which visa is being applied.
- A passport valid for not less than 6 months from the date of arrival★
- Sufficient funds to meet the expenses during the stay.
- The passport holder should be from the approved list of countries for e-visa.
- Applicant should have the return tickets of the National Carrier or airline that is part of e visa scheme of the country issuing e-visa.[2]

## Benefits of E-visa

- The e Visa program simplifies the entry process for low-risk high-volume visitors
- Less documentation as supporting documents are not required.
- It allows applicants to enquire about the status of their application; and to print a copy of their application, receipt details and any other supporting documentation needed.
- It also provides automatic email approval notification, help desk support by email or phone, and downloadable medical forms.

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2    It may differ from country to country

- Cost effective as there is no need to travel to visa office(especially for people living in far off locations)
- Increase accessibility 24-hours-a-day 7-days-a-week
- Simplify the process by streamlining the application forms and processes
- Significantly reduced time to process applications by having automated assessment from 4 weeks to as little as 20 minutes
- Removes need to send passports across borders with application

At some international airports, there are special lines set up for those with an electronic visa to get through the immigration procedure more smoothly. This process can save a considerable amount of time, perhaps even hours.

## Case Studies of Countries Offering Visa facilitation

### Australia

Australia implemented of the Electronic Travel Authority (ETA) program in 1996 in to handle the large number of visitors projected for the 2000 Olympics in Sydney. The ETA is an electronically stored travel authorization for travel to Australia and is linked to the traveller's passport. The ETA program was rolled out for 21 source markets. Three separate electronic visa programmes are available:

- Electronic Travel Authorization(ETA)
- E Visitor -Similar to ETA, but for select EU citizens
- E visas which are truly electronic visas which replace traditional paper visas

Applications can be submitted through travel agents, airlines or directly through the special website of Australian government (https://www.eta.immi.gov.au/ETA/etas.jsp). Details from applicant's passport and his/her credit card information are filled in the online form. Approved applications are electronically recorded on Australian Government systems. However the ETA is only available for residents of certain countries and employment in Australia is prohibited during the time of stay. When the applicant arrives at an airport for check-in on a flight to Australia, the airline check-in staff can electronically confirm that the applicant has authority to board the flight to Australia.

The details of Australian e-visa system are given below.

| Type of visa | • Visitor ETA<br>• Short Validity Business ETA |
| --- | --- |

| Mode of application | • Self<br>• Travel Agents<br>• Airlines |
|---|---|
| Length of stay | 03 Months |
| Entry Type | Single and Multiple Entry |
| Fees | Aus $20 |
| Payment Modes | Credit card - American Express, Diners Club, JCB, MasterCard and Visa |
| Processing Time | 30 Sec-03 days |
| Eligible countries | Brunei, Canada, Hong Kong SAR, Japan, Malaysia, Singapore, South Korea, USA |

## Impact on Tourism

It was observed from three years following the roll out of ETA for the eligible countries that actual arrivals averaged growth of 7.9% per year (average of compound annual growth rates across origin markets) increased to 8.9% per year .

### United States of America

Electronic System for Travel authorization (ESTA) programme in the USA was instituted in early 2009. It is to strengthen the security of travel to the United States under the Visa Waiver Program. Nationals of Visa Waiver Program countries will still be eligible to travel without a visa but will have to obtain an approved travel authorization prior to their travel to the United States. Visitor from Visa waiver countries are required to apply for the electronic authorization at least 72 hours prior to travel. Once the traveler is authorized the ESTA authorization is valid for two years. The system functions in many similar to a visa as background checks are undertaken for security clearance.

An approved travel authorization is not a visa. It does not meet the legal or regulatory requirements to serve in lieu of a United States visa when a visa is required under United States law. Individuals who possess a valid visa will still be able to travel to the United States on that visa for the purpose for which it was issued. Individuals traveling on valid visas are not required to apply for a travel authorization.

| Type of visa | • Visitor/ Tourist<br>• Business<br>• Transit |
|---|---|
| Mode of application | By Applicant |
| Length of stay | 90 days |

| Entry Type | Multiple Entry |
|---|---|
| Fees | US$14 |
| Payment Modes | MasterCard, VISA, American Express, and Discover (JCB, Diners Club). |
| Processing Time | Immediately |
| Eligible countries | Countries under Visa Waiver programme |

## Impact on Tourism

USA implemented visa waiver program in 2008 for the following countries:- Czech Republic, Estonia, Hungary, Latvia, Lithuania, Slovakia, and the Republic of Korea. It was found that collective arrivals from these countries grew 46% over the following three year period while travel from these markets to other similar destinations only grew at a fraction of that rate. The change in visa policy is estimated to have contributed 41% growth over the same period, or over 12% annually. It may be noted that USA extends e-visa facility to countries under visa waiver program.

## Way forward for India

The world is moving towards e-visa and tourists will expect this facility in India after having experienced the same in other countries. India can make the beginning in this direction to stay competitive but this will require investment in highly secure IT systems for processing of visas. India has started online submission of visa applications that is followed by interviews in the embassies or its posts with hard copy of submitted applications and other documents. E visa will require following action plan:

- Identification of types of visitors who will be entitled for e-visa
- Identification of few selected countries to test run e visa system
- IT systems for processing.
- This quicker processing has to balance against security concerns of monitoring visitors to the country. Initially it can begin with low risk high quality tourists.
- Agents and trusted partners to be identified cautiously who can route applications for e visa.
- Training of immigration personnel in dealing with e-visa

## Conclusion

According to the joint research by World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) improving visa

processes could generate an extra US$ 206 billion in tourism receipts and create as many as 5.1 million additional jobs by 2015 in the G20 economies alone. Tourism is a vehicle for job creation, economic growth and development for destinations so in order to reap these benefits, travel facilitation should be taken as priority. Visa facilitation is the need of hour and e-visa is a promising tool that could increase the potential of tourism. E-Visa is the option preferred because it can be more easily obtained and requires neither the physical presence of the applicant nor the presence of widespread network of embassies and consulates.

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## Abstract

Recently the preferences and requirements of the tourists coming to Delhi were studied. The study conducted involved the types of accommodation, facilities, information required and hospitality expected according to affordability and comforts etc. Survey revealed that on an average, tourists visiting Delhi prefer to spend approx Rs.4045/- per night tariff for a stay of 3-4 days and expect good services, a proper knowhow about the city, congenial homely atmosphere, delicious home like food, security etc. at the place of stay. Though a segment of tourists prefers comfortable stay with facilities like spa, swimming pool, gym, round the clock restaurant and room services etc, generally available only in hotels, the tariff range for all such services is beyond the budget of most of the tourists. Bed and Breakfast stay is generally not on the agenda of the majority of tourists, though it provides most of the desirable services like personal care, home made food, homely atmosphere, a first hand account about the city and exchange of information on traditions and customs at the place of stay. The reasons for inability to find occupancy for such home stays by B&B owner are explored in detail and it is found that issues like promotion, publicity, reviews through reputed agencies like Trip Advisor, on-line booking, lack of information about Bed and Breakfast stays either through internet or through tourists operators or other service providers need to be addressed by owners as well as the Tourism Department of Delhi.

Besides, there is likely to be acceptability and greater response from tourists for Bed and Breakfast stay in Delhi, if Bed and Breakfast owners adopt a professional and business-like approach regarding letting out of their rooms and, in turn, getting equal support from the Tourism Department of Delhi as well.

An added advantage of B&B stay is

# Tourists and Bed & Breakfast Scheme of Delhi

## G.G. Saxena

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## Introduction

Increasing inflow of foreign and domestic tourists in Delhi is not proportional or in tandem with the availability of accommodation in Delhi.

As per India Tourism statistics, 21.6 lakh foreign tourists and 154 lakh domestic tourists visited Delhi in the year 2011 and stayed here for 34 days and 2.8 days respectively. Total number of rooms in Star category of hotels available in Delhi was 10061 with 11412 rooms from licensed guest houses in NCT of Delhi but there was an additional requirement of 30000 rooms to accommodate 100000 foreign and domestic tourists coming to Delhi for watching Commonwealth Games 2010. Bed and Breakfast Scheme had already started to accommodate more guests.

B&B accommodations may help in meeting the requirements to some extent if factors such as facilities and comfort available at cheaper rates are brought to the notice of travelers before they plan to visit Delhi or at the time of their arrival at airports or Inter State Bus Terminals. However, there should be proper publicity with display of all additional advantages in opting for B&B stays through above mentioned means along with the facility of on-line booking of rooms.

that tourists get similar facilities as are available in regular hotels and guest houses in a tariff range which is approx. 25% to 30% cheaper. However, all such issues need to be enquired through a proper questionnaire from incoming tourists which needs to be followed up with an analysis in order to identify hurdles and decide how the same can be overcome collectively.

## Keywords:

Bed and Breakfast, DTTDC, Tourist, Guesthouses, Hotels, B&B Stay

It is surprising that the availability of around 1500 rooms under Bed and Breakfast scheme in Delhi at rates cheaper by almost 25% to 30% as compared to regular hotels does not attract the attention of incoming tourists. Complete list of B&B stays along with addresses and categories of rooms available is on the website of Delhi Tourism. These rooms are available at cheaper rates as there is no applicability of commercial rates on electricity and water consumption and no levy of service tax and luxury tax as in the case of regular hotel and guest house rooms.

This anomaly of shortage of sell able rooms in Delhi without reasonable occupancy in Bed and Breakfast stays has given Delhi Tourism and Transportation Development Corporation (DTTDC) enough reasons for conducting a survey of incoming foreign and domestic tourists in Delhi to find out as to what their preferences are while seeking accommodation in Delhi.

Based on surveys, the data was analyzed in order to identify problems and an attempt was made to determine the possible ways to address such issues in order to make B&B stay a flourishing business.

## Research Objectives

The observation that large number of foreign and domestic tourists keep visiting Delhi but show no preference for Bed and Breakfast stay has led to a survey of tourists visiting Delhi. A study is required to decide whether reasons like publicity and promotion, online booking, removal of any apprehension for staying in residential flats converted into B&B units, emphasis on the importance of personal care, home

made culinary and sharing local customs, will prompt tourists to choose a B&B stay.

The purpose is to study these aspects in order to understand their preferences and find out why the availability of large number of Bed and Breakfast rooms is going unnoticed. At the end of the study, a plan is to be developed as to how a niche segment of tourists curious to explore the city and eager to enjoy local customs and variety of home made cuisines, could be attracted to opt for a B&B stay. Will it be possible for owners to promote such business on their own without the support of the State? What could be the modes of selling rooms of B&B units? Is it a matter of concern that tourists visiting Delhi have apprehensions about their safety and security while considering B&B accommodations?

After addressing these issues, the objective will be to identify problem areas and plug loopholes to ensure a flourishing business for B&B owners.

## Methodology

With a view to ascertain the reasons for the failure of B&B scheme in Delhi in spite of the fact that there is a shortage of budget accommodation for foreign and domestic tourists in Delhi, a survey was conducted by Delhi Tourism & Transportation Development Corporation (DTTDC) during the period June 2012 to December 2012. DTTDC had developed a Feedback Form comprising 17 columns out of which 12 columns are identified as important for the purpose of this article to project the scenario of B&B Scheme in Delhi. These forms were required to be filled up by the DTTDC field staff on the basis of response from tourists. Queries included name, age, and nationality, frequency of past visits to India or to Delhi, and options for hotel or guest house or B&B stay, facilities desired, problems faced and suggestions made. Other important queries were (i) What is the difference between hotel and B&B stay, if the tourist replied that he is opting for a B&B stay, (ii) The facilities desired by tourists, (iii) How much tariff a tourist usually can afford, (iv) How does a tourist feel about visiting Delhi, (v) What support system does a tourist need from the Tourism Department of Delhi and, (vi) How can Delhi Tourism improve to help the visiting tourists to Delhi?

Besides the 210 visitors surveyed, DTTDC also gave emphasis to the tourists surveyed in the Paharganj area where a large number of hotels and guest-houses exist but conditions of safety, security, cleanliness are bad. In the process, response from 16 tourists was received on the above points and interesting facts were noticed, which are further discussed in the forthcoming paragraphs.

## General Analysis of Data

A MasterSheet and analysis of 210 surveyed foreign and domestic tourists is prepared as shown in Table No.1. After a detailed study of all 17 columns responded to by 210 tourists, an analysis is shown here indicating a break up of 177 foreign tourists, 33 domestic tourists, staying in hotels (64) and guesthouses (98) with friends and relatives (35) including 16 staying in Paharganj area and 13 tourists i.e., 6% of surveyed tourists opting for B&B stay.

**Table No-I**

**Master Sheet and Analysis for 210 surveyed Tourists**

| S. No | Data | Number of tourists |
|---|---|---|
| | **Foreign Tourists** | **177** |
| | **Domestic Tourists** | **33** |
| | **Total** | **210** |
| | **Data** | **Number of tourists** |
| 1 | **Number of tourists who have been to India/Delhi before** | 76 |
| 2 | **Number of tourists who frequently visited India/Delhi** | 52 |
| 3 | **Average number of Days of stay in Delhi** | 3.5 days |
| 4 | **Number of tourists who visited** | |
| | (a) With friends & relatives | 104 |
| | (b) Alone | 92 |
| | (c) In groups | 14 |
| 5 | **Number of tourists who stayed in Hotels/Guesthouses/B&B Units** | |
| | (a) Guesthouses | 98 |
| | (b) Hotels | 64 |
| | (c) Friends & relatives | 35 |
| | (d) In B&B stay | 13 |
| 6 | **Average rent / Tariff paid per night** | Rs.4045 |
| 7 | **Type of hospitality Tourist would like** | |
| | (a) Friendly | 48 |
| | (b) Indian style of welcome | 5 |
| 8 | **Name of city visited after Delhi** | |
| | (a) Agra | 115 |
| | (b) Jaipur | 46 |

| | | |
|---|---|---|
| | (c) Goa | 19 |
| | (d) Haridwar, Rishikesh, Varanasi and Shimla | 15 (5 each) |
| | (g) Chandigarh, Kashmir, Manali, Jodhpur and Punjab | 10 (2 each) |
| 9 | **Overall Rating of satisfaction on stay in Delhi** | |
| | (a) Awesome(17)/amazing (22) | 39 |
| | (b) Excellent | 21 |
| | (c) Very Good | 40 |
| | (d) Good | 110 |

## Average stay of Tourists in Delhi

As regards duration of stay in Delhi, it is observed that out of 210 tourists, 89 tourists preferred to stay in Delhi for one night, 51 tourists up to 2 nights, 43 tourists for 3 nights and 27 tourists for more than 6 nights, which can be seen from Table No-II. Average stay in Delhi on the basis of survey comes out to be 3.5 days which is commensurate with the average of stay in hotels at 3.4 days for foreign tourists and 2.8 days for domestic tourists.

### Table No-II

| Duration of stay of Tourists | | |
|---|---|---|
| S.No | Stay in Nights | Number of Tourists |
| 1 | 1 Night | 89 |
| 2 | 2 Nights | 51 |
| 3 | 3 Nights | 43 |
| 4 | More than 6 Nights | 27 |
| | **Total** | **210** |

Analysis also reveals that foreign tourists from USA, Germany, France, Italy, Spain, Japan and Australia preferred to stay for a longer duration i.e. more than 3 nights in Delhi. Similarly domestic tourists from Karnataka, Maharashtra and Rajasthan preferred to stay in Delhi for more than four days. The foreign tourists from China, Israel, Russia, Austria, Greece and Singapore stayed for a short period of one or two days while domestic tourists from Andhra Pradesh, Goa, Chandigarh stayed for a lesser period of one or two days. This trend is commensurate with the national average of stay of such foreign and domestic arrivals in India where tourists from USA, UK, Germany, France generally come for leisure with more days of stay while foreign tourists who come for visiting religious shrines/heritage places stay for a short period.

## Analysis of 13 Tourists who opted for B&B Stay

It is noticed that 13 tourists informed that they are staying in B&B units. A separate analysis is done here on these tourists as available in Table No -III.

### Table No-III

| | | | | | Details of Tourists who stayed in B&B units | | |
|---|---|---|---|---|---|---|---|
| SN | Na-tional-ity | Period of stay in Delhi | Age of tourist | Tariff in (Rs.) Per night | Facilities desired by Tourists at place of stay | Suggestions of Tourists for improvement | Overall feelings of Tour-ists |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1 | Indian | 3 Nights | 42 | 2150 | Home made food | Security & family environment | Nice |
| 2 | Australia | 7 Nights | 27 | 5000 | Wi-fi | Not mentioned | Good |
| 3 | Indian | 2 Nights | 38 | 2500 | Good food, Homely atmos-phere | Proper infor-mation reg. accommodation & transport | Good |
| 4 | South Africa | 2 Nights | 45 | 2500 | Home made food | On line informa-tion | Awesome |
| 5 | British | 2 Nights | 30 | 3000 | Personal attention with homely environment | Proper infor-mation reg. accommodation & transport | Great |
| 6 | Israel | 2 Nights | 35 | 7000 | Great accommo-dation | B&B Marketing through Internet | Very Good |
| 7 | Slovenia | 7 Nights | 38 | 4000 | Clean bathroom & rooms solid bed, A safe AC, Wi-fi | Centralized Ticketing, B&B reservation in other cities | Amazing Incredible India |
| 8 | Holland | 2 Nights | 50 | 2000 | Proper rooms / Good showers | Improve website | Very Good |
| 9 | Indian | 2 Nights | 53 | 4000 | Not mentioned | Social centre | Good |
| 10 | Holland | 4 Nights | 21 | 3500 | Everything is there | More signagein Delhi | Different Adventure |
| 11 | USA | 2 Nights | 57 | Not men-tioned | Wi-fi | Things are good | Enjoy |
| 12 | Australia | 4 Nights | 48 | Not men-tioned | Good shower, Hot water, breakfast | Proper informa-tion | Great |
| 13 | Canada | 3 Nights | 58 | Not men-tioned | Pure water, break-fast, advice airport | Very good system now | Pleased |
| | | AVER-AGE = 3.3 DAYS | AVER-AGE= 42 years | AVER-AGE Rs. 2742/- | | | |

The average tariff paid by these tourists comes out to be Rs.2742/- per night with average stay period of 3.3 days. These tourists fall in the category of middle aged travelers with average age of 42 years as against average age of remaining 197 tourists surveyed which is 37.2 years (i.e. [(37.5★210-42★13)/197]. It is a general observation that B&B stay is preferred by the experienced and also by those travelers who wish to explore tourist places at leisure. They are found to be in search of informal atmosphere, kind service, warm hospitality and home away from home feel at very reasonable rates. Additional factors are that it helps tourists acquaint themselves with local people, cultures, history and cuisines

From the above data it is observed that all 13 tourists felt their overall stay to be great/amazing/ incredible/ awesome (5) or very good/enjoyable/ different adventure (4) or good (4). Almost all 13 tourists were satisfied that they got desired facilities like personal attention(4), home made food(6), Wi-Fi (4) and good rooms(3) without even a single cause of complaint during their stay.

Almost all 13 tourists got desired facilities like personal attention (4) home made food (6, wi-fi (4), good rooms (3) without any complaint.

Result of Survey of 16 tourists staying in Paharganj: A separate survey of about 16 tourists staying in Paharganj guest houses and hotels as shown in Table No-IV has revealed that these tourists had hardly any information about B&B locations, tariff rates and facilities available. Out of 16 tourists, 2 tourists belong each to Spain, Germany and Russia while the rest belong to USA, Italy, Argentina, Greece, Australia, UK, Japan, Muscat and Iraq which gives a mixed feedback on the nationality of tourists seeking low budget accommodation in the Paharganj area. Prior to the survey, it was assumed that tourists from erstwhile USSR and Israel may be staying in Paharganj but results belie the presumption.

## Table No-IV
## Survey Result of 16 Tourists who stayed in Paharganj Area

| QUERY | Response from Tourists | | |
|---|---|---|---|
| Have the Tourist been to India/ Delhi before | Yes | No | |
| | 7 | 9 | |
| Does the Tourist Visit India/ Delhi frequently | 5 | 11 | |
| Whether visiting alone or with family or friends. | Alone | Friends & relatives | |
| | 5 | 11 | |
| Whether staying in hotel/guest house/B&B | Hotel | Guest house | B&B |
| | 10 | 6 | Nil |

| QUERY | Response from Tourists | | |
|---|---|---|---|
| **Facilities desired in Hotel/ Guest house/ B&B** | Internet/TV | Medical Facility | Spa, Swimming, Fitness |
| | 10 | 1 | 5 |
| **Choice of Hospitality** | Friendly | Homely | |
| | 12 | 4 | |
| **Average affordable tariff per night** | Rs.4000/- Average | | |
| **Average duration of stay** | 3 Days | | |
| **How does the tourist feel visiting Delhi/India** | Good | Friendly | Not replied |
| | 13 | 1 | 2 |
| **What support system tourist needs from Tourism Department** | Proper information | Hospitality | Better Transport and traffic system |
| | 11 | 2 | 3 |
| ⋆ Number of Tourists who came from different countries Muscat 1,Germany 2,Spain 2,Italy 1, UK 1,Iraq 1,USA 1,Russia 2,Japan 1,Argentina 1,Greece 1,Australia 1,and Belgium 1 | | | |

Survey also revealed that tourists chose Paharganj after getting first hand information from follow citizens or on the recommendation of countrymen who came earlier. Touts also play an important role in getting cheaper accommodation though sanitary conditions are poor in such stays many of them unauthorized. Obviously B&B play an important role in attracting such tourists.

## B&B stay not a preferred option

DTTDC sought a response from surveyed tourists as to whether B&B stay would have been their preference, had they known about its positive and negative aspects. Results of such survey were on expected line as seen from Table No-V.

### Table No-V

| S.No. | B&B stay not a preferred option | |
|---|---|---|
| 1 | Lack of proper services | 56 |
| 2 | Safety & Security | 45 |
| 3 | Lack of cleanliness | 25 |
| 4 | Extra luxurious facilities not available | 22 |
| 5 | Lack of proper services & cleanliness both | 17 |
| 6 | Lack of good location | 4 |
| 7 | Transport facilities not available 24x7 | 2 |

A large number of tourists (28%) avoided the option of B&B stay due to non availability of proper services followed by 21% who were not sure about safety and security at B&B place of stay, 12%, 10% and 8% did not prefer B&B stay because there is a problem of cleanliness, non availability of luxury facilities and no proper service. Most of the available B&B stays in Delhi do not have attractive locations like heritage sites or places of sight seeing interest neaby or bazaars and famous food joints they can frequent. B&B owners and Delhi Government must carefully draft their promotion scheme by ensuring the above negative aspects of B&B stays are minimized.

## Affordability of tariff by tourists

Analysis was also undertaken to ascertain how much rent a tourists would prefer to pay while staying in Delhi. While average room rent, payable by a tourist as per Master Sheet in Table No. I comes to Rs.4045/- per night, it is noticed from the survey details that most of the tourists wish to have adequate facilities at reasonable rates.

As per Table No-VI, there seems to be an even distribution of preference of incoming tourists for tariff slabs.

**Table No-VI**

**Preference of Tourists on Tariff Slabs**

| SN | Tariff Slab preferred (In Rs.) | No. of units |
|----|-------------------------------|--------------|
| 1 | 0-1500 | 24 |
| 2 | 1501-2500 | 29 |
| 3 | 2501-3500 | 22 |
| 4 | 3501-4500 | 30 |
| 5 | 4501 and above | 37 |
| 6 | Did not respond | 68 |
| | **Total** | **210** |

Though 37 tourists indicated preference for higher tariff of Rs.4500/- and above, 24 tourists fell in "budget tourists" category for preference of tariff up to Rs.1500/- per night. Besides this, 29 tourists preferred the range between Rs.1500/- and Rs.2500/-, 22 preferred the range of Rs.2500 to Rs.3500/- and 30 tourists preferred the range of Rs.3500/- to Rs.4500/-. General range of B&B tariff is from Rs.1500/- to Rs.4500/- and it appears that B&B stay may be a preferred option for most of the incoming tourists where similar facilities could be available in average tariff slab of Rs.2742/- as in Table No-III.

It is generally believed that tourists coming from USA, UK and Germany are able to afford higher tariff while tourists coming from Australia, Malaysia, USSR and Bangladesh prefer to pay lower tariff and they are generally falling in "Budget Tourists" category.

As could be seen from Table No-VI Delhi receives an average mix of high end as well as low end tourists. It is a general observation that most budget tourists visiting for religious purposes stay in Delhi for short period while high end tourists coming for leisure spend more time on sight seeing and shopping as per Master Sheet at Table No-I. While 15 tourists exclusively preferred to visit religious places like Haridwar, Rishikesh and Varanasi the tourists coming for sightseeing and leisure were in large number and preferred to visit Agra (115 tourists), Jaipur (46 tourists), Goa (19 tourists) and proceed for Chandigarh, Kashmir, Manali, Jodhpur and Punjab.

As regards preference for visiting monuments in Delhi, it may be seen from Table No-VII that out of 210 tourists, 61 showed preference for seeing Red Fort followed by 32 for Humayun's Tomb and 29 for Qutub Minar as all three are World Heritage Monuments. Amongst other tourists, as many as 17 showed interest for visiting Chandni Chowk, a heritage site of Delhi and 18 tourists preferred to visit Rajghat, which is another important visiting place for dignitaries. As regards preference of visiting religious places in Delhi, 21 tourists showed preference for visiting Laxmi Narayan temple and 22 for Akshardham.

**Table No-VII**

**Preferences of Tourists for sightseeing in Delhi**

| S.No. | Places of visit | No. of tourists plan to visit on priority |
|-------|-----------------|-------------------------------------------|
| 1 | Red Fort | 61 |
| 2 | Qutub Minar | 29 |
| 3 | Humayun's Tomb | 32 |
| 4 | Laxmi Narain Mandir | 21 |
| 5 | Raj Ghat | 18 |
| 6 | Akshardham | 22 |
| 7 | Chandni Chowk | 17 |
|  | **Total** | **210** |

Analysis of preference of these tourists indicates that almost all tourists make pre- planned visit to monuments or religious places and such tourists seem to have complete information about such places in advance. Exchange of information through host i.e. B&B owner would certainly help them in getting a deeper knowledge about historical places or religious

places. Here, B&B accommodation may also be preferred by most of these tourists as they would like to go out for visiting places during day time after having their breakfast. These tourists may not give priority to 24 hours facilities at the place of stay and hence they may be attracted towards B&B stay if appropriate information about B&B stays is made available to them. The tourists who wish to have facilities like 24 hours restaurant, spa, swimming pool, gym and round the clock services at the place of stay may not prefer to stay in B&B as such facilities cannot be made available in Delhi B&B units.

## Desired Facilities at Place of Stay

Out of 210 tourists surveyed, as many as 50 tourists preferred facilities available only in hotels like restaurant, bar, gym, spa etc., as can be seen from Table No-VIII. Though 26 tourists did not mention their preference about hotels, they mentioned that they would prefer swimming pool, spa, bar and restaurant at the place of their stay.

### Table no. VIII
### Facilities Desired by Tourists at place of stay

| S. No. | Description | No. of Tourists |
|---|---|---|
| 1 | Facilities as available in Hotels only | 50 |
| 2 | Internet/TV in rooms | 38 |
| 3 | Swimming Pool/Spa/Bar/Restaurant | 26 |
| 4 | Rooms be air-conditioned | 24 |
| 5 | Quality of rooms be good | 9 |
| 6 | Home made food preferred | 9 |
| 7 | Good Services required | 8 |
| 8 | Phone/intercom in rooms | 4 |
| 9 | Hot Water in rooms | 4 |
| 11 | Homely atmosphere/Personal attention | 2 |
| 12 | Did not respond | 36 |
|  | **Total** | **210** |

Significant number of tourists belong to category of `budget tourists' and preferred to have minimum facilities i.e. 24 tourists preferred to have AC rooms, 38 preferred to have internet or TV in their rooms, 9 tourists preferred to have good rooms and 4 preferred to have hot water available in their rooms. It was noticed that 9 tourists preferred to have home made food and 2 tourists preferred to have homely atmosphere and personal attention to be paid to them. It may be inferred that these

11 tourists may prefer accommodation like the types available in B&B stay only. Besides this, 8 tourists preferred to have good services without mentioning whether they would prefer hotel or guesthouse or B&B. So analysis shows that 36% of tourists out of 210 surveyed would in any case prefer to stay in hotel because they desire to have all those facilities at place of stay which are available in hotels i.e. 24 hours restaurant and other facilities like swimming pool, spa, bar, gym etc. This analysis is shown in Table No-VIII.

## Support system desired from Tourism Department Delhi

On the question as to what support system does a tourist need from the Tourism Department of Delhi Government, the response was on expected lines as shown in Table No-IX.

### Table No-IX

| SN | Support Systems desired by tourists From Tourism Department | No. of units |
|----|-----------------------------------------------------------|--------------|
| 1 | Proper information system | 40 |
| 2 | Safety & security at place of stay & in city | 27 |
| 3 | Proper Guidance about city | 23 |
| 4 | Availability of Maps & Brochures by Tourism Deptt | 21 |
| 5 | Information about transport facilities | 20 |
| 6 | Availability of Volunteers & Guides | 13 |
| 7 | Information on Marketing / shopping | 12 |
| 8 | Good services in general | 11 |
| 9 | Information about tourist places | 9 |
| 10 | General Cleanliness in city | 8 |
| 11 | Parking problems in city | 4 |
| 12 | Beggars problem on roads | 2 |
| 13 | Did not respond | 20 |
| | **Total** | **210** |

Out of 210 responses, as many as 44% expected the Tourism Department to come out with all information relating to the city, tourist maps, tourist places, tour packages as per break up in s.no.1,3,4 and 9 in the above table. Out of surveyed tourists, 27 tourists showed concern about their safety and security in the city and at the place of stay. This may be due to the fact that Delhi has been in the news for law and order problems relating to general security of Delhiites as well as tourists particularly women.

Similarly, 20 tourists showed concern about transportation facility like metro, public transport, private taxis, auto rickshaws etc. General opinion about public transport is that metro rail has solved commutation problem to some extent but auto rickshaws and taxis are still a nightmare not only for Delhiites but also for tourists . It is significant that 13 tourists mentioned that there should be genuine volunteers and guides at tourist spots. The visiting tourists have also shown interest in making purchases in Delhi and 12 tourists have mentioned that they need information about places to shop in Delhi.

As many as 11 tourists responded that Government of Delhi can play an important role to ensure that services at place of stay are of acceptable standard and are provided by trained people. 8 tourists have indicated that cleanliness should be ensured in the city and perhaps this is the reason why Ministry of Tourism, Government of India and Tourism Department of Delhi are endeavoring to maintain cleanliness at tourist spots and develop roadside amenities.

Four tourists have mentioned that there is a problem in parking vehicles at places of stay/visit other than hotels and shopping malls. Overall expectations from tourists appear to be limited to appropriate on-line and off-line information about tourists and market places, eating joints etc. In a nutshell, not only Delhi Tourism Department but other State Tourism departments should also endeavor to ensure safety and security of tourists, cleanliness in the city, availability of easy transportation, guides, signage etc. through Local Authorities like Municipalities and Corporations.

## State Intervention for Improving Facilities

There is another column in the questionnaire on how Tourism Authorities in Delhi can improve facilities to help tourists in general.

Besides existing facilities and the shortcomings therein, a large number of tourists have responded on the above query so that more tourists get attracted to visiting Delhi. As per information provided in Table no-X, 23% tourists desired that tourist information regarding location of hotels, guest- houses, Bed and Breakfast units, markets, eating joints, tourist places, shopping hubs, entertainment places should be readily available on-line through official websites on their electronic gazettes and mobile phones prior to their visit and during their actual visit to Delhi.

### Table No-X

| S. No. | Suggestions for improvement to help tourists visiting to Delhi/India | |
|--------|----------------------------------------------------------------------|----|
| 1 | By providing proper information/through internet/website etc | 49 |

| S. No. | Suggestions for improvement to help tourists visiting to Delhi/India | |
|---|---|---|
| 2 | By providing information on transport facilities | 24 |
| 3 | By providing more facilities | 21 |
| 4 | By providing maps | 20 |
| 5 | By Marketing promotion | 18 |
| 6 | By services of India | 13 |
| 7 | Do not Know / No idea | 10 |
| 8 | Homely Environment | 9 |
| 9 | By providing safety & security | 6 |
| 10 | By giving attention on cleanliness | 5 |
| 11 | Everything is ok | 5 |
| 12 | Low tariff | 5 |
| 13 | By improving food quality | 4 |
| 14 | Did not respond | 21 |
| | **TOTAL** | **210** |

As per survey it was also found that tourists do not like touts and self styled guides with vested interest and this is the reason why around 20 tourists expected that detailed online guide maps having all the above information located therein may be made available on official websites. A lot of improvement is desired to provide quality transport facilities as 24 tourists observed that metro rail and city transport services are good but taxi and auto-rickshaws are nightmare for tourists. During the survey, it was revealed that tourists would have opted for B&B accommodation or other good places of stay had there been prior information about such places of stay through prior marketing, promotion and online booking facilities.

The table indicates that 13 tourists were not satisfied with the services of guides at the tourist spots and desired the authorities to improve upon it. Attention to cleanliness and safety was drawn by 5 and 6 tourists respectively.

It is worthwhile to mention that 9 tourists had shown interest in having homely environment at the place of stay which indicates that they would prefer B&B stay than regular hotels and guest houses. Based on their experience of visiting Delhi, 9 tourists stated that they would appreciate a homely environment on their next visit to Delhi.

Suggestions given by tourists for future development in infrastructure, cleanliness, safety and security to be addressed by State are very crucial

and Delhi Government should focus its attention on all suggestions given in the Table No-X.

## Conclusion

It is worthwhile to mention that apart from lone travelers, the queries were generally addressed to heads of family or group of tourists and inferences were drawn keeping in view that these are responses on behalf of the family or group of tourists.

It is heartening to note from Table No-I that all tourists rate their stay in Delhi as at least good. In fact, 19% tourists rated it as awesome or amazing followed by 10% tourists rating it as excellent, 19% tourist as very good and 52% as good respectively. All the tourist who stayed in Paharganj have recorded overall rating up to "good" only this needs the attention of B&B owners as 69% of tourist staying in their units have given an overall rating as awesome/excellent or very good.

This is perhaps the reason why Delhi is rated as the favourite city in India by Conde Nast Travellers' Award in 2011 and one of the 10 best destinations of the world by international magazine `Newsweek' in one of its last print editions of Travellers' issue, December, 2012.

As regards inferences drawn on the potential of B&B business in Delhi, there are multi dimensional opportunities available to tap the accommodation market to the fullest advantage of B&B stay in Delhi.

The tourists who are desirous of having facilities like home food, homely atmosphere, personal care, sharing of information about culture, cuisines, customs etc. would prefer B&B stay which is in terms of rates cheaper when compared to regular hotels provided these tourists have prior information about the B&B locations. In fact, the survey has revealed that B&B scheme lacks proper promotion and marketing and there are hardly any facility of online advance booking and display of rooms etc. on internet.

It was observed from other surveys that in the present scenario, a tourist reads reviews of other tourists about their stay through Tripadvisor, bedandbreakfast.com, and other internet websites, gets information from tour operators and goes through the details of kinds of rooms, facilities, food varieties available at the prospective place of stay. If such tourists get to know that they may get rooms at 25% to 30% lower rates as compared to regular hotels with all facilities in B&B stays except swimming pool, 24x7 restaurant, spa, gym which are only available in regular hotels, they would certainly opt for the B&B scheme.

Incoming tourists have to develop confidence for opting for unconventional accommodation like B&B stay when they visit a new place for the first time. There are other interesting facts emerging from the survey as shown in Master Sheet at Table No-I indicating that as many as 36% tourists have visited India/Delhi at least once in the past and 25% tourists are frequent visitors to India/ Delhi. Repeat tourists in Delhi may be a potential source for acceptance of this kind of stay provided adequate publicity and marketing is done.

There are another niche markets awaiting B&B business. Medical tourism is developing in Delhi at a fast pace and such niche markets need to be tapped by B&B owners. Besides this, there is a large number of tourists with disabilities who require personal care and homely atmosphere during their stay. These tourists are generally accompanied by an attendant who may be a family member. Importance to such type of tourists is given in USA and other European counties and B&B stay had been analysed for such tourists[6]. "Accessibility Tourism" may also be tapped by B&B business in Delhi.

The tourists who venture out sightseeing during day time may not be so keen to have 24x7 restaurant, spa, swimming pool, gym etc. at place of stay. So they are also potential customers for B&B stay. As per Master Sheet in Table no.-I, 35 tourists stayed with friends and relatives, which indicates that they are keen to stay at places similar to B&B concept like personal care, home made food, exchange of information etc. As is evident from responses from most tourists that they are not aware of B&B facilities, locations and its booking arrangements hence promotion and selling of rooms by B&B units will work out well for them too.

About 27% of tourists were not satisfied with services offered at place of stay in Delhi but none from B&B stay faced any such problem. This aspect needs to be exploited while promoting B&B business and making comparisons with regular commercial hotels and guest houses. As many as 23% tourists desired friendly welcome during stay while 5 tourists expected typical "India welcome. All such behavioral patterns are conducive to acceptance of B&B type of stay. There is a large scope to exploit these conditions.

The overall analysis reveals that B&B scheme needs wide publicity in Delhi and all its salient features need to be brought to the notice of incoming tourists. Owners alone may not succeed in finding a good occupancy rate for their B&B rooms until the State Government ensures a sense of security in the mind of visiting tourists. The incoming tourists need to be

convinced that facilities which are being provided by commercial hotels and guest houses at higher rates can easily be provided to tourists at B&B stays at about 25% to 30% cheaper rates along with a sense of homely atmosphere wherein they can also enjoy the taste of cuisine and cultural practices prevailing in the city of Delhi

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List of B&B (2013) units on Delhi Tourism official website

# Advertising As A Tool for Promotion of A Destination: An Analysis of Tourists' and Residents' Opinion

## Abstract

Advertising is the most influential form of communication. It is the most visible marketing tool which seeks to transmit an effective message from the marketer to a group of individuals. (Chuniwalla, Kumar, Sethia, Subramanian, Suchak (2006) and this holds true for the promotion of a destination also. With an increasingly competitive tourism market, the perceptions of a tourists and residents about a destination are critical to its image. As the tourism industry expands globally, destinations such as Bhaderwah in Jammu and Kashmir will need to examine how to strategically position themselves in this competitive market. Tourism development in a community must acknowledge residents' attitudes toward and support for tourism and tourists' opinion should also be evaluated as they are the ones who actually watch the advertisements and react to the same. Thus, understanding the opinions of tourists and residents about advertising as a tool for promoting Bhaderwah as a tourist destination is very pertinent. With this backdrop, the objective of the present research study is to evaluate whether there exists or not any difference in the residents' and tourists' perception towards advertisement for the promotion of Bhaderwah as a tourist destination. Also the present study is to find out if demographics have varied impact on residents' and tourists' perception. Thus, the present study shall evaluate the opportunities which exist for Bhaderwah to adopt a sustainable tourism model in order to create positive images which will surely help in increasing the tourist inflow to the destination. The currents research has made use of various statistical tools like percentage, mean, t-test, ANNOVA etc.

## Keywords:

Residents, Tourists, Advertising, Promotion, Bhaderwah.

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## Introduction

Advertising is the most influential form of communication. It is the most visible marketing tool which seeks to transmit an effective message from the marketer to a group of individuals. According to Kotler et al. (1993), advertisement is any type of paid mode of non personal presentation and promotion of ideas, goods, or services by an identified sponsor. Within the sphere of advertising, public advertising is the most promising way of communication. Further, it is argued that a place and its products receive more attention as country of origin effects and assists in communicating the value of a product. Among the variables of advertising vehicles include, advertising through media like television, radio, magazines, newspapers, brochures, billboards (outdoor), internet, direct mails and so forth. With reference to the AIDA (Attention, Interest, Desire, Action), it was noted that advertising

emulates these models by following the sequence of the model principles. Advertising is to create awareness "image" of a new product or inform progress of the products and service. With regard to tourism, advertisement is devised to stimulate an imagination and fuel interest of prospective visitors to a destination. With an increasingly competitive tourism market, the perceptions of a tourists and residents about a destination are critical to its image. Notably, advertising the tourist places is mostly about reinforcing positive images, but not about correcting the prevailing situations. However creating a favourable sentiment about the place. According to Weaver Oppermann (2000), most destinations usually employ list means of advertisement due to limitations of budget constraints. According to Kotler et al (1993), the objective of advertising is to inform consumers about the product developments, new product, new locations or augmented products in order to shift negative prevailing attitudes toward a destination.

The media can also serve as a stimulant to tourism through proper use of its channels. A massive promotional campaign in print and television targeted to a global audience and it further can perk up the industry. The right kind of advertising can also do wonders for a particular tourist spot or even for a whole country. A certain places' charm and originality can be magnified even more, and its unique customs can be shared to other places through the media. But how its image is presented to a widespread and diverse audience to make it appealing to them is a haunting task that only an expert advertising agency is capable of doing.With just the right image and the right brand chosen by a professional advertising agency, a particular place can increase its quantity of tourist arrivals per year and therefore, improve its income in the long run.

A communitys' support for tourism is important to the success of tourism development (Andereck and Vogt 2000; Ap 1992; Davis and Morais 2004; Ko and Stewart 2002; McGehee and Andereck 2004; Sirakaya, Teye, and Somnez 2002). Sirakaya, Teye, and Sonmez (2002) suggested that researchers need to observe changes in residents' attitudes toward tourism over time because such studies will provide better insight into community development and planning in regard to quality of life, job opportunities, cost of living, and retention young adults and retirees. Therefore, better decisions and actions by the community, via public processes or individual investments, can be made by observing improvements in attitudes toward and support for tourism.Early studies of resident attitudes (King, B., Pizam, A. &Milman, A. 1993; Lindberg, K. & Johnson, R. L. 1997; Mason, P., & Cheyne, J. 2000) often rested on the ontological perspective that

communities were relatively homogeneous places whose residents either generally support or did not support tourism. It did not take long for researchers to determine that this was not the case. There is often great heterogeneity within communities and as a result great variety in attitudes about tourism development (Iroegbu and Chen 2001; Mason and Cheyne 2000; Snaith and Haley 1999). Snaith and Hailey (1999) found a great deal of variation in support for tourism development within a historic community in England. In general, those who were not economically tied to tourism viewed it more negatively than those who were; those who owned their own homes viewed tourism development more negatively than those who rented; and those who lived far from the city center were more likely to view tourism development more negatively than those who lived in town. In other words, personal characteristics like age, income, gender, education etc had some effect on the respondents' view of tourism development, perhaps because of the myriad ways in which people with different personal characteristics experience the effect of tourism (Cavus and Tanrisevdi 2002; Mc Gehee and Andereck 2004) .

Researchers have found that residents' attitudes toward and support for tourism development and its impacts are highly coorelated to several key factors. These include socioeconomic factors such as age, income, length of residence, ethnicity, education, and gender (Bastias-Perez and var 1995; Cavus and Tanrisevdi 2002; McGehee and Andereck 2004; Tomljenovie and Faulkner 2000), distance from tourism sites to residential neighbourhoods (Harrill and Potts 2003; Korca 1996), and residents' economic dependence on tourism (Martin, McGuire, and Allen 1998; Perdue, Long, and Allen 1990). Most of these studies, however, were designed as cross – sectional studies that collected data at a single period, and thus, their conclusions may be limited (Babbie 2007) in understanding communities or economics ion transition.

As the tourism industry expands globally, destinations such as Bhaderwah will need to examine how to strategically position themselves in this competitive market. Considering increasing level of technology (via the internet), that is providing a more sophisticated tourist that is equipped with information prior to their travels, an understanding of the customer perspective is essential (UNWTO, 2007). Tourists' expectations become greater as the tourism market matures and they are becoming increasingly demanding in their choices for unique experiences.

With tourists having more choices than ever before greater competition among destinations has created the need for competitive marketing

strategies. A more sophisticated tourist with increasing demands is seeking new and unique experiences in unchartered territories. New and exciting destinations are continuing to emerge as and have an opportunity to gain rapid exposure through new channels of communication. As the promotion of tourism in Bhaderwah continues to increase, the industry is also gaining steady recognition for its significant contribution to the national income for the country.

## Study Background and Methods

The primary research question of the study is discovering whether or not residents' and tourists' perception aboutBhaderwah as a tourist destination suggest that advertising play an important role for its promotion. Secondly, the study is to evaluate the impact of respondents' demographics on their opinion towards advertising for the promotion of Bhaderwah as a tourist destination.

## Hypothesis

**H1:** There exists no significant difference between the perceptions of tourists' and residents' opinion towards advertising for the promotion of Bhaderwah as a tourist destination.

**H2:** The demographics have an impact on the respondents' opinion toward advertising for the promotion of Bhaderwah as a tourist destination.

## Research Methodology

The study is empirical in nature. The data is collected through a questionnaire distributed to local residents and tourists visiting Bhaderwah with the aim of assessing their opinion towards advertising for the promotion of Bhaderwah as a tourist destination.

## Survey Instrument

The survey instrument used in the study is self-administered, three part questionnaire. The questions in the first part of survey asked about the demographic profile i.e. Gender, Age, Educational status, Marital Status and whether the respondent is a Tourist or a Resident. In second part, the questions regarding opinion towards advertising are asked. The respondents were given a 5-point Likert scale to rate their opinion with assigned values as '1' being "Strongly Disagree" and '5' being "Strongly Agree". The third part of the questionnaire is about any suggestions if the respondents wanted to give.

## Sampling unit

Different local residents as well as tourists visiting Bhaderwah were approached for the collection of primary data regarding the opinion towards advertising. In total there were 98 tourists and 199 residents been contacted leading to the total 297 respondents for the present study.

Statistical techniques used

The statistical techniques used for the analysis of the data include Percentage Method, Mean, t-test, ANNOVA.

### Finding and Discussion
### Table 1: Demographic Profile of Residents & Tourists

| S.No. | Demographic Profile | Residents (N = 199) | | Tourists (N = 98) | | Total (297) | |
|---|---|---|---|---|---|---|---|
| 1 | Gender | | | | | | |
| | a) Male | 109 | 54.77 | 54 | 55.10 | 163 | 54.88 |
| | b) Female | 90 | 45.22 | 44 | 44.89 | 134 | 45.11 |
| 2 | Age | | | | | | |
| | a) Below 20 | 31 | 15.57 | 14 | 14.28 | 45 | 15.15 |
| | b) 21-40 | 46 | 23.11 | 32 | 32.65 | 78 | 26.26 |
| | c) 41-60 | 62 | 31.15 | 40 | 40.81 | 102 | 34.34 |
| | d) Above 61 | 60 | 30.15 | 12 | 12.24 | 72 | 24.24 |
| 3 | Educational Qualification | | | | | | |
| | a) Below 10th | 30 | 15.07 | 6 | 6.12 | 36 | 12.12 |
| | b) 10th – 12th | 19 | 9.54 | 13 | 13.26 | 32 | 10.77 |
| | c) Graduate | 48 | 24.12 | 28 | 28.57 | 76 | 25.58 |
| | d) Post – Graduate | 30 | 15.07 | 31 | 31.63 | 61 | 20.53 |
| | e) Professional | 72 | 36.18 | 20 | 20.40 | 92 | 30.97 |
| 4 | Marital Status | | | | | | |
| | a) Single | 56 | 28.14 | 29 | 29.59 | 85 | 28.61 |
| | b) Married | 143 | 71.85 | 69 | 70.40 | 212 | 71.38 |

A profile of the respondents is depicted in In Table: 1. Out of the total of 297 respondents, 199 respondents are residents and the rest 98 are the tourists. It is found that under Residents Column that 55 % (approximately) of the respondents are males and the rest 45% (approximately) are females. Almost 31% (approximately) of the respondents under study were from the age group 41 – 60 years while 30 % (approximately) were above 61 years. Approximately 23% of them were from the age group 21 – 40 years and around 16% were below the age of 20 years. Almost 36 % of the total residents under study are Professional, 24% approximately were graduates, while 15 % approximately were post graduates, 15 % approximately were below 10.Around 72% of the residents taken under study are married. Similarly, under Tourists' column, it is found that 55% (approximately) of the respondents are males and the rest 45% are females. Almost 41% (approximately) of the tourists under study are from the age group 41 –

60 years, approximately 33% of the respondents are from the age group 21 – 40 years, approximately 14 % are below 20 and around 12 % are from the age group above 61 years. Almost 32% of the respondents under tourists category are post graduates, 29% approximately are graduates, 20% approximately are professional. Almost 70% of the tourists under study are married and the rest 30% approximatelyare single.

Table 2: Significant difference in Residents' and Tourists' opinion towards Advertising

| S. No. | Statements | Residents' Opinion (N= 199) | Tourists' Opinion (N=98) | t – test |
|---|---|---|---|---|
| 1 | Advertising is essential | 4.567 | 4.353 | 2.698 |
| 2 | Advertising is a valuable source of information about local sales | 4.502 | 3.989 | 4.7004 |
| 3 | In general advertising is misleading | 1.718 | 2.313 | -5.419 |
| 4 | Quite often advertisement is amusing and entertaining | 4.362 | 3.959 | 4.173 |
| 5 | Advertising persuades people to buy things they should not buy | 2.251 | 2.818 | -4.0357 |
| 6 | Most Advertisement insult the intelligence of the average consumer | 3.141 | 2.505 | 4.509 |
| 7 | From advertisement I learn about Fashion and about what to buy to impress others | 4.286 | 3.515 | 7.186 |
| 8 | Advertisement helps raise our standard of living | 4.045 | 3.949 | 1.023★★ |
| 9 | Advertisement results in better products for the public | 4.316 | 4.262 | 0.634★★ |
| 10 | Advertisement tells me what people with Lifestyles similar to mine or buying and using | 3.949 | 4.121 | -1.632★★ |
| 11 | Advertisement making us materialistic society overly interested in buying and owing things | 3.603 | 3.545 | 0.553★★ |
| 12 | Advertising tells me which brand have the feature i am looking for | 4.527 | 4.424 | 1.174★★ |
| 13 | Advertising promotes undesirable values in our society | 1.728 | 2.212 | -4.331 |
| 14 | Sometimes I take pleasure in thinking about what I saw or heard or read in advertisement | 4.342 | 4.576 | -2.630 |
| 15 | Advertisement makes people buy un-affordable products just to show off | 1.874 | 2.162 | -2.905 |
| 16 | In general advertising result in lower prices | 3.974 | 4.020 | -0.471★★ |
| 17 | Advertisement helps me know which product will or will not reflect the sort of person I am | 4.080 | 3.818 | 2.226 |
| 18 | In general advertising present a true picture of the product advertised | 4.477 | 4.232 | 3.007 |

| S. No. | Statements | Residents' Opinion (N= 199) | Tourists' Opinion (N=98) | t – test |
|--------|-----------|------------------------------|---------------------------|----------|
| 19 | Sometimes advertisements are even more enjoyable than other media contents | 4.547 | 4.454 | 1.375** |
| 20 | In general, Advertising helps our Nations' economy | 4.497 | 4.182 | 3.362 |
| 21 | Most advertisements distorts the value of our youth | 2.166 | 2.252 | -0.623** |
| 22 | Advertisement helps me keep up to date about products/services available in the market place | 4.226 | 4.051 | 1.518** |
| 23 | Mostly advertisement is wasteful of economic resources | 2.045 | 2.010 | 0.284** |
| 24 | Overall, I consider advertising a good thing | 4.382 | 4.172 | 1.926** |
| 25 | Advertising makes people live in a world of fantasy | 3.708 | 3.242 | 3.696 |
| 26 | There is too much sex in advertising today | 4.1708 | 3.293 | 7.665 |
| 27 | Because of advertising people buy a lot of things they do not really need | 2.728 | 2.636 | 0.648** |
| 28 | My general opinion of advertising is unfavourable | 1.995 | 2.357 | -2.644 |
| 29 | In general advertisement promotes competition which benefits the consumer | 3.929 | 3.551 | 3.324 |
| 30 | Some products/Services promoted in advertising are bad for our society | 1.839 | 3.377 | -15.376 |

To test the level of significance between tourists' and residents' opinion, 't' test has been applied in the study, whose results are discussed in the Table 2.

The above table explains significantly different scores of the various perception variables on the basis of tourists versus residents. It is seen from the table that tourists' and residents' opinion differ on certain statements such as Residents believe that "Advertisements help raise our standard of living", (M = 4.045)whereas tourists believe less on this parameter (M = 3.949) [t= 1.023, with p<0.05]. Probably the residents of Bhaderwah know the economic value of tourism and probably they are aware of the fact that if tourism is developed in in the region, it would lead to raise their standard of living. Also, for statement, "Advertisement results in better products for the public", there is a difference in the opinion among the residents' (M = 4.316) and the tourists (M = 4.262) (t test = 0.634, p<0.001). It might be because for tourists, basic products, services and infrastructure are to be there if advertising is there. But for residents, it would be developed subsequently as Bhaderwah still needs to be developed as far as tourism is concerned.

For statements, "Advertising tells me what people with lifestyles similar to mine or buying and using, there is a difference in the perception of residents' (M = 3.949) and tourists (M = 4.121) (t = - 1.632). Tourists' and Residents' opinion about advertising as a tool for promoting Bhaderwah as a tourist destination also differ in the statements, "Advertising make us materialistic society overly interested in buying and owing things" (t = 0.553); "Advertising tells me which brand have the feature I am looking for" (t = 1.174);"In general advertising result in lower prices" (t = -0.471);"Sometimes advertisements are even more enjoyable than other media contents" (t = 1.375); "Most advertisements distorts the value of our youth"(t = - 0.623); "Advertisement helps me keep up to date about products / services available in the market place" (t = 1.518); and "Mostly advertisement is wasteful of economic resources"(t = 0.284). For statements, "Overall I consider advertising a good thing" (t = 1.926); and "My general opinion of advertising is unfavourable" (t = 0.648).This might be because for residents advertising for Bhaderwah is a must for its development but for tourists, other sources of information like word of mouth publicity, travel agents information to them etc. are better promotional tours.

### Table 3: Annova on Age

| Source of Variation | SS | df | MS | F (calculated) | Table value |
|---|---|---|---|---|---|
| Rows (tourists & residents) | 0.008489 | 1 | 0.008489 | 1.659991 | 10.12 |
| Columns ( age) | 0.007798 | 3 | 0.002599 | 0.508269 | 9.276 |
| Error | 0.015342 | 3 | 0.005114 | | |
| Total | 0.031629 | 7 | | | |

According to two way ANOVA analysis there is a difference in the opinion of residents and tourists towards advertising according to age (p= 9.276 > 0. 05). Since the calculated value in less than the table value, hence the hypothesis, age has an impact on the respondents' (residents & tourists) opinion towards advertising for the promotion of Bhaderwah as a tourist destination is accepted.

### Table 4: Annova on Gender

| Source of Variation | SS | df | MS | F (calculated) | Table Value |
|---|---|---|---|---|---|
| Rows (tourists & residents) | 0.00245 | 1 | 0.00245 | 81 | 161.45 |
| Columns (gender) | 0.000306 | 1 | 0.000306 | 10.12397 | 161.45 |
| Error | 3.03E-05 | 1 | 3.03E-05 | | |
| Total | 0.002787 | 3 | | | |

The above table 4, shows that there is a difference in the opinion of residents and tourists towards advertising, according to gender (p= 161.45 > 0. 05). Since the calculated value is less than the table value, hence the hypothesis, gender has an impact on the respondents' (residents & tourists) opinion toward advertising for the promotion of Bhaderwah as a tourist destination, is accepted.

**Table 5: Annova on Educational status**

| Source of Variation | SS | df | MS | F (calculated) | Table Value |
|---|---|---|---|---|---|
| Rows (tourists & residents) | 992 | 4 | 248 | 16.17391 | 6.5914 |
| Columns (educational status) | 2340 | 3 | 780 | 50.86957 | 8.7446 |
| Error | 184 | 12 | 15.33333 | | |
| Total | 3516 | 19 | | | |

According to two way ANOVA analysis there is no difference in the opinion of residents and tourists towards advertising according to gender (p= 8.7446 < 0.05). Since the calculated value in more than the table value, hence the hypothesis, educational status has an impact on the respondents' (residents & tourists) opinion toward advertising for the promotion of Bhaderwah as a tourist destination, is rejected.

## Conclusions

The purpose of the research study is to determine the perceptions of tourists and residents opinion towards advertising for the promotion of Bhaderwah as a tourist destination. The research indicates that there is a significant difference in the opinion of respondents for advertising as a tool for promotion of Bhaderwah as a popular tourist destination on the basis of age and gender whereas if educational status is taken into consideration there is no significant relationship in the opinion of respondents. The results show that the perceptions of the respondents surveyed in this study differ in some respects. Residents believe that advertisements help to raise the tourism in the region which further would increase their standard of living as they know the economic value of tourism. The opinion of respondents also differ on the aspect that advertising results in better products for the public because for tourists, better products and services should be there while for the residents Bhaderwah still needs to be developed vis-à-vis tourism is concerned.

The prime advantage of promoting Bhaderwah through advertising is to bring more and more tourists to this emerging tourist destination of the state. This would also help the residents of Bhaderwah to have an access to more facilities over there in terms of connectivity, infrastructure, job

avenues etc. The study also concludes that the residents strongly consider advertising as a tool for promoting Bhaderwah as a destination whereas tourists consider other promotional forms as better information sources about the destination. The current research also statistically proves that there is a difference in the opinion of residents and tourists towards advertising according to gender. This might be because male members in the region are more concerned with those benefits of advertising to promote Bhaderwah as a destination and females in the region because of less education and other related factors still have less idea about the benefits of advertising. For tourism also, it is seen that mostly male members are the deciding force behind the choice of destination and thus are more concerned with advertisements of the destination. The study also has some managerial and marketing implications as the results of the present study would help policymakers and the marketers to plan the advertisements and other sources for providing information about the destination which still is at an emerging step. The research study has few limitations like sample size was small and the data is collected through residents and tourists from Bhaderwah. Other such studies can be carried by taking into consideration the other places of tourist interest. A larger sample may also affect the results of the research.

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## Abstract

Today tourists feel more convenient in buying online than visiting the traditional brick and mortar store with fixed hours and long waiting queues. Online shopping has gained popularity over the years offering infinite choice, privacy and no pressure of sales by salesmen. Based on these observations, this paper attempts to identify the factors affecting online shopping with reference to Faridabad region consumers. Faridabad is a major industrial hub of Haryana and largest city in north Indian state of Haryana. A structured questionnaire is used to gather the data from the young population with familiarity of computer use and online shopping experience about the factors affecting their purchasing intentions. The data collected is put to further empirical analysis for summarizing the factors. The study not only provides a comprehensive understanding of consumer behaviours for the tourism marketers, but also shed light on the future research in online booking.

### Keywords:

Online shopping, Tourist Behavior, Online Information Search, Factors

# Factors Affecting Tourist Behaviors in Online Booking with special reference to Faridabad Region of India

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## Introduction

It is estimated that till 2016 ,the online market will reach by fifty thousand crores. According to the survey done by Crysal Research ,every year in India the online market is increasing by the growth rate of 50% -55%. India is growing with a fast pace in the online market.

During 2007-2008,online market of India was only Rs.1,500 crores which has been increased with the growth rate of 56% (approximately 13,900 crores)in the year 2012-13.After the increament of this musch growth still the online market of our country is at the introduction stage .In the business of online market two third contribution is only from the travel and tourism sites. But this trend is increasing rapidly.

The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. The "rise of e channels " describes how internet can eliminate the barriers caused by the distance while the strategy "follow

the sun" refers to the ability of the businesses to operate 24 hours a day 365 days a year . Distribution in hospitality is evolving and there is a shift in the way various channels offline and online are contributing to the productivity. Booking windows are shrinking, online reputation and feedback is gaining ground and noticeably challenging the traditional channels of sales.

Online shopping continues to entice the new-generation and online buyers are now looking increasingly at an online option for planning their travel. The ease of use and convenience associated with finding all vital information that one may need for planning a holiday at the click of a button has been the main reason for this growth in respect of online travel portals and direct selling by websites of airlines. Also electronic ticketing being the order of the day, passengers are getting accustomed to experience the liberty to choose the airlines, trains, coaches of their likings and getting their tickets delivered via e-mail. With out any doubt this is a different experience from the traditional one where they were required to have repeated visits to travel agents for arrangements.

## 2. Literature Review

### 2.1 E-travel services

Internet as a commercial medium, make it easy to companies to establish mutual online environments and allows consumers to collect data and measure them, Evaluate the intentions to purchase and purchase products directly and easily.(Ranganathan & Sanjeev 2007).Today consumers are preferring to shop online so that they can save their time as well to enjoy many other benefits among which some are self explanatory other are that not so ostensible.

Kaynama and Black (2000) proposed seven criteria for providing good e-travel services including content, accessibility, navigation, design/ presentation, responsiveness/feedback, background information, and personalization/customization. These criteria were selected specifically due to their similarity to the five dimensions of the SERVQUAL. The dimension of "tangibility" was reflected in the service attributes of online travel agencies for "accessibility", "navigation" and "design and presentation". The "reliability" dimension was replaced by the site's content to be represented as the promised services. The "responsiveness" dimension retained the same name even though the e-mail responses were examined in e-travel services. The "assurance" dimension was transformed into the elements of "background".

## 2.2 Online Consumers

Online Consumers' behaviour is different in nature from traditional consumers' behaviour due to the unique characteristics and interaction of technology and culture . As online channels are becoming increasingly important for businesses worldwide, researchers and marketers try to understand customers online behavior. Consumers are developing a self-service mentality, being more knowledgeable, and more accustomed to automation. They look for market transparency, service quality and global advice.Literature also shows that generally people who choose the option of online booking having higher level of education,good household income.

Javadi et al. (2012) examined various factors affecting consumers' behaviour while online shopping which is based on a model and found the impact of perceived risk, infrastructural variables, return policy, subjective norms, and perceived behavior control and domain specific innovativeness on the purchase behavior. The study concluded that financial risk and non-delivery risk negatively influence online shopping, domain specific innovativeness and subjective norms positively affect online shopping. Online consumers also concern about the one of the very important factor i.e. Trust while online purchases. Research has shown that online consumers are more prone to purchase online if they perceive a higher trust in online shopping (e.g. Corbitt, Thanasankit, & Yi, 2003).

## 2.3 Tourists Behavior in information search

It is assumed that intentions capture the motivational factors that influence behavior and the stronger the intention to engage in behavior, the more likely should be its performance (Ajzen, 1991). Indeed, different studies have provided evidence to support that behavioural intentions are a strong predictor of actual online shopping (e.g. Limayem, Khalifa, & Frini, 2000; Lin, 2007). Yet, this relationship has been overlooked in the context of online travel shopping.Vogt & Fesenmaier state that tourists' online search behaviors are motivated by their functional needs, hedonic needs, innovation needs, aesthetic needs and sign needs. The potential tourists are inclined to search for online travel reviews before travel decisions [Doong et al.], especially accommodation decisions [Gretzel et al.]. The tourists' behavioral consequences of the online information search are also stressed by the researchers. Skadberg et al. demonstrate empirically that flow experience while browsing a destination website leads to changes of attitude and behavior, including inquiring for more information, coming back to the website, and visiting the destination.

## 3. Research Objectives

1. To study the conceptual framework of online shopping and factors guiding online shopping behavior
2. To investigate which factors affect the most the purchasing behavior.

## 4. Research Methodology

Survey of respondents were conducted in the Faridabad region. The sample frame consists of people who live in Faridabad and nearby places. The sample size selected was 200 local citizens.176 questionnaires were found usable to study. Convenience sampling was employed to choose persons from the population of the Faridabad.

A structured questionnaire was designed for the purpose of achieving the research objectives. The questions was framed according to the main criteria that should be in the consideration when one tries to measure the factors affecting the tourist behaviour towards online booking.. Data collection was done recently in the month of January, 2014.

The study adopted a exploratory survey research design in which questionnaire based on 5-point Likert Scale where 1 represented "Highly Disagree" and 5 represents "Strongly Agree" was administered to collect data from the respondents on the variables of the study. The first part of the questionnaire is used to determine the demographic characteristics like Name, Age, Employment status, Websites used etc and the second part is used to determine the attitudes of customers. Various Statistical Techniques are employed to study Research Objectives including Exploratory Factor Analysis, Mean and Standard Deviation.

### 4.1 Reliability of data

Reliability and validity of the questionnaire was analyzed through Cronbach's Alpha which showed that all of the questions were above 0.835 offering good reliability.

**Table:1: Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .835 | .845 | 18 |

### 4.2 Respondents' Characteristics

Of the total respondents Males (51.9%) represented a larger percentage than females(48.1%).The majority of the respondents are using Irctc (68.1%), followed by indigo airlines(13.2%), yatra.com(12.3%) for online booking.

### 4.3 Data Analysis and Interpretation

Factor Analysis has been used to identify the factors that represent the interrelated variables influencing the consumers' online shopping behavior. Factor Analysis has been used with Principal Component Extraction method with Varimax Rotation, on the basis of Eigen Values not less than 1 for any factor. Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin have been used to measure sampling adequacy. KMO values above 0.5 are accepted and the significance in Bartlett's test should be less than 0.5 which is 0.00 as per the table and KMO values are above 0.5.

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .672 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 765.553 |
| | Df | 153 |
| | Sig. | .000 |

Although the initial solution identified 6 factors but 3 factors have been extracted through factor analysis which explain (49.660%) of the total variance. The nomenclature of the factors extracted has been given on the basis of highest factor loadings of the variables onto a particular factor. The results of the factor analysis have been reflected below:-

### Table:3: Total Variance Explained

| Compo-nent | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumu-lative % | Total | % of Variance | Cumu-lative % | Total | % of Variance | Cumu-lative % |
| 1 | 5.33 | 29.614 | 29.614 | 5.33 | 29.614 | 29.614 | 3.81 | 21.168 | 21.168 |
| 2 | 2.08 | 11.575 | 41.189 | 2.084 | 11.575 | 41.189 | 2.87 | 15.942 | 37.111 |
| 3 | 1.53 | 8.471 | 49.66 | 1.525 | 8.471 | 49.66 | 2.26 | 12.549 | 49.66 |
| 4 | 1.28 | 7.104 | 56.763 | | | | | | |
| 5 | 1.15 | 6.372 | 63.136 | | | | | | |
| 6 | 1.02 | 5.641 | 68.776 | | | | | | |
| 7 | 0.91 | 5.05 | 73.826 | | | | | | |
| 8 | 0.83 | 4.62 | 78.447 | | | | | | |
| 9 | 0.73 | 4.039 | 82.485 | | | | | | |
| 10 | 0.6 | 3.339 | 85.825 | | | | | | |
| 11 | 0.53 | 2.916 | 88.741 | | | | | | |
| 12 | 0.45 | 2.502 | 91.243 | | | | | | |
| 13 | 0.41 | 2.287 | 93.53 | | | | | | |
| 14 | 0.34 | 1.876 | 95.406 | | | | | | |
| 15 | 0.29 | 1.606 | 97.012 | | | | | | |
| 16 | 0.24 | 1.348 | 98.36 | | | | | | |
| 17 | 0.17 | 0.934 | 99.294 | | | | | | |
| 18 | 0.13 | 0.706 | 100 | | | | | | |

Factors Affecting Tourist Behaviors in Online Booking with special reference to Faridabad Region of India

## Table:4: Rotated Component Matrix

| Factors | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| Delivery Of Same services | 0.797 | | |
| Experience of Online booking Again | 0.723 | | |
| Online booking Equally Satisfying | 0.685 | | 0.361 |
| Need Fullfillment | 0.673 | | |
| Excellent Shopping | 0.524 | 0.348 | |
| Assistance Provision | 0.51 | | |
| Time Saving | 0.465 | | |
| Benefit over Cost | 0.414 | | |
| Discounted Offers | | 0.772 | |
| Online Query Resolution | 0.413 | 0.652 | |
| Quick Delivery | | 0.632 | |
| Service Errors | | 0.599 | |
| Navigation | | 0.533 | 0.374 |
| Loading of Webpage | 0.413 | 0.516 | |
| Changes in Transaction | | | 0.694 |
| Safety | 0.41 | | 0.666 |
| Product Customization | | | 0.649 |
| Information Updation | | 0.36 | 0.556 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 5 iterations.

## Table 5: Online Buyers' (Tourists) Ranking of Factors

| Factor | Variable | Mean | Std. Deviation |
|---|---|---|---|
| PERCEPTION | Delivery Of Same services | 3.754 | 0.66759 |
| | Experience of Online booking Again | | |
| | Online booking Equally Satisfying | | |
| | Need Fulfillment | | |
| | Excellent Shopping | | |
| | Assistance Provision | | |
| | Time Saving | | |
| | Benefit over Cost | | |

| Factor | Variable | Mean | Std. Deviation |
|--------|----------|------|----------------|
| VENDOR SERVICE | Discounted Offers | 3.881 | 0.69035 |
| | Online Query Resolution | | |
| | Quick Delivery | | |
| | Service Errors | | |
| | Navigation | | |
| | Loading of Webpage | | |
| | Changes in Transaction | | |
| TRANSACTION SUPPORT | Changes in Transaction | 3.606 | 0.74877 |
| | Safety | | |
| | Product Customization | | |
| | Information Updation | | |

Finally the mean of the three factors have been found to know the rating of the factor by the respondents. The Vendor service and Website quality has the highest mean of (3.88) followed by perception (3.75) and lastly transaction support (3.6). The respondents find the vendor support, quick delivery, website quality more convincing than other options as traditional shopping also provides benefits but one would indulge in online shopping only if it is able to get better service and shopping is easy in terms of using the website.

## 5. Limitations of the study

The study has a small sample size representing the online users of Faridabad region, Further research can be conducted to include a large representative sample including other cities, there are variety of factors which can be covered to give a more clear picture of attitudes affecting purchase intent and Internet Technology keeps on adding new and enhanced features every year which will affect the users' behavior guiding their purchase intent which can be investigated with further research.

## 6. CONCLUSION

For tourism sales ,online booking is an increasingly important channel. Consumer Behavior is an important determinant for online booking ,about which our literature review is providing a systematic view. Online Booking generally have become quick to habituate as a means of promoting fast travel services .Online Booking align various attributes that affect tourist overall satisfaction towards travel websites and their services .In this study ,four attributes were found to be explanatory for the tourist satisfaction

towards the online travel booking. These variables are Perception, Vendor Service, Transaction Support. These developed factors will help to monitor various aspects of the tourist satisfaction i.e. Authenticity, Reliablity, Trust.

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## Abstract

Travel and Tourism is emerging as the fastest growing economic activity in the world today, contributing significantly to economic development and employment generation. While the demand for trained personnel is growing rapidly, the number of trained personnel available is grossly inadequate. The quality of training they receive needs to be ascertained as it is crucial to the success of the tourism industry. A major challenge faced by the Tourism Industry is to recruit the right person for the right job.

This paper focuses on the imperative need for quality tourism education to bridge the ever-widening gap between the demand and supply of trained, motivated and qualified employees to the industry. It provides an insight into the nature of tourism programmes offered in the State of Maharashtra and the role of educational institutions in contributing to the development of competent professionals. In particular, it analyses whether the structure and content of the programme is relevant and satisfies the requirements of all the stakeholders- students, industry, community and tourists. The paper identifies the gaps and proposes effective strategies to overcome the shortcomings. Simple innovative measures to make tourism studies more effective and increase the outreach have been suggested.

The study reveals that tourism industry being people-centric requires employees with greater maturity levels to deal with unforeseen situations and to take on-the-spot decisions. While very few institutes in India offer tourism related courses, the number of students opting for this branch of study is alarmingly low. Since tourism industry is a dynamic industry, regular training and course content updating are required while at the same time; students should have career advancement opportunities open to them.

# Bridging The Gap in Tourism Education- A Case Study of Maharashtra

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## Introduction

Tourism worldwide is well known and appreciated for being the largest foreign exchange earner and employment generator. Over the past six decades, this industry has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world (UNWTO, 2013). This sector has the capacity to create large-scale employment both direct and indirect, for diverse sections of the society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier

**Keywords:**

effect as per the UN's World Tourism Organization. The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million rupees invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly (India Tourism, Market Pulse Report, 2012). India has immense potential for becoming one of the major global tourist destinations and the tourism industry is exploiting this potential (India Tourism, 2012).

The success of tourism has given rise to the increased demand for skilled professionals of high caliber. Tourists expect good quality of service for money spent. There is a dire need for competent and educated people to cater to the growing demands of the tourism industry. The increasing demand for skilled and qualified human resources is posing a major challenge to the industry and the industry is responding to this need in various ways. Accordingly, the tourism sector needs to refine the supply of a skilled workforce to meet the specialised demands of this booming tourism activity, and to deliver a quality product to international tourists having increasingly high expectations in service standards (Wang, 2008). On one hand there is a dearth of suitably trained employees in the travel industry and on the other hand, Multi National Companies are faced with tackling problems of attrition. To meet demand for trained personnel in the travel trade, travel professionals are opening their own training institutes to fill the void of untrained staff. Some travel agencies offer short term/part time courses to attract students. However, students are

on the lookout for certificates from boards/recognised educational bodies. Tourism education around the world is inadequate to meet the demands of the industry. Education holds the key to unlocking potential economic growth opportunities to achieve a competitive advantage in the tourism sector. Tourism education and training is an inevitable activity for the development of human resource to cope with the changing scenario of tourism industry (Swain, 2008). Although tourism education all over is growing at a less considerable rate, it is facing great challenges. An assessment of the tourism educational literature has indicated that the industry professionals have criticised tourism education for not efficiently preparing people for employment in the industry (Ladkin, 2005).

Tourism curriculum has neither kept pace with developments in quality education, nor effectively served the needs of the tourism sector (Cooper, 2002). In order to be more competitive, tourism curriculum should be adapted to meet the needs of the tourism industry in terms of the proficient skills required (Lo, 2005). If the design of tourism curriculum neglects the needs of tourism industry, tourism education will not be sustainable and eventually will not promote the development of the tourism industry. A greater dialogue between the tourism industry and institutes is therefore critical (Wang, 2008).The tourism industry does not recognize tourism education because employers are often perplexed about what educational courses are being offered (Ladkin, 2005). In recent times, a prevalent tendency has been to pay considerable thought not just to the content of tourism degrees, but to the qualities possessed by graduates in terms of skills and abilities, which are referred to as generic skills and graduate attributes (Pearce, 2005). If a gap exists between the tourism industry's expectations and the tourism educators' provision, sustainable development in tourism education may not be achieved (Wang, 2008).

The quality and efficiency of services offered to tourists is the primary concern of the tourism industry. Each component of the tourism industry requires skilled personnel to handle their jobs efficiently. The tourism industry because of its fragmented nature is not equipped to respond to the future challenges due to shortages and gaps in the required skills (Victoria, 2005). Customer's expectations are to be empathized. In the tourism industry, it is the people who make the real product. The right person at the right job is essential for any business unit and this implies to the tourism industry as well. Thus there is a need for educated skilled human professionals in the travel and tourism firms to achieve higher productivity targets and actually promote tourism in the true sense of the word (Biwal, & Roday, 2013).

Thus, this study highlights the needs and expectations of the tourism industry in terms of knowledge and skills sets required by tourism professionals, and study the extent to which present tourism education meets the needs of the industry.

## Tourism Education in India

Till date there are only a handful of institutes offering tourism education in India. There are no efforts seen from the Ministry of Human Resource Department or the Ministry of Tourism or even the Universities of India or UGC to introduce and promote tourism education. Master of Tourism Administration programmes are offered at Gwalior, Kurukshetra, Aurangabad, Pondicherry, Indore, Jodhpur, Aligarh, H.N.B., Garhwal, and Bangalore. It is alarming to note that out of the 659 universities, including State Universities, Deemed to be Universities Central Universities and Private Universities, (U.G.C, 2014) there are approximately only about 20 institutions providing tourism education. Further, out of 35,000 colleges, about approximately around 100 colleges is offering tourism as vocational course at graduation level. Approximately about 5000 students are admitted to these colleges every year. Thus all, in all, less than 6000 students graduate with a Travel and Tourism Degree against more than 26000 trained personnel required by tourism industry every year. The supply against the demand is alarmingly low. This portrays a dismal picture of the tourism education scenario in our country. Over the years despite discussing the dire need for tourism professionals, tourism education, has not achieved the priority desired (Bharadwaj, & Shankar, 2003).

In Maharashtra, tourism education is being offered at Masters level at Dr. Babasaheb Ambedkar Marathwada University, Aurangabad; Post Graduate Diploma at Garware Institute, Mumbai and Nagpur Polytechnic; while post S.S.C. Diploma programmes are offered at Pune, and the Maharashtra State Board for Technical Education (MSBTE), offers a similar Diploma in Travel and Tourism at Thane and Nagpur. A few junior colleges also offer H.S.C. (Vocational) courses in Travel and Tourism.

Although a number of programmes have been launched at various entry levels, the demand for tourism professionals has grown and although a large number of tourism schools have mushroomed, the number of takers for such programmes is low. A random survey conducted by the institute has revealed that approximately 25% to 50 % seats remain vacant for all Travel and Tourism programme every year. The poor demand for the Travel & Tourism programme inspite of 100 % placements.

**Table No.1: Number of vacant seats for DTT since last ten years (Intake 30):**

| Year | Student admitted | Vacant seat | Vacancy % |
|------|------------------|-------------|-----------|
| 2004 | 30 | 00 | 00 |
| 2005 | 30 | 00 | 00 |
| 2006 | 26 | 04 | 13.3 |
| 2007 | 30(+ 4 pwd) | 00 | 00 |
| 2008 | 28 | 02 | 7.0 |
| 2009 | 13 | 17 | 57 |
| 2010 | 21 | 09 | 30 |
| 2011 | 13 | 17 | 57 |
| 2012 | 14 | 16 | 53 |
| 2013 | 18 | 12 | 40 |

The Maharashtra State Institute of Hotel Management and Catering technology is a State Government Institute located in Pune since 1974. Apart from other programmes the institute offers a three years Post SSC Diploma in Travel and Tourism. This is an autonomous Diploma offered by the Institute which has equivalence from MSBTE and is an AICTE approved course.

This study tries to identify the extent to which tourism education offered in Maharashtra state meets the needs and expectations of the tourism industry and the students.

## Literature Review

Tourism industry is a major employer of skilled labor and also provides much scope for unskilled and semi-skilled employment (Kuthiala, 2001). The education, training, skills, and motivation of staff play a key role in an organization gaining a competitive advantage over rivals (Kusluvan, & Kusluvan, 2000). According to Aparna Raj (2008) over the years tourism education has not achieved the priority desired. Tourism education is not generally the first choice for students pursuing higher studies. Tourism related degree programmes have been slow to acquire recognition as a truly academic discipline. There is a huge gap perceived between the training capacity of educational institutes and the actual need of the industry.

Nafees Khan (2008) in his study on Human resource development in tourism industry in India: A case study Air India Ltd., has analyzed that the tourism industry is vitally faced with the demand of qualified quality personnel and that human resource needs to be considered as an extremely

important factor for productivity. Shrivastav, P (2008) in his study found that the courses taught at many of the universities lack employability and is very much theoretical in nature. Syllabus designed for tourism was not revised since more than 20 years. The students pursuing tourism studies feel that the course lacks practical approach. The curriculum in most of the institutes was lacking soft skills and personality development which is the most essential for customer service (Shrivastav, 2008).

As per a study conducted by Parikshat Singh Manhas (2014), it was found that if learning techniques are applied in the tourism and hospitality institutes, it enhances student participation, increases their confidence level in delivering services and it has become one of the best resource tool for teachers while delivering the lectures and concludes with, making teacher-student teaching-learning process a success. The inappropriateness of knowledge and techniques used for teaching in educational institutes for the new entrants to such industry is one of the causes of dissatisfaction of the students (Manhas, 2014). More communication-related courses, such as interpersonal communication skill courses or human relation courses must be incorporated in the undergraduate curriculum. Change in the secondary school level curriculum can also, to a certain extent, help provide necessary skills for the hospitality and tourism industry, while balancing the skills in demand for other sectors.

According to Smeeta Gulvady, Vice President and Head-Centre of Learning, Thomas Cook India the rising demand in new destinations, unique experiences, special interest tours, foreign exchange needs and more, the travel and tourism industry needs more manpower, highly skilled and trained professionals to cater to the demand. Centre of Learning-Thomas Cook India understands this need of the industry which is facing attrition rate of 15-30 per cent and hence strives to effectively provide the industry with a unique inflow of well trained and highly skilled professionals, ready to be absorbed into the workforce, thereby adding value to the organization through their well rounded knowledge and training (Chakraborty, 2013).

Tourism is multidisciplinary in nature; however there should be uniformly acceptable and measurable academic curricula. Educators in the field may need to review differences in the courses to develop appropriate curriculum. Tourism curriculum should be addressed in a systematic manner. While designing the curriculum, it is important to solicit views of professionals within an industry, to ensure the curriculum is relevant to industry needs. Careful review of curriculum issues will further assist educators and industry professionals in improving the quality of

primary courses (Lee, 2013).While designing the curriculum it should be remembered that tourism is made up of various industries or sectors which need to work in harmony. Tourism has evolved from a number of academic disciplines like geography, history, anthropology, etc. Tourism as a field of study is complex and requires an interdisciplinary approach with a specific frame of reference (Roday, et.al. 2009).

In spite of tourism being recognized as a multifaceted industry with various job opportunities for skilled, unskilled and semi-skilled people, the government has not developed the tourism education system in the country. Various literature studied shows that the tourism industry is in dire need of skilled and educated employees to meet the requirements of the expanding industry.

## Objectives

This study aims to ascertain whether a gap exists between what educational institutions provide by way of tourism knowledge and skills sets, and the knowledge and skills sets required by the tourism industry. If we want to achieve higher targets for tourism, it is imperative that tourism professionals are trained to meet the changing needs of the industry. The tourism industry being a dynamic industry, constant change and up gradation of course content is desirable. Keeping the need for trained tourism professionals in mind, the topic was selected with the following objectives:

- To identify the gaps in the present curriculum and education delivery system.
- To ascertain the role of the industry in curriculum formulation.
- To suggest possible measures to minimize these gaps.

## Research Methodology

Methods of Data Collection: The relevant data for the study was conducted on the basis of a large number of information sources including a mix of primary and secondary sources.

Primary Data: Primary sources comprised of data collected through survey questionnaires, personal interviews and telephonic conversations with the employees who had received formal education in Travel and Tourism before seeking employment or becoming entrepreneurs. The respondents were ex-students of MSIHMCT who chose to remain in the travel trade after completing their post S.S.C. Three years Diploma in Travel and Tourism as well as the managers, directors and proprietors in

the travel trade. The curricula of courses of more then two years duration post S.S.C. were studied to identify gaps.

Secondary Data: The study involved desk research on the travel industry and a major review of literature relating to Institute and Industry gaps, HRD issues and HRM practices in the tourism industry in general. Secondary data was collected from books, research journals, websites, magazines, publications of international organizations like UNWTO, WTTC, UFTAA and government approved publications and reports.

**Scope of the study:** The study restricts itself to the institutes offering Travel and Tourism courses post S.S.C. in the state of Maharashtra. The segment of the study consisted of the employees working in the travel agencies as well as the managers, proprietors and directors of reputed travel agencies.

**Sample design:**

| Sr.No. | Respondent | No. of respondents |
|--------|------------|--------------------|
| 1 | Ex-students of MSIHMCT | 42 |
| 2 | Managers/ Employers | 27 |
| | **Total** | **69** |

## Data Analysis

Curriculum Analysis: The curricula of three top recognized boards/ institutes from Maharashtra state were reviewed and compared in terms of duration, course content, weightage, teaching methodology, teaching and examination scheme, on-the job training, project work.

**Table No.2: .Comparison between curriculum of three recognized boards / institutes offering Travel and Tourism programme from Maharashtra State**

| | MSIHMCT | MSBTE | MCVC |
|---|---------|-------|------|
| Duration | 3 years -semester pattern | 3 years semester pattern | 2 years Annual pattern |
| Weightage | 3050 | 3500 | 1600 |
| Min/ Max marks Theory Practical | 40/100 20/50 | 40/100 20/50 | 35/100 No minimum pass marks |
| Teaching methodology | Theory, Practical, Orals, assignments | Theory, Practical, Orals, assignments | Theory, Practical, Orals, assignments |

| | MSIHMCT | MSBTE | MCVC |
|---|---|---|---|
| Teaching examination scheme | Progressive Tests, End Term theory exam and end term orals | Progressive Tests, End Term theory exam and end term orals | Progressive Tests, End Term theory exam and end term orals |
| On job training | 16 weeks | 16 weeks | 40 days |
| Project work | As a separate subject | Not included as a separate subject | Not included as a separate subject |
| Continuous assessment | Yes | Yes | Yes |

## Table No. 3: Comparison between curriculum details for main subjects of Travel and Tourism programme offered by three recognized boards / institutes from Maharashtra State

| Sr. No. | Subject | MSIHMCT | MSBTE | MCVC |
|---|---|---|---|---|
| 01 | Itinerary Planning | Separate subject with elaborate practicals | Covered in Tour Operation Management | Covered only as a topic |
| 02 | World Tourist Destinations I & II | Separate subjects with practicals | Separate subjects with practicals | Covered only as a topic |
| 03 | Indian Tourist Destinations I & II  Indian Culture & Traditions I & II | Separate subjects with practicals | Separate subjects with practicals | Clubbed together |
| 04 | Airfare and Ticketing | Separate subjects with practicals | Separate subjects with practicals | Covered only as a topic |
| 05 | Generic Skills | Focus on development of Life skills | Focus on development of Life skills | Contains rural co-op management, safety for occupational hazards and work environment |
| 06 | English | Focus on grammar and vocabulary  Applied writing related to tourism | Less focus on Grammar and vocabulary | Additional course books prescribed for prose and poetry. |
| 07 | Entrepreneurship Development | Offered as a separate subject. Also included in related courses | Offered as a separate subject. Also included in related courses | More detailed curriculum, focus on project formulation, insurance and banking |
| 08 | Foreign Language | Any one of the following: French Japanese, Spanish or Italian | French | Any one of the following: Russian, German, Japanese or French |
| 09 | Optional Subjects (Any one) | Rail &Car rental operations, Visa Formalities, Tour Escorts | No optional subjects offered | No optional subjects offered |

**Analysis of data obtained from ex-students:**

The qualitative approach was used for analysis to achieve results from the research. Two sets of questionnaires were designed; one for the ex-students of MSIHMCT while the other was for employers or mangers of reputed travel agencies to assess the effectiveness of curriculum being implemented. The respondents consisted of ex-students who were working in the tourism industry for more than 5 years and had at least two years of work experience. The questionnaire was sent to 57 students. Only 42 responses were received out of which 3 had to be rejected because of incomplete information reducing the sample size to 39. Out of 35 questionnaires sent to managers, proprietors of reputed travel agencies, only 27 responses were useful. The survey was conducted in the months of December 2013 and January 2014. The questionnaire designed had both closed ended and open ended questionnaire

## Findings of The Study

### Findings of Curriculum Analysis:

The curriculum of MSIHMCT, MSBTE and MCVC were analyzed with respect to teaching and examination schemes, core subjects offered industrial exposure and development of skills. The course offered at MSIHMCT was comparatively more application oriented. Theory component was vast in all courses although Generic Skills, the interpersonal skills, Communication Skills and languages needs to be increased in the curriculum while there is a gap in Tourism Education, it is narrower in MSIHMCT. The gap needs to be bridged and can be achieved through following suggestions and recommendations.

### Findings of Student Community

**Table No.3: Findings of student community:**

| Sr. No. | Variable | Findings | Percentage |
|---------|----------|----------|------------|
| 1 | Gender | Male: 25<br>Female:14 | 64 %<br>36 % |
| 2 | Qualification | DTT: 39<br>H.S.C.: 28<br>Degree: 14<br>IATA: 18 | 100 %<br>72 %<br>36 %<br>31 % |
| 3 | Work Experience | 1-2 years: 08<br>3-5 years: 12<br>More than 5 years: 19 | 20 %<br>31 %<br>49 % |
| 4 | Designations | Jr. Executive:10<br>Sr. Executive: 19<br>Managers: 10 | 26 %<br>49 %<br>26 % |

| Sr. No. | Variable | Findings | Percentage |
|---|---|---|---|
| 5 | Does curriculum meet demand of industry | Yes: 37<br>No : 02 | 95 %<br>05 % |
| 6 | Opinion of entry level of DTT | S.S.C.: 3<br>H.S.C.: 36<br>Graduation:00 | 8 %<br>92 %<br>00 % |
| 7 | Changed industry after course completion | None | 00 % |
| 8 | Duration of Industrial training sufficient | One Semesters: 23<br>Two Semesters: 16 | 60 %<br>40 % |
| 9 | Ideal span of DTT course | If after H.S.C.- 2 years:24<br>If after S.S.C.- 2 ½ years:06<br>If after S.S.C.-3 years: 09 | 62 %<br>15 %<br>23 % |
| 10 | Main Skill sets and qualities in the tourism industry listed. | -Good Communication skills<br>-Pleasing Personality<br>-Ability to work in a team | 100 % |
| 11 | Any additional programmes to be useful for tourism professionals | Additional programmes needed – IATA, Destination Specialists | 20 % |
| 12 | Satisfied with job | Yes: 39 | 100 % |
| | | No: 00 | |

Does Curriculum offered meet the demands of industry: It was found that out of the 39 responses, 37 respondents agreed to the curriculum meeting the industries demands theoretically while only two respondents replied negative. Some respondents stated that in-house GDS system helps in better understanding of the airfares and ticketing. More practical's and field visits to be incorporated was also suggested by some of the respondents who had graduated 10 years ago.

Opinion of entry level for 3 Years DTT: It was opined by 3 respondents that the entry level for the Diploma course should be after Xth Standard as students get an early start and can always pursue H.S.C. externally. Of the three respondents, two had completed H.S.C. while pursuing Diploma, 36 respondents stated that the course should be after XIIth standard as the maturity level of the student's increases by that time and they understand which vocation they would like to pursue. Also for situation handling and taking on-the-spot decisions, it is necessary that the students are responsible, level headed and make mature judgements.

Change of industry after completing DTT course: It was found that all respondents were very happy working in the tourism industry. This shows their preference for a career in tourism.

Duration of Industrial Training Sufficient: Some 40 % respondents stated that the industrial training should be provided for at least two semesters as they understand the working of the tourism industry better and can work in two separate departments getting better experience and exposure.

During one semester it was impossible to train in all the departments of a travel agency due to work load and high season. The other 60 % stated that one industrial training in the last semester is sufficient as it helps them to get placed in the travel agency on successful completion of their industrial training.

Ideal Span of DTT Course: 62 % of the respondents opined that the course should be reduced to 2 years after XIIth , 15 % of the respondents mentioned it should be 2 years of teaching and one semester of industrial training, while 23 % were satisfied with the present 3 year diploma.

Necessary skill sets and qualities required to be successful in the tourism industry: The following skill sets and qualities were found necessary by majority of the respondents:

- Product knowledge
- Possessing effective communication skills
- Interest in job
- Consistency in performance
- Leadership skills/qualities
- Learning attitude and taking initiative in all aspects/receptive for knowledge
- Helpful and positive attitude towards work
- Ability to work under pressure and cope with busy times and heavy workload
- Technical knowledge of online portals
- Pleasing personality
- Understanding customer wants
- Sales etiquettes
- Soft spoken
- Sincere
- Hard Working
- Dedicated
- Team spirit
- Patience
- Politeness
- Good listener
- Punctual

Additional qualifications undertaken by the respondents after completing their DTT Course: 38 % completed H.S.C. externally while pursuing

the Diploma. It was found that 73% of the respondents possessed a degree after completing their 3 year Diploma as they were looking for career advancement as mere Diploma was not enough for their upward mobility. 54% respondents also acquired IATA Certification as they felt it was an added advantage in their resume to go into ticketing and airlines. % Respondents stated that they completed online certificate courses like destination specialists. Many parents have approached the Institute and expressed their displeasure about the entry level.

Additional programmes which could be part of the tourism programme: 30% respondents stated that IATA certificate, Destination training programmes, GDS training to be included in the curriculum. 20% mentioned that more interactions with travel trade professionals and field visits should be organized for the students.

Satisfaction with the job after completion of DTT course: Almost all 39 respondents stated that they were extremely satisfied with their present job. This shows that the curriculum being offered by MSIHMCT meets the demands of the industry to a large extent.

Other Findings: After completion of the Diploma, all further education avenues are closed to students and students do not have any opportunity to upgrade their qualifications. They have to again appear for XIIth standard (HSC) which is the basic qualification a student should possess if he/she needs to take admission for any degree programme. This is one of the main reasons for low admissions to this Programme. This was one of the main reasons to choose this research topic.

Findings from the Employers/Managers:

Preferred skills and qualities of employees: It was found that the travel agencies preferred employees with good communication skills and ability to work in a team, to be innovative and creative, possess customer service skills and selling techniques and product knowledge. Some respondents preferred employees with a pleasant temperament, right attitude towards job and colleagues, along with good product knowledge.

One of the respondent preferred employees who were alert and have a sixth sense so that they can predict and foresee the unpredictable situations that are part of the tourism industry, like flight cancellations, etc. and should be able to find solutions for the same. All the other employers stressed on good communication skills, interpersonal and customer service skills, ability to work in a team, and product knowledge as the preferred qualities in an employee.

Smaller travel agencies stated that employees need to have good communication skills, and team spirit. They were of the opinion that product knowledge could be imparted to employees during their training.

They have to again appear for XIIth standard (HSC) which is the basic qualification a student should possess if he/she needs to take admission for any degree programme. This is one of the main reasons for low admissions to this Programme. This was one of the main reasons to choose this research topic.

Regarding the curriculum: Since tourism is a dynamic industry, the curriculum knowledge and skill sets need to be constantly enhanced to keep pace with change. Employers were satisfied with content but felt education/ knowledge delivery system needs a modification and actual role play or real life situation handling would enhance learning process.

Regarding entry level qualifications: All employers opined that minimum entry level for tourism related courses should be H.S.C. although some felt graduates with required skill sets will be preferred as they maybe more responsible and could take mature decisions. By the time students graduate they have better clarity about what they aspire to become in life. It was found that although the students are satisfied with their jobs, the employers have higher expectations from their employees, and because of high attrition rate in this industry, they constantly face shortage of trained professionals.

## Suggestions and Recommendations

If we want tourism education to be relevant it is essential that the 4A's of education be met. Education should be accessible, appropriate, accredited and affordable. The first step before designing the curriculum is for us to identify the role to be performed by tourism professionals. The curriculum should be designed to develop necessary competencies in students and these competencies need to be assessed. The focus of the curriculum should be on performance and should be concept-based and role-based. Industry leaders should come forward and design the curriculum and provide more opportunities for industrial training as Institutes may not be able to install CRS and related software used by the industry.

1) Tourism as a budding vocation and exciting career option needs to be highlighted to students in high schools and to career counselors and advisors.

2) Introduce Travel and Tourism as a subject at school level to create understanding of Tourism and its potential benefits to development of our economy.

3) Universities should offer Travel and Tourism at Undergraduate level with a choice of interdisciplinary subjects instead of offering Tourism as a subject.

4) The courses offered should provide a strong foundation to students to build their career in the travel and tourism sector Students should be encouraged to stay within their trained industry and given opportunities for career advancement.

5) To survive in the tourism industry one should possess the necessary skills as tourism is people-centric. Life skills and personality development should be given substantial weightage.

6) A large percentage faculty has had no industrial exposure. At least total six months industrial exposure should be more compulsory for Technical Teachers. This exposure could be given as compulsory training of one months duration once in two years.

7) Industry and academia must work together to design the curriculum and there should be ample industry representation on the Board of Studies.

8) Along with other factors, applicable curriculum should be developed so the students have the skills and understanding necessary to enter a universal and ever changing industry.

9) Upgrade entry level for tourism related programmes to 12 +. As students are required to handle unforeseen situations, take mature on the spot decisions and as service providers are a part of the tourist product.

10) The students who complete the three year Diploma in Travel and Tourism after their S.S.C./Xth Standard should be given equivalence to H.S.C. (Vocational stream) Travel and Tourism just like Diploma Engineering students of MSBTE are given equivalence/higher status to H.S.C., so that they are able to pursue higher education if they so desire.

11) Our conventional society is passing through a turbulent phase of change and we need to keep pace with the changing times. Today students are not waiting for the teacher; they have already started learning through the internet. To increase the outreach of tourism education and to ensure content is up-to date, the use of Open Education Resources (OER's) in this subject will definitely be useful. Open access means study material can be modified, reused, republished and constantly upgraded. OER's are not static but dynamic and since they are open to suggestions, it is an ever enriching

process. The study material will never be outdated. The gap between what is needed and what is offered can be bridged through use of OER's in this subject.

## Conclusions

Due to globalization and rapid changes brought about by use of information technology the human resources in the travel and tourism industry needs to be multi-skilled. Since tourism is a service industry people engaged in this trade deal with people to cater to their needs. They are the ones who create experience good or bad and therefore determine the quality of the 'product offered' to the tourist.

But there are very few institutes in the country which provide quality education catering to the travel trade sector. Many tourism institutes also lack the necessary infrastructure required to teach the skills required in the travel trade sector. There is also a significant gap between the tourism education offered and the needs of the industry. The institutes focus on the theoretical aspects while the industry demands practical aspects. The country lacks awareness about the potential of the tourism industry, and this aspect needs to be stressed upon.

All students found tourism an exciting career option while majority felt that entry level qualification should be Higher Secondary Certificate (H.S.C.). H.S.C. is a must for career advancement. Tourism as a career option needs to be accepted, and to make it acceptable, scope for career advancement is a prerequisite. Marketing of accredited tourism courses through the media and social media would have a wider outreach. The major challenge faced by the Tourism Industry in India is to bridge the gap of demand and supply of skilled tourism professionals. Regular course content updating with latest technologies, participatory approach to education and entrepreneurial skill development will attract and retain talented and proficient (competent) employees with career advancement opportunities open to them.

Considering the tourism and hospitality education, e-learning techniques can compliment teaching practices. The need for the motivated approach to the learning process especially in tourism and hospitality sector may compliment the education process (Manhas, 2014).

The major gaps identified in content by both students and employers were failure to adapt new technologies, poor interpersonal skills and limited knowledge about tourist destinations and world geography. Online systems training, emphasis on online portals, good networking and creativity and a never give up attitude are other skills which need to be enhanced

during the course of study. Additional guest lectures from professional from the travel trade, more field visits, participation in events and trade shows, etc., expose students to latest trends. Students and teachers should constantly update and have thorough product knowledge. A participatory approach with involvement of students in the Teaching/Learning process will go a long way in bridging the gap between institutes and the industry. Customer service is the backbone of the tourism industry. Customer service skills should be enhanced and should aim at exceeding customer expectations. Excellent interpersonal skills will go a long way in creating and retaining satisfied and delighted customers. Tourism business is highly competitive and to be in competition, innovative tourism products which are creatively marketed is the need of the hour. The mindset of the Indian community for traditional vocations or courses which offer at least a degree is undergoing gradual metamorphosis. Tourism education is definitely not the first choice for students pursuing higher studies and even tourism related degree programmes are yet to be accepted as an academic discipline.

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## Abstract

This study is an outcome of the survey conducted on tourists to consider their opinion regarding business tourism. The data was collected with the help of pre-structured questionnaire, which was focused on finding out the opinions of respondents regarding (a) sources of information (b) mapping their pre-tour expectations and on-tour experiences (c) expectation and experience mapping w.r.t. tour operator/facilitator (d) experience with the business tour (e) and post tour expectations. The analysis is made with the help of some statistical tolls like Chi-Square test,'t'-test and factor analysis to reach on generalising results. The study was focused on the assessing the development of business tourism in India, hence it was pre-requite to understand the opinions of customers in business tourism. In this study the analysis of primary survey of tourists in various trade fairs has been undertaken. As described above the survey was conducted on the five areas with respect to the business tourism.

### Keywords:

Business Tourism, Trade Fairs, Visitors, Mapping.

# Business Tourism Development in India: Visitor's Perspective

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## Introduction

When people think of vacations, they conjure up visions of folks, relaxing on beach or visiting an amusement park with family or friends. Others envision people testing their skills and abilities by participating in sports such as golf or tennis. Still others think of adventures climbing mountain, paddling canoes or white water rafting. There is, however growing trend of vacationers trying something different. They travel to learn, work and participate in an expanding type of tourism, sometimes called as Business tourism. This type of tourism which can be considered as combination of leisure and work. International tourism today is dominated by business travel as it is the second largest segment of the tourist travel worldwide after leisure travel. The present segment of business travel constitutes 35 million with a value of around 25 percent of the total value of tourism which approaches some 250 billion pounds with the fastest rate of increase having recently been towards destinations in the Far East, particularly Japan, Hong Kong , Singapore and Australia. According to World Tourism

Organisation (1992) the world-wide business travel market is considered to be enormous, accounting for 750 million trips with an estimated value in access of USD 320000 million (WTO 1992). Business travel is worth USD 400 billion worldwide today. Britain is the top European earner from business tourism with revenue of around 22 billion pounds representing 8 percent of the global market. Business tourism is increasing rapidly with the economic growth of Asian and African countries despite some recessionary period of Gulf war and terrorist activities.

Business tourism is apparently an expanding market (Cuff 1986; Woodward 1991) and the Meetings and Incentive Association estimate that the UK incentive market is worth £300 million and is growing at a rate of 10-15% each year (Webster 1992). The third component, meetings and conference travel, accounts for around 12% of the total business tourism market (Beioley 1991). The worldwide business travel market is considered to be enormous, accounting for 750 million trips with an estimated value in excess of US$320 000 million (World Tourism Organisation 1992). In the UK, according to figures from UKTS, there are something like 19 million business tourism trips taken each year, equivalent to roughly one in seven or 15% of all tourism trips and accounting for 8% of all nights and 23% of all tourism spending, Expenditure on business travel in the UK is estimated to be worth in the region of £11.3 billion per annum and, when added to the overseas component taken from IPS, that is £2.2 billion, it is reasonable to estimate that total expenditure for business tourism in the UK may be worth as much as £13.5 billion per annum (Middleton 1992). The past few decades have witnessed a substantial increase in business travel, especially among managers and professionals (Doyle & Nathan, 2001; Swarbrooke & Horner, 2001). Important factors underlying this development are globalization and geographically expanded markets, growing numbers of multi-unit companies, new organizational trends such as networking, outsourcing and work in project teams, and improved infrastructures for mobility (Aguiléra, 2008; Beaverstock, Derudder, Faulconbridge, & Witlox, 2009).

In India, too corporate travel business is growing at 10 per cent per annum. World Tourism Organisation (1992) defined that business tourism denotes the activities of persons travelling to and staying in places outside their normal environment for the purpose of business (Middleton 1992). It includes all activities, same day travel and staying overnight, for which the principle reason for being away from the normal environment is business, but it excludes all forms of commuting to work and the regular working journeys of business man in their local areas.

The main component of business tourism, that is general business travel, accounts for about 85 percent of all business tourism, is primarily determined by the pattern of economic activity and is largely predetermined. The conceptual design of the study is outlined with the help of a study question. This study question integrates different ideas by leading through the different kind of conceptions.

Study Statement

Following statement is leading through the study

*"What do the visitors think about the development of Business Tourism?"*

## Aim of Study

The aim of this study is to find out the opinion of visitors/tourists regarding the development of business.

## Objectives of Study

The following are the primary objectives of study:

1.  To study the concept of business tourism and understand the demand and supply system in it.
2.  To identify the important concerns of tourists visiting trade fairs vis-à-vis various service providers in value chain.
3.  To identify the gaps in service (by measuring expectations- experience gap).
4.  To suggest a framework for the development of Business tourism.

## Hypothesis

In the light of overall objectives of the study and after review of existing researches on the subject, the following hypothesis has been developed for the purposes of testing.

## Null hypothesis H0

The opinion of respondents regarding expectation and satisfaction over the various services w.r.t business tourism, problem faced during tours, and their views regarding development of business tourism in India are equally distributed.

## Data Collection

In this Secondary literature survey, exhaustive review of existing literature was undertaken in order to assure and the relevant information extraction. Relevant documents were sourced from the private players in the field of business tourism along with the contribution of the academic publications.

The information from the trade associations (like CII, FICCI, ICPB, ITPO etc.) was also exhaustively analyzed and used at various places in the study.

These analysis were evaluated in the areas of

a. Modern business tourism trends

b. Business tourism market

## Sample Size and Sample Design

Main focus of this study was on studying the concept of business tourism. To ensure good coverage of the business tourists, four rounds of survey were planned. A sample of 300 tourists/ out station visitors from four trade fairs (Print Pack India; Aahar; Indian International Trade Fair; Auto Expo) has been taken.

A sample of 300 tourists/ out station visitors from four trade fairs as mentioned above has been taken.

## Primary Data:

The primary field survey targeted business tourists to the trade fairs. The primary data was collected using structured questionnaires. The questionnaires comprised of both closed ended and open ended questions. The questionnaires were finalized after inputs from academic and industry experts. The pilot study was conducted at the Pragti Maidan during Auto Expo with 25 respondents. Instrument was modified accordingly. The structured questionnaires were administered among the respondents in order to gather information in relation to:

I. Demographic profile

II. Their experiences and expectations through the two stages of value chain. For structured questions 5-point likert scale has been used.

    a. Pre tour stage

    b. On-tour stage

III. For the post tour stage, only expectations were understood as the respondents were at the on-tour stage. Expectations were measured on a 4-point scale.

## Sampling Method

In this study multi-stage sampling was followed

**Stage one:** Selection of Trade fairs. Four trade fairs have been taken.

**Stage Two:** At this stage selection of the tourists was undertaken on the basis of the quota sampling and from each trade fair 75 tourists were

chosen as respondents. Further most of the trade fairs were of five days duration, thus only 15 respondents were chosen on daily basis.

## Profiling Respondents

The detailed profile of tourists is given in the table number 1. This profile included gender, age, number of visit to the trade fair, likelihood of repeat visit and likelihood of referral of the trade fair or visit to other.

### Table 1: Profile of Tourists/Visitors

| | | Number | In percentage |
|---|---|---|---|
| Gender | Male | 240 | 80.0 |
| | Female | 60 | 20.0 |
| Age of respondents | Under 30 years | 12 | 4.0 |
| | 30-45 years | 132 | 44.0 |
| | 45-60 years | 105 | 35.0 |
| | 60 years and above | 51 | 17.0 |
| Have you ever on a business trip before | Yes | 219 | 73.0 |
| | No | 81 | 27.0 |
| Likelihood for going on a business trip again with a travel agent | Definitely Not | 16 | 5.3 |
| | Would not go | 6 | 2.0 |
| | Cannot say | 11 | 3.7 |
| | May go | 161 | 53.7 |
| | Almost certain | 106 | 35.3 |
| Likelihood of referral | Would not refer | 19 | 6.3 |
| | Unlikely to refer | 6 | 2.0 |
| | Cannot say | 15 | 5.0 |
| | May refer | 153 | 51.0 |
| | Certainly refer | 107 | 35.7 |

Source: Data collected with the help of questionnaires

It is evident from the table 1 that 80% of the tourists were male, while females accounts for only 20% of sample size. While asking about the age of tourists, it was found that most of the respondents were relatively young. 44% of total tourists, which were surveyed, belonged to age group 30-45 years, while a good number i.e. 35% belonged to the age group 45-60 years. 17% of tourists were of the age above 60 years, on the other hand only 4% tourists were below 30 years (see table 1). Out of total tourists 73% of tourists have already taken business trips, which led to conclusion that there is a large number of repeat visitors in Indian business trips,

although 27% of total tourists were first time visitors (see table 1). To assess the impacts of business tour, researcher asked from tourists the possibility of chances when tourists would like to repeat their visits with the help of travel agents. It was found that 35.3% of tourists were certain about it, while large number 53.7% tourists said that they may go on business tour. Only 7.3 responded in negative to this question. This led to conclusion that there are a large number of tourists, which would like to avail the services of travel agents (see table 1). To reconfirm the same tourists were asked that whether they would like to refer such tour to somebody in near future, it was found that 35.7% of tourists are certainly like to refer the same to their friends and relatives, while more than half i.e. 51% said that they may refer the tour. Only a very small number of tourists i.e. 8.3% are not going to recommend the tour (see table 1).

## Opinion Regarding the Source of Information

In the survey, tourists/visitors were asked to give their opinion about the source of information regarding the business tours. Following graph depicts their choice regarding the source of information for business tour:

### Graph 1 : Source of Information for Choosing Business Tour
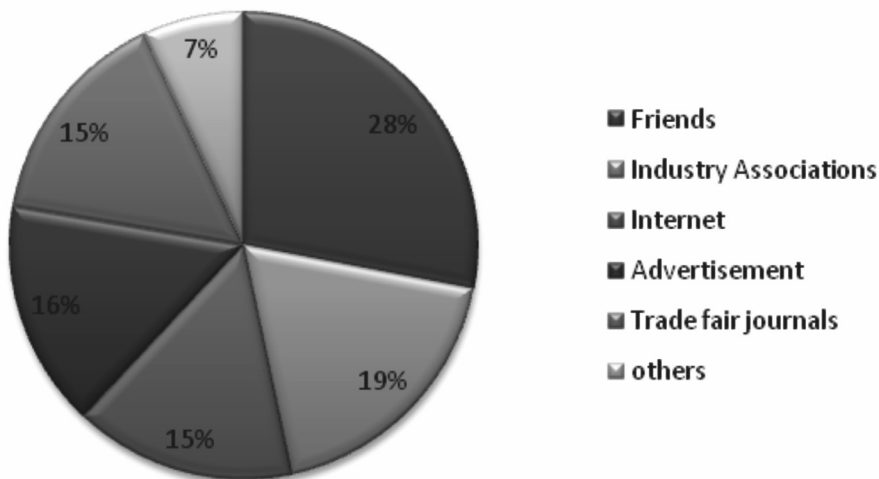


It was found that friend's recommendations got the first position with 28%, while industry associations accounts for providing information to 18.7% people, whereas internet, advertisement and trade fair journals were responsible for providing information to around 46% of respondents in total. Hence it can be concluded from the above data that friends and relatives plays an important role in the decision making/ information providers for the tourists. This factor can be taken into account while

developing some strategies for the development of business tourism. Tables 2, 3 and 4 describes the analysis of data collected from the tourists regarding the parameters important for the source of information, which helped them in taking decision regarding the business tour.

### Table 2: Tourists – Parameters of Source of Information

| | N | Mean | Std. Deviation | Skewness | |
|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error |
| Information should be readily available | 300 | 3.91 | 1.272 | -.946 | .141 |
| Source of Information should be credible | 300 | 4.36 | .817 | –1.686 | .141 |
| Information should be relevant | 300 | 4.50 | .824 | –2.264 | .141 |
| Specific Information should be there | 300 | 3.91 | 1.274 | -.986 | .141 |
| Valid N | 300 | | | | |

### Table 3: Chi Square Test- Sources of Information

| | Information should be readily available | Source of Information should be credible | Information should be relevant | Specific Information should be there |
|---|---|---|---|---|
| **Chi-Square** | 149.267a | 327.033a | 432.367a | 144.400a |
| **df** | 4 | 4 | 4 | 4 |
| **Asymp. Sig.** | .000 | .000 | .000 | .000 |
| a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 60.0. | | | | |

### Table 4 (a): Total Variance Explained-
### Parameters of Sources of Information

| Compo-nent | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Vari-ance | Cumula-tive % | Total | % of Vari-ance | Cumula-tive % |
| 1 | 3.665 | 91.623 | 91.623 | 3.665 | 91.623 | 91.623 |
| 2 | .222 | 5.548 | 97.170 | | | |
| 3 | .103 | 2.577 | 99.748 | | | |
| 4 | .010 | .252 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

### Table 4 (b): Component Matrix[a]

|  | Component |
|---|---|
|  | 1 |
| Information should be readily available | .971 |
| Source of Information should be credible | .951 |
| Information should be relevant | .937 |
| Specific Information should be there | .970 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

It is understandable that mean score for 'Source of Information should be credible' and 'Information should be relevant' is more than the value 4, which make these two statements more important. However the relevancy of information is more important, while deciding about the business tour. To explain data in a significant manner the chi-square test was applied, which concluded that the responses of the tourists are not equally distributed, which rejects the null hypothesis. To check the variance in the data, the factor analysis was applied, which could able to extract only one component, this single component was responsible for the more than 91% of variance.

**Mapping Expectations vs. Experiences**

**Expectation- Experience Analysis for the Pre Visit Stage**

For this stage the respondents' opinion on expectation and experiences for important parameters were noted (See Table 5).

### Table 5: Mapping Expectations and Experience

|  | Mean Expectations | Mean Experience |
|---|---|---|
| Lesser cost of tour | 4.13 | 4.01 |
| Accessibility of place | 3.99 | 4.45 |
| Quality of tour services | 3.59 | 4.33 |
| Competence of accompanying staff | 4.59 | 4.50 |
| Cost of the tour is important for me | 4.32 | 3.44 |
| Trade fair organisers popularity | 3.78 | 4.00 |

The data on the Expectation-Experience is shown in table 5. A large number of tourists travelling to trade fairs in India for business tours

are cost conscious. One important reason for choosing Indian trade fairs is the lower cost for comparable quality. However, one of the major concerns that emerge from the EE Analysis is that they feel that while the cost of tour is on the lower side, but the place of trade fairs must be well connected. Further the quality of tour and trade fair organizers' popularity are very important.

**Opinion of Tourists' regarding Tour Operator/ Facilitator**

**Type of facilitators**

In the survey, tourists were asked to give their opinion about the type of facilitator. Following graph depicts their opinion regarding the facilitator for business tour:

### Graph 2: Type of Facilitator
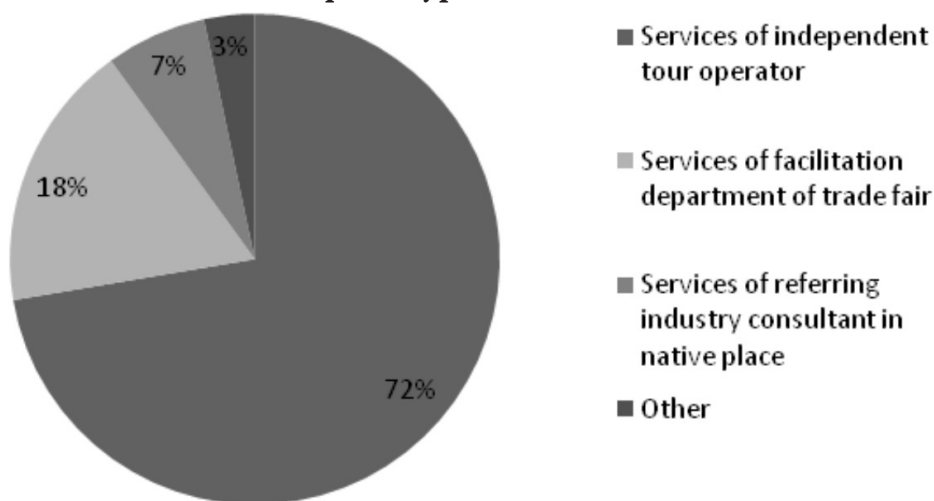


It is shown by the graph that 72% of the tourists are using the service of independent tour operators, while 18% are using the services of facilitation department of trade fair. Referring industry consultants are responsible for the 7% of the business tourists, while 3% used other type of facilitators like self, with friends etc.

Finding the facilitator

In the survey, tourists were asked that how did they found the facilitator. The responses are shown in the graph 3. This graph shows that 51% of tourists have chosen their facilitators with other's reference. 29% have chosen their facilitator from internet sources. Advertisements account for 13% of tourist traffic to the trade fairs. Understandably this has led to the conclusion that the 'word of mouth' is the most important factor in finding the facilitator.

## Graph 3: Finding the Facilitator
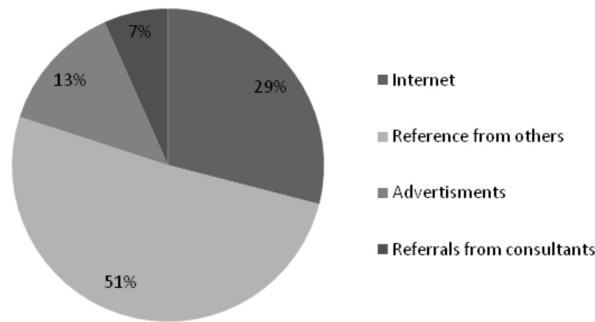


**Expectation - Experience Analysis With Reference to Tour Facilitator**

In case of Indian business tourism most of the trade fairs have created a separate department/ responsibility for facilitating tourists. But only 18% respondents used their services. However a very large number of respondents i.e. 72% opted for independent tour operator. The respondents were asked to rate on a 5 point scale their expectations from tour operators (See Table 6).

### Table 6: Expectation - Experience Analysis of Tourists with Reference to Tour Operator

| Attribute | Expectation | | Experience | |
|---|---|---|---|---|
| | Mean | Std. Deviation | Mean | Std. Deviation |
| It should be easy to locate a tour operator | 3.34 | 1.430 | 3.58 | 1.209 |
| Tour operator should have a good name | 3.87 | 1.314 | 3.76 | 1.108 |
| Tour operator should have a good network | 4.10 | 1.180 | 3.64 | 1.220 |
| Range of services offered by the tour operator | 3.59 | 1.241 | 3.35 | .896 |
| Tour operator should have offer alternative leisure options | 3.34 | 1.190 | 3.72 | 1.143 |
| Promotional schemes offered by tour operator | 3.57 | 1.027 | 3.10 | .995 |
| Should offer some kind of guarantee | 3.10 | .950 | 3.73 | 1.116 |

Note: Mean value shows perceived importance of factor on a 5 point scale. Standard Deviation (S.D.) reflects the consistency with which the respondents have rated the factor. A smaller S.D. means more consistency in response and vice versa.

Business tourists using the services of independent tour operators wanted them to have a good networking with service providers wherein the range of services offered should be broad. They also expect some minimal guarantee for good tour. The respondents who have used services of tour operators were requested to rate their experience with the tour operators.

Survey concluded that in experience stage, respondents felt it easy to locate a tour operator. However it was expected that brand name of tour operator, range of services offered, and promotional schemes will play an important role, but in practice tourists did not gave very positive responses to these statement. Tourists expected that a strong linkage and network will ensure a good tour, but after experience this factor was also not given much importance. The mean score of statement regarding alternative tour options was found quite important in experience stage.

**Table 7: Paired Samples Test - Expectation - Experience with Reference to Tour Operator**

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Std. Devia-tion | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | | Lower | Upper | | | |
| Pair 1 | It should be easy to locate a tour operator | -.240 | .472 | .027 | -.294 | -.186 | -8.80 | 299 | .000 |
| Pair 2 | Tour operator should has a good name | .113 | .561 | .032 | .050 | .177 | 3.49 | 299 | .001 |
| Pair 3 | Tour operator should have a good network | .457 | .499 | .029 | .400 | .513 | 15.85 | 299 | .000 |
| Pair 4 | Range of services offered by the tour operator | .247 | .638 | .037 | .174 | .319 | 6.69 | 299 | .000 |
| Pair 5 | Tour operator should have offer alternative leisure options | -.377 | .485 | .028 | -.432 | -.322 | -13.4 | 299 | .000 |
| Pair 6 | Promotional schemes offered by tour operator | .463 | .538 | .031 | .402 | .524 | 14.9 | 299 | .000 |
| Pair 7 | Should offer some kind of guarantee | -.630 | .511 | .029 | -.688 | -.572 | -21.3 | 299 | .000 |

Since all the values in the last column (significance) are less than 0.05, the differences between the expectations of the tourist and the experiences of

the tourist in relation to tour operator are significant that these differences cannot be attributed to chance error due to sampling.

Expectation – Experience Analysis With Reference to the Business Tour

In this part of survey tourists were asked to rate their expectation with the business tour and experience of the business tour on a 5 point (See Table 8).

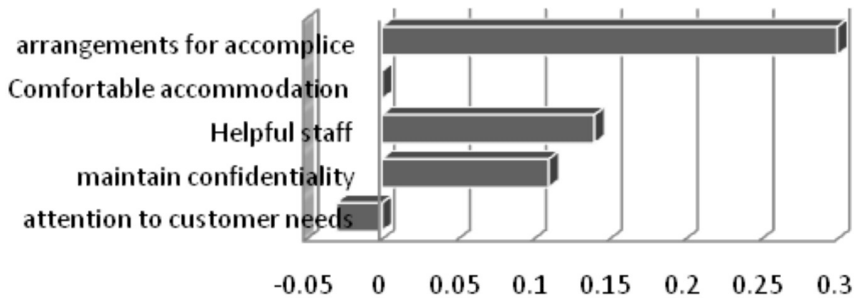**Table 8: Paired Samples Statistics - Expectation - Experience analysis with Reference to the Business Tour**

|  |  |  | Mean | N | Std. Devia-tion | Std. Error Mean |
|---|---|---|---|---|---|---|
| Pair 1 | Travel agent should pay at-tention to customer needs | Expectation | 4.23 | 300 | .974 | .056 |
|  |  | Experience | 4.20 | 300 | .948 | .055 |
| Pair 2 | Should maintain business privacy and confidentiality | Expectation | 3.23 | 300 | 1.211 | .070 |
|  |  | Experience | 3.34 | 300 | 1.055 | .061 |
| Pair 3 | Daily care staff should be helpful and cheerful | Expectation | 3.72 | 300 | 1.022 | .059 |
|  |  | Experience | 3.86 | 300 | 1.020 | .059 |
| Pair 4 | Accommodation provided to tourists should be com-fortable and hygienic | Expectation | 3.94 | 300 | .879 | .051 |
|  |  | Experience | 3.94 | 300 | 1.011 | .058 |
| Pair 5 | Proper arrangements for accomplice | Expectation | 3.40 | 300 | 1.085 | .063 |
|  |  | Experience | 3.70 | 300 | 1.206 | .070 |

Table 8 depicts that the Mean value shows perceived importance of factor on a 5 point scale. Standard Deviation (S.D.) reflects the consistency with which the respondents have rated the factor. A smaller S.D. means more consistency in response and vice versa. On tour stage is the central stage of the value chain where the tourist is actually delivered with the product. The stage begins when the tourist is picked up at the airport and continues through the visit to the trade fair. It comes to an end with end of the trade fair and even more to this with post tour visits also. At this stage tourists had 5 concerns (see The most important factor (on a 5 point scale) was found to be that the tour operator must know the needs of tourists (4.23) followed by quality of accommodation (3.94), Competence of staff (3.72) and proper arrangements for accomplice (3.405) in that order (See Table 7). Business tourist seems to attach high importance to social and service skills of the staff. Perceived relative importance of these factors was measured on a 5-point scale- '5' for most important and '1' for least important. There were 300 valid responses.

The respondents were asked to rate their experience vis-à-vis these 5 factors as shown in Graph 4. Corresponding gap between 'what they

expected' and 'what they got' was evaluated. Comfortable accommodation was considered the most important factor. The gap for this factor was zero (0) meaning thereby that customer perceived that they have got what they expected. The biggest gap (Expectation – Experience) appeared to be in arrangements for the accomplice.

### Graph 4: Size of Gap between Expectations and Experience Regarding the Tour



It is important to understand whether the differences between expectations and experience are statistically significant or are because of a sampling error. A paired sample t-test for the mean difference for each of the 5 factors for 95% confidence level was administered. The result of the t-test indicates that the perceived difference between the expectations and experience of comfortable accommodation (the most important factor) was not statistically significant. This is therefore one of the key competitive advantage of the Indian business tourism. However, for the other four factors the difference was significant. Absolute size of the gap was largest for arrangements for accomplice which indicates that much remains to be done (See Table 8).

### Table 9: T-test to evaluate the Difference between Experiences and Expectations of Business Tourists

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Std. Devia-tion | Std. Error Mean | 95% Confi-dence Interval of the Differ-ence | | | | |
| | | | | | Lower | Upper | | | |
| Pair 1 | Attention to cus-tomer needs | .030 | .250 | .014 | .002 | .058 | 2.076 | 299 | .039 |
| Pair 2 | Maintain confi-dentiality | -.110 | .406 | .023 | -.156 | -.064 | -4.689 | 299 | .000 |
| Pair 3 | Helpful Staff | -.137 | .344 | .020 | -.176 | -.098 | -6.880 | 299 | .000 |

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Std. Devia-tion | Std. Error Mean | 95% Confi-dence Interval of the Differ-ence | | | | |
| | | | | | Lower | Upper | | | |
| Pair 4 | Comfortable Ac-commodation | .003 | .332 | .019 | -.034 | .041 | .174 | 299 | .862 |
| Pair 5 | Arrangements for accomplice | -.300 | .459 | .027 | -.352 | -.248 | -11.320 | 299 | .000 |

**Note:** Since the values in the last column (significance) for all pairs except comfortable accommodation are less than 0.05, the differences between the expectations of the tourist and the experiences of the tourist for these factors during the tour are significant. That these differences cannot be attributed to chance error due to sampling.

## Post Tour Expectations

Post trade fair period that follows the trade fair/ business tour is also important. In this post tour support and facilities are required for leisure or other activities. Tourists and their accomplices might also demand leisure and vacationing during this period. 4 variables were identified for this stage (See Table 10).

### Table 10 Post Tour Expectations

| | Mean | Std. Deviation |
|---|---|---|
| Billing should be clear and without any surprise hidden charges | 4.57 | .668 |
| Billing should be swift and error free | 3.86 | .735 |
| Quality of post tour stay is very important | 2.92 | 1.212 |
| After business i look forward to visit other tourist places | 3.69 | 1.218 |

The most important concerns of the respondents for the post business tour stage are Clear billing (4.57), Swift and error free billing (3.86), Visit to places of touristic importance (3.69) and Quality of post tour stay (2.92). Two factors it may be noted that billing related factors are rated with fair consistency (lower standard deviations) (see Table 10).

## Conclusions

It is shown by the analysis of the tourists' survey that friends and relatives play an important role in the decision making/ information providers for the tourists. The relevancy of information is more important, while deciding about the business tour. One of the major concerns that emerge from the EE Analysis is that they feel that while the cost of tour is on the lower side, but the place of trade fairs must be well connected. Further the quality of tour and trade fair organizers' popularity are very important.

It is shown by the survey that 72% of the tourists are using the service of independent tour operators and the 'word of mouth' is the most important factor in finding the facilitator. In case of Indian business tourism most of the trade fairs have created a separate department/ responsibility for facilitating tourists. But only 18% respondents used their services. However a very large number of respondents i.e. 72% opted for independent tour operator. Business tourists using the services of independent tour operators wanted them to have a good networking with service providers wherein the range of services offered should be broad. They also expect some minimal guarantee for good tour. The respondents who have used services of tour operators were requested to rate their experience with the tour operators. Survey concluded that in experience stage, respondents felt it easy to locate a tour operator. However it was expected that brand name of tour operator, range of services offered, and promotional schemes will play an important role, but in practice tourists did not gave very positive responses to these statement. Tourists expected that a strong linkage and network will ensure a good tour, but after experience this factor was also not given much importance. The mean score of statement regarding alternative tour options was found quite important in experience stage. On tour stage is the central stage of the value chain where the tourist is actually delivered with the product. At this stage it was found that the tour operator must know the needs of tourists. The result of the t-test indicates that the perceived difference between the expectations and experience of comfortable accommodation (the most important factor) was not statistically significant. The most important concerns of the respondents for the post business tour stage are clear, swift and error free billing.

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## Abstract

The Indian State of Nagaland was formed on 1st December 1963 and every year from 1st to 7th of December the State celebrates the Hornbill Festival named after the Indian Hornbill which is portrayed in tribal folklore in most of the States. The festival celebrates at the Naga Heritage Village Kisama in Kohima district brings together all the Naga tribes living in Nagaland and in other neighbouring States. Non-Nagas too get various opportunities to showcase their customs, traditions, food, songs, dances etc. As such, the festival is a symbol of Naga unity. It is also a tourist attraction and contributes to the revenue of the State. The objective of the study is to analyze the Hornbill festival and its influence on the socio-economic life as well as the culture and identity of the Nagas. Individual and focus group interviews were conducted with the participants of the festival and also with the local people. The researcher personally took part in the festival to get first hand information about the festival. The study reveals that the festival makes a good impact on the socio-economic life of the people of Nagaland especially the Nagas. The festival also gives them an opportunity to understand the life and culture of different Naga tribes and that can bring about social harmony and sharing of their cultural and identity aspirations. The paper will discuss the main features of the festival from the point of view of its implications for the Naga economy, culture and identity as well as for harmony among different Naga tribes.

## Keywords:

# Influence of Hornbill Festival on The Economy, Culture and Identity of the Nagas

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## Introduction

If India is seen as a blend of unity in diversity coexisting together, its most visible embodiment is the Northeast region – a cradle for diverse cultures, customs and traditions. In the Northeast, the state of Nagaland is a blend of diverse tribes, systems of governance, cultures, sheer colour and varieties with common cultural and linguistic traditions that unite all the diverse groups. The tribal groups are defined by common cultural and linguistic traditions. There are 'seventeen tribal inhabitants[3]' in the State of Nagaland.

All the major tribes hold their festivals each calendar month of the year and it is because of this reason that Nagaland is often referred to as the 'land of festivals'[4].

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3  Seventeenth major tribes in Nagaland are: Ao, Angami, Chang, Chakhesang, Khiamniungan, Kachari, Konyak, Kuki, Lotha, Phom, Pochury, Rengma, Sangtam, Sumi, Yimchunger, Zeliang and Rongmei.

4  Angami- Sekrenyi ; Ao- Moatsü, Chakhesang- Tsukhenyie, Khiamniungan- Tsukum/ Miu , Kachari-Bushu, Konyak-Aoling, Kuki-Mimkut, Lotha-Tokhu Emong, Phom-Mongyu/ Moha, Pochury-Yemshe, Rengma-Ngada, Sangtam-Mongmong, Sumi-Tuluni/Ahuna, Yimchunger-Metumniu, Zeliang-Meleinyi/Nga-Nga and Rongmei-Chakaan gaanngai

Of all the major festivals of the Nagas, the Hornbill has become a common celebration.

The tribal societies of Nagaland witness tradition- modernity interface in recent years. In order to preserve the cultural identity of the tribes, the Hornbill festival is being organised by the state government as a window to unite all the Nagas together under a common roof and at the same time it provides opportunities to each tribe to showcase its cultural identity.

The Hornbill festival, dedicated to the Indian Hornbill [5], is celebrated at Kisama Village, 12 km away from Kohima. Traditionally, the Nagas maintain group activities in line with the agricultural calendar. Along these lines of community gatherings, hornbill festival had brought all the tribal groups together making it visible not only among the Nagas but also at the national and to some extent at the international level. Every year people from across the globe, irrespective of age, caste, gender and social status, visit Nagaland in the month of December to participate in the festival.

## Methodology

The present study is an attempt to understand cultural tourism and the role of festivals in creating opportunities, sense of identity among the communities. Its concrete form is to analyze the Hornbill festival and its influence on the economy, culture and identity of the Nagas. Personal and focus group interviews were conducted with the hundred participants of the festival including the local people. Observation was another tool used by the researcher. The researcher personally took part in the festival to get first hand information about it. The information collected through the interviews was summarized and the major findings are the following.

## Naga Culture

The rich culture that the Nagas have today is the outcome of their contact with the outside world. Tribal life and culture have undergone various changes after the British and Japanese invasion of Nagaland. The British were the first foreigners to come to Nagaland after they took over Assam in 1826. The British entry in the territory had a far reaching impact on the lives of the people. The British administration connected the Nagas with the outside world especially during World War I. For instance, many Nagas were recruited to join the allied forces in Europe and thirteen Chizami[6] warriors were sent as coolies during the expedition of Abhor by the British

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5    The hornbill bird is closely identified in the socio-cultural life of the Nagas. The bird is mostly admired by the Nagas for its qualities of alertness and grandeur. The bird is symbolically displayed on almost all tribal traditional headgears worn during the festival and is indicative of the commonness of the Nagas.

6    Chakhesang village

(Lohe 2011: 66). The Angamis were the first to experience these changes that gave an opening to the outside world. They were followed by other Nagas. The Japanese occupation of Kohima village during the Second World War led to an outbreak of fire destroying the entire barn and their houses. In the initial stage, the Japanese maintained order and treated the Nagas with dignity by paying for all their supplies but later they changed their strategy mainly because of lack of food supplies. They began to forcefully appropriate the village poultry and domestic animals and took away even the stock of rice from the Naga villages. This affected the village economy pushing the villagers to the brink of poverty. However, the battle between the Japanese and the British had a positive fall out. It helped the emergence of a Naga Elite who could think beyond their village and look forward to a brighter future (Das 1994: 63-75).

The Nagas were never isolated nor were they entirely independent as they shared varied levels of social, political and economic existence with their neighbours like the Manipuri, the Kachari and the Ahom. They learnt the methods of hunting, cow-herding, sowing techniques and the use of guns from the Kuki, Gurkhali and the Manipuri (Das 1994: 72). Due to their socio-political mobilization and affinity, they established a closer contact with the other Naga tribes of Nagaland and Manipur (Das and Saha 1994: 185). Traditionally, the Nagas were specialised in handicrafts. That helped them to enter into barter trade with others. Many Angamis from Kohima, Khonoma, and Viswema villages also had extensive trade relations with the neighbouring regions. Though in the initial stage, the Nagas had trading ties, relations with the neighbouring states were not friendly. Nevertheless these trade relations led to the development of better means of transport and communication and exchange of ideas.

The history of the Nagas is a history of wars, struggles and conflicts. Colonial intrusion into the region in the 19th century led to several revolts against the British. The British entry in Nagaland had both positive and negative impacts. On the positive side, the British divided the tribal groups mainly to stop inter-tribal feuds and to stop their traditional superstitious practices; the British also helped in the form of relief measures by supplying food, medicines, house building materials, and money during the post-battle period. Apart from introducing the art of building houses with sanitary facilities, the British introduced western education, road connectivity, the use of iron and spade, mechanized systems in place of simple dibble, hoe, etc. On the other hand, the British officials had their own motives in these reforms. The construction of roads, introduction of new types of cash crops, introduction of western education and religious

policies were meant to serve their own purpose. So they showed no further interest in uplifting the regional economic activity.

Whatever the motive, it is important to note that with the advent of the British, World War I, World War II and the birth of Nagaland State in 1963, the Nagas witnessed great changes. Spread of Christianity, introduction of modern education and better means of transport and communication, ultimately opened new avenues of economic and social upliftment for the Nagas (Chasie and Hazarika 2009: 3).

All these political, social and economic changes have deeply influenced the Nagas to preserve their culture. The Naga culture has always been tolerant of different cultures. It is for this reason that it has remained alive though many ancient civilizations decayed. Influence of various cultures has made it rich and vibrant. Naga cultures today co-exist together with a blend of traditional as well a modern culture side by side. Nagas are known for their rich culture, songs, dances, music, arts and crafts are part and parcel of the Naga identity. One of the most important characteristics of the Naga culture is observance of the tribal festivals that is celebrated all throughout the year. Festivals are considered in the classical cultural-anthropological perspective as "a sacred or profane time of celebration, marked by special observances" (Falassi 1987: 2). It indicates community values, ideologies, identity and continuity. According to the modern approach, festivals are defined as "themed, public celebrations" (Getz 2005:21). The Naga tribal festivals revolve around the agricultural cycle because their economy is mainly agricultural. About 85 percent of the population of Nagaland depends on agriculture. These festivals are celebrated with thanksgiving, merry making, dance, songs etc by all the members of the community. Since time immemorial Nagas have a deep sense of connection with the supernatural force. So they consider these festivals as sacred and participating in these festivals becomes essential. Every one participates in these festivals with a communitarian spirit.[7]

## The Hornbill Festival

With the aim to preserve the rich culture of the Nagas, the state Government hosted the Hornbill Festival in the year 2000 at Kisama. At Kisama, all the tribal groups come together and display their tribal culture such as folk songs, dances, traditional fire making, wrestling, food etc. The annual

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7    Some of the important festivals celebrated by the Nagas are: Angami- Sekrenyi; Ao- Moatsü, Chakhesang-Tsukhenyie, Khiamniungan- Tsukum/ Miu , Kachari- Bushu, Konyak-Aoling, Kuki-Mimkut, Lotha-Tokhu Emong, Phom-Mongyu/ Moha, Pochury-Yemshe, Rengma-Ngada, Sangtam-Mongmong, Sumi-Tuluni/Ahuna, Yimchunger-Metumniu, Zeliang-Meleinyi/Nga-Nga and Rongmei-Chakaan gaanngai. For more information, (See Lanunungsang and Ovung 2012).

Hornbill Festival represents all the tribes of the state under a common roof. Situated between Phesama and Kigwema in Kohima district, it is called Kisama in order to combine the names of these villages. The role of tourism department in bringing together all the tribal groups was the first major steps to boost the economy of the State. Nagaland is known as the "land of festivals" consisting of seventeen major tribes. Amongst all the festivals the Hornbill festivals has achieved a level of national recognition and importance. The State Tourism and Art and Culture Department organised this festival every year and give various opportunity to the local people as well as the tribal communities in the North East Region to exchange their ideas, culture, cuisine, sports, dance under a common festival.

Studies show that festivals and rituals bind people together in communities and cultures (Durkheim, 1976).[8] Various events associated with the festivals have the potential to generate vast amount of tourism (Getz 1997). Festivals can contribute significantly to the cultural and economic development of the nation. It has major impact on the development of cultural tourism to the host communities.

The government of Nagaland now support and promote events as part of their strategies for economic development, nation building and cultural tourism. These events are able to attract visitors for building image within different communities. Some of the tourism related services such as travel, accommodation, restaurants, shopping are the major beneficiaries of the event.

## Methodology

The present study is an attempt to understand cultural tourism and the role of festivals in creating opportunities, sense of identity among the communities. Its main objective is to analyze the Hornbill festival and its influence on the economy, culture and identity of the Nagas. Individual and focus group interviews were conducted by randomly selecting hundred participants of the festival including the local people. Observation was another tool used by the researcher. The researcher personally took part in the festival to get first hand information about the festival. The information collected through the interviews was summarized and the major findings are the following.

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8    The first set of journal papers to deal with festival and event management and tourism-related issues was published in a special issue of the Canadian Journal of Applied Recreation Research in 1991.

## Findings and Discussions

Hornbill festivals has undoubtedly created an opportunity for the Nagas to show case their skills and arts. The finding shows that it created inter-tribal interaction during the event. Many tribal groups from the interior of the village got the chance to interact and share their ideas. They also got seasonable employment. During the process of interaction, it was observed that many unemployed youth who were engaged in wood carving, pickle making, flower, and basketry got enough money for their business. Some even said that it is sufficient for the whole year's expenditure and was even planning to do the same in the next year. This shows that the festivals have given a kind of economic security for the unemployed youth. The aged too shared their opinion of satisfaction within themselves by participating in the event. Due to its democratic approach the hornbill festival, provides opportunities, encourages new ideas as well as the traditional practices to all irrespective of their caste, colour, creed, economic status and sex.

Nagaland is declared as a dry State but during the festival liquor is sold freely.[9] The local rice beer, the traditional drink was the most sold item as stated by the participants of the event.[10] Youths, aged and everyone were consuming the local rice beer. It is interesting to see that those who do not drink during their life time were also influenced to drink. The chill climate, the naga delicacies added to it. Many also stated that they feel good about the festival as it is the time of merry making after the long struggle and work load the whole year.

The 'Night Carnival' called as Night Bazaar held at the heart of Kohima town adds to the economy of the state. Many families booked their place for setting up their stalls in advance and bring out different cuisine, dresses, pottery, flowers etc for business. They sell eateries, food items such as axone (fermented soya bean) curry, modi (Angami meat curry), anishi (Ao meat curry) etc. It is also observed that the local people also sell Chinese and Khasi food items as well. This reflects how food items are exchange during the festival. The non locals also got an opportunity to sell their food items and products which shows the sense of toleration and accommodative spirit of the Nagas. Some of the products and dresses are imported from the neighbouring States and abroad as well. In a conversation with one of the businessmen of the event, he stated that the goods were brought from China, Bangkok and Delhi. These encourage inter- regional exchange.

9    The Liquor Prohibition Act of 1989, declared Nagaland as a 'dry state' under the leadership of former Chief Minister of Nagaland, Dr. S. C. Jamir, along with the Nagaland Baptist Church Council (NBCC) and different Church bodies.

10    Information collected from Kisama village on Dec 5th 2013.

The 'King Chilli' competition is one of the activities that have attracted tourists. It was mentioned that the Naga King Chilli is being sold at Rs 50,000 per kg in Japan (Nagaland Post, 4th Oct 2013).[11] The local participants also mentioned that the State Government provides subsidy to the participants in various activities. Every year the State Government spends a good amount for the festival.

The 'Rock Concert' held at Indira Gandhi Stadium, Kohima is yet another activity that attracts various artists from across the region. The local bands get a platform to show their talent and perform on stage. Various clubs, organisations, associations and departments of the State collaborate with the festival. Some activities includes: Competition and Exhibition – cum – Sale of Flowers, Fruits and Vegetables at 'Hortiscape', Exhibition – cum – Sale of handloom and Handicraft Products, Pork Fat Eating Contest, 'Greased bamboo Pole' Climbing Competition organised by Youth Resource and Sports Department, Archery by the Youth Resources and Sports Department, World War II Peace Rally by Nagaland Adventure and Motor Sports Association (NAMSA); Naga Wrestling Competition by Nagaland Wrestling Association (NWA), 'Traditional Fire Making' competition organized by Youth Resource and Sports, 'Fashion Night' organised by NIAPA (North East India Academy of Performing Arts), Hornbill Motor Rally flags by NAMSA; 'North East Riders Meet' by Nagaland Motorcycle Club (NMC); Naga Cultural performance, Naga Literature Fest, Miss Nagaland contest organised by Beauty and Aesthetic Society of Nagaland (BASN); Hornbill Cycling Rally by Alaphra Group; North East Day by North East Zone Cultural Centre (NEZCC); Hornbill Half Marathon flags by Elite Entertainment Enterprise (3Es) etc. There are cash prizes for the participants that encourage many to participate in the event and win prizes.

Many got opportunities to do economic activities through trade fairs, industrial fairs, the night bazaar, etc that provides seasonal employment to unemployed people of the State. Some of the families even mentioned that they got good amount of profits by making food stalls during the festivals that helped them to solve some of their economic problems. It gives an opportunity to revive the traditional handicrafts which seems to be altered by modern furniture, baskets and pottery. The festival also showcases the traditional as well as modern economic life of the people where the participants get both types of equipments, dresses, cuisine, etc. It has been observed that the festival organizers and businessmen are using

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11    Manipur principal secretary Commerce and Industries, O. Nabakishore on his tour to Japan- China mention the possibility of increasing the economy of the state by exporting the king chilli.

the historical and cultural themes to develop the annual events inorder to attract visitors. This creates cultural image for the Nagas within their community setting.

The Hornbill festivals have not only specifically designed to address the needs of the people in Nagaland but also for the entire North East Region. Hosting of these events developed tourism and economic opportunities as well as social and cultural benefits. The festival try to unite the Nagas and at the same time provide opportunities to the people from entire North-East Region to have national and international exposure with the participation of Asian Countries like Korea, China, etc. People from Meghalaya, Assam, Korea, and China will also open their stalls selling food, handicraft, etc. It gives an opportunity for every section of the society to participate in the festival, share their culture, and also get opportunity to take the essence of the Naga culture. Every individual gets the opportunity to showcase their talents – be it rock concert, art and crafts, paintings, photography, songs, dance, etc or the so called modern life styles such as fashion shows, ramp walks and beauty contests, archery, games, shops, stalls, books etc. Acculturation takes place on a wide scale basis. Many traditional practices which have not been performed/ seen by people for years are witnessed by aged and youth. Some of the traditional songs/ tales which are often heard and seen in the books are heard and translated by the elders in the festivals. The significance of the Morungs, folkdance, taboos and gennas, myths are been narrated and people got the opportunity to see it live. Thus, the festival is cradle for transmitting and transforming of the Naga culture.

The Hornbill festival creates a sense of common identity for the tribal groups of Nagaland. It imbibes a strong sense of common identity. Due to the modern life style, many youth are loosing their very identity, their sense of common identity, their brotherhood feelings and community sentiments. It is seen that many Nagas are been so westernized in their life style and way of living. The Hornbill festivals try to bring the entire group especially those who are departing from their culture. The youth gets opportunities to understand and imbibe their cultural heritage which in turn inculcate the feeling of common brotherhood among the Nagas. The festival also showcases the importance of the *Morungs*[12] which have been replaced by schools, recreational centres, etc. Hence, the hornbill bird which is globally recognised for integration and harmony became the State symbol. The festival has attracted tourists from across the world. It

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12    The Naga Morung refers to the dormitories both for male and females used during the olden days. Both male and female have separate morungs. In the morung, they (male and female) learn the tradition, culture, arts and crafts, folklore, method of hunting, fighting, war etc. The Morung represents an informal school during the traditional days.

encouraged people to participate during the festivals. It was observed that many tourists bring their own tent and prefer to go for trekking to *Dzükou* and Mt. *Japfü* peak and visit historical sites.[13] They too visit other districts of Nagaland. Many tourists were found booking their hotels and cars for touring in other districts of Nagaland.

Unemployment is a major problem of the State. The Annual Administrative Report of Nagaland, 2009-2010 mentions 54,045 people on the Live Register of the Employment Exchanges by December 31st 2010 as unemployed (Directorate of Employment and Craftsmen Training 2009-10:5). This festival helps many youth for seasonal employment.

Though the Hornbill festivals had provided great opportunities but there were fallouts too. Some notable observations were also recorded during the course of the study. It was stated that the festivals have created a sense of worry among the parents who fear that their children will be spoilt during the festivals. They prefer to stop them from participating in the event. For some the merry making event has spoiled the culture of the Nagas. Honesty, simplicity, respect for elders and ethic loyalty which characterize the Nagas have been lost during these event. In the process of expanding tourism business in the State, the people have forgotten the significance of celebrating the festivals. Whatever, the outcome has been events like the Hornbill festivals have promote tourism in the State.

## Conclusion

Nagaland has a rich culture heritage- a treasure-house of music, fine arts and dance. It projects the cultural unity of 'Naganess' in the eyes of the world. The cultural heritage serves as a bond of unity among the various tribal groups. In recent time, there has been a cultural awakening of the educated masses that have started taking interest in educating themselves about their rich cultural traditions. The Government of Nagaland has started organizing big cultural events like the Hornbill festivals to promote national integration. Hornbill festival is the symbol of cultural identity and harmonious blending of the tradition and modern culture. It becomes a window for others to peep into the unique culture of the Nagas. It is a one time opportunity for layman, researchers, tourists, etc to know more about the Nagas and their cultural display at one place i.e, Kisama village. Hornbill festivals had its impact to the local communities as well as to the outsiders. Those who visit the Hornbill festivals have various memories and gather information about the Nagas and their life. Since 2007, the

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13    Some of the important historical sites are: the War Cemetery, Kohima Village, Khonoma Village, Dzükou Valley, Dzülekie, Japfü Peak, Tuophema Village, State Museum and Naga Heritage Village.

Government of Nagaland had attracted International cultural troupes and with the increasing popularity garnered by the festival over the years, Nagaland government has extended the Hornbill festival to a 10 day event starting from the year 2013 on the 50th Statehood Day.

Keeping in view the importance of the festival in uniting the entire people in the State, similar festivals can be encouraged by other States to maintain their cultural identity. Tourism as an industry has significantly changed the roles and responsibilities of the government, private sector and the society in general. The hornbill festivals have changed the situation of the State; the State has now taken the key responsibility for tourism development and promoting indigenous culture to the world. This indicates the growing influence of the government and business for development of event and tourism industries. The study reveals that festivals impact the host population and others in a number of ways. Though these factors are primarily concerned with the social and cultural, physical and environmental, political and economic impacts, it can have both positive and negative fallouts too.

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## Abstract

With an arrival of more than 10 million tourists every year, tourism has emerged as a promising business sector in the United Arab Emirates (UAE). The country is flourishing with three national airlines and a huge number of tourism organizations such as travel agencies, tour operators, ground operators, hotels, and destination tourism authorities. Capitalizing on the strengths and opportunities, the country presents an ideal tourism model to rest of the world. Its strategic location, an optimum blend of natural attractions (sun, sand, sea) with those of man-made such as palm islands, sky scrapers, shopping festivals, well established infrastructure and availability of a range of accommodation, make UAE a perfect destination for a variety of tourists. All this and a huge support and investments by government to diversify from oil sector have given a major thrust to tourism development and promotion. Although the country is known for its prominent destination "Dubai", there is a lot to offer to the tourists, by rest of the six emirates. Sharjah is the third largest emirate in the United Arab Emirates, and is the only one to have land on both the Persian Gulf and the Gulf of Oman. Sharjah is known as Cultural capital of the Arab world and the Sharjah Government is leaving no stone unturned to promote attractions in Sharjah to the outer world. The Emirate has developed a special reputation as a heritage and family tourist destination providing visitors with the ideal getaway at any time of the year. Subsequently, Sharjah attracted 1.4 million tourists in 2013 which was an increase of 10%. The paper attempts to present a case on Sharjah emirate with information on its history, tourism background, initiatives taken by the Government to develop tourism and the variety of tourist attractions. The case becomes a must read for the tourism students, academicians and practitioners to deliberate on the issues such as tourism

# Sharjah Tourism - An Investigation into its Attractions and Planning

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## Introduction

The United Arab Emirates has become one of the leading countries of the Middle East in the field of Travel and Tourism. Known for its outstanding architecture, beautiful natural environment, unique geographical location and special culture the country has become one of the world's most popular locations. Tourists enjoy excellent services offered by not only the tourism sector but also by the government which has spent billions over the past couple of years on security, infrastructure and touristic attractions. Subsequently, the tourism statistics in UAE are quite encouraging. According to WTTC (World Tourism and Travel Council), whereas international tourism contributes 10% to the global GDP, the figure for UAE was 14.3% in the year 2012. Similarly the industry's total employment contribution has increased to 11.3% in 2012. WTTC predicts that the contribution of the Travel & Tourism Economy to employment is expected to rise by 2.6% in 2013 to 393,500 jobs and rise by 3.9% pa to 575,000 jobs in 2023 (13.1% of total).

Dubai is the Middle Eastern hub of tourism. The city is internationally famous for its unique and innovative attractions such as the spectacular dancing fountain and the tallest tower in the world. It has

planning, policy, promotion and development.

**Keywords:**

UAE, Dubai, Sharjah, tourism planning, attractions, destination

been said that Dubai is the city that attracts tourists from all over the world and enjoys the largest share of the tourism sector compared to the other cities of the United Arab Emirates. However, tourism in UAE is not only about alcohol and nightlife, it is not all about malls and five star hotels, there are many people in the world that are interested in Cultural tourism, Environmental tourism, Eco-tourism and what we call Meditation or Peace of mind tourism. Sharjah emirates in many ways compliments the modern tourism in Dubai with its cultural dimension. UNESCO declared Sharjah as the Middle East's Cultural Capital and even though the city has not reached Dubai's glamour in terms of tourism, Sharjah has its significant share of the market and attracts tourists who looking for peace of mind and relaxation.

## Sharjah History

A country without rich traditions and culture will always be one step behind in tourism, even if it spends billions on tourism planning and development, it will still feel like plastic that has been quickly put together to accommodate travelers. One might argue that this is the case in Dubai, but is it really? Yes Dubai has been built and developed at an extremely fast pace, but that is because of the discovery of oil in the region which brought wealth and prosperity to the leaders and the people. All this wealth was spent wisely to develop the different sectors of the UAE economy. If you examine the architecture in Dubai carefully, and look closely at the decorative designs in the attractions you visit you will

notice that most of it has been built with a strong link to the culture of the UAE in order to portray the message that Dubai is a city that did not forget its true identity and traditions at a time of economic boom and technological advancement. That is exactly what attracts tourists to this country. Although shopping malls exist all over the world, very few are built like Al Maha Desert Resort which gives tourists the opportunity to live like Bedouins at very close proximity to the Arabian Gazelle known as Al Maha and still enjoy five star services. Another good example would be Bab Al Shams which allows tourists to enjoy an Arabian ambiance and design. One might argue that this can be executed in any other country. True but if you build something similar to Al Maha or Bab Al Shams in Europe, then it will have a plastic feel to it as it does not relate to the culture of that location. Tourists visiting UAE feel like they are stuck in a time zone between the past and the future, it feels like they took a ride back in time when they see the beauty of the country's heritage, Islamic culture and natural deserts, but then soon realize that this beauty is combined with magnificent state of the art architecture, top quality services and the latest technological advancements.

Sharjah's history, just like the other cities, is rich in culture and Islamic traditions. A history that has helped shape Sharjah's message and tourism. Before the seven emirates were united the people of Sharjah were pearl divers, fishermen and Bedouins. They lived a simple life relying on the sea and the iconic palm tree for food. They kept livestock as well for milk and travel purposes. Sharjah in the past was under the rule of the Qassimi family as it is today. They were a tribe known for their strength in the sea and were engaged in trade with India. The Qassimi tribe's rule extended to Iran and they played a significant role in resisting the Portuguese invasion in 1507 and the British attacks on Ras Al Khaimah in 1809 and 1819.

During the British occupancy of The UAE, Sharjah and the other Emirates preserved their traditions, Islamic culture and native language. The first airport of the region was built in 1932 in the Emirate of Sharjah and was known as Al Mahatta airport (see annexure 1.1)

One of Sharjah's distinctive touristic qualities is the existence of archaeological sites where historical artifacts have been found. Till today excavations are still carried out to find more artifacts that can be displayed at the Archaeology museum.

## Tourism statistics

As mentioned earlier Sharjah has a large share of the UAE's tourism market. The city targets adventurers and outdoors enthusiasts, educators

and professors, historians and artists, environmentalists and relaxation seekers. Sharjah offers tourists a wide variety of forty six hotels and fifty five hotel apartments to choose from ranging from three to five stars.

In 2011 more than 1.56 million tourists visited Sharjah. Hotels received 843,676 guests and hotel apartments received 719,193 guests. The overall occupancy for 2011 was calculated to be 74 percent. The total number of nights spent at hotels and hotel apartments in Sharjah was 1,804,530 in 2011. (Annexure 1.2)

In 2012 Sharjah tourism continued to grow with more than 1.73 million tourists visiting the city which is an 11% growth rate from the previous year. The total number of nights spent at hotels and hotel apartments also grew by 13% standing at a figure of 2,045,690. The average occupancy for 2012 was calculated to be 74%. In 2012 Europeans accounted for the greatest percentage of tourists that visited Sharjah followed by GCC nationals. Other Arab countries and Asians represented a smaller percentage of the market share as can be seen from the pie chart at annexure 1.3.

If tourism continues to grow at the same rate, Sharjah should expect to receive approximately more than 1.91 million tourists who will spend a total of approximately 2.28 million nights in the city in 2013. It can be inferred from these figures that Sharjah has shown a continuous and stable growth in tourism which is the result of adequate planning carried out by the Sharjah Commerce and Tourism Development Authority in co-operation with other departments and organizations.

## Tourism planning and development in Sharjah

Sharjah's strategy is to attract tourists by portraying its history, culture and heritage through events, attractions, nature, arts and even its unique architecture which can be seen in different parts of the city. Mosques have been engineered to have different architectural themes such as Al Noor mosque which mimics Turkish architecture. Domes on top of colleges and government buildings are a symbol of Ancient Islamic architecture that is unique in nature as it relates only to The Aqsa Mosque of Palestine. Traces of Andalusian architecture are also noticeable on other mosques and buildings. Clearly a lot of thought was put in the architecture and overall looks of the city. The ruler of Sharjah Sheikh Sultan Al Qassimi is a historian and a patron of Islamic arts and culture. He has reflected his vision and philosophy on Sharjah making it one of the unique emirates in terms of the distinctive types of tourism it offers. Sheikh Sultan is the only Ruler that banned alcohol in his emirate which was most probably a difficult decision to make. Banning alcohol alone should have caused

tourism to drop in the emirate but the opposite happened due to good planning. It seems only logical to make Sharjah alcohol free if the city was going to focus on educational tourism and Islamic culture, otherwise it would all be fake and Sharjah would have lost its authenticity.

A few organizations are responsible for tourism development in Sharjah. SHUROOQ is the main one and has recently developed a few successful projects such as Al Majaz Waterfront. Sharjah Commerce and Tourism Development Authority (SCTDA) governs all tourism activities and co-ordinates with different departments in order to achieve appropriate planning of events and also development of attractions. Sharjah Museums department manages the sixteen museums of Sharjah including Sharjah Aquarium. The Environment Department and Protected Areas Authority (EPAA) manages the Arabian wildlife center, The Natural History Museum and all the marine and land sanctuaries of Sharjah. The Department of Arts organizes yearly events that attract tourists and artists.

## Attractions and Events

The Sharjah Biennial was first started in 1993 by the Department of Culture and Information. It is the city's most glamorous yearly event as it attracts artists from all over the world to display their works of art whether it be paintings, music, dances, plays or movies. This event attracts many art lovers making Sharjah the hub of cultural tourism in the Middle East. Today the event is organized and managed by The Sharjah Art Foundation. (Annexure 1.5)

The Sir Bu Nair Island yearly festival is organized by The Sharjah Environment and Protected Areas Authority. The Island was first declared a marine sanctuary by the Ruler of Sharjah in the year 2000. The island is monitored and managed by The Sharjah Environment department and is currently home to many species of birds, animals and fish. It is an official UNESCO natural reserve and is famous for being a nesting ground for the hawksbill turtle. Rare and unrecorded species of fish have also been found there. The island is surrounded by a long coral reef strip which is a haven for divers and snorkelers. Even though it is prohibited to approach the island quiet visitors that respect the island's natural environment are usually left alone. Emirates Marine and Environmental group are responsible for the island's land and reef mitigation. Annexure 1.6

Al Qasba is one of the UAE's most popular attractions. It was launched in 2005 and includes a one km man-made canal linked to Khalid and Al Khan lagoons, a 60 meter high observation wheel and Al Qasba theatre which hosts a variety of plays and movies. Wooden cruise boats are

available to take visitors for a ride to see the beauty of Sharjah from a different angle. Coffee shops and restaurants are available on both sides of the canal to accommodate visitors that can cross from one side to the other via bridges. It is an excellent place to hangout for residents and tourists seeking an evening chill out whilst having coffee and enjoying the Arabian background music. In 2011 two million people visited Al Qasba channel. Annexure 1.7

Sharjah Aquarium was opened in summer 2008 with an educational and cultural message. It takes visitors on a journey to the past showing them the old life of pearl diving and fishing in the UAE and displays a wide variety of local marine species. The aquarium also sheds light on the importance of conservation. It is one of the first aquariums opened in the country and has a competitive advantage as it is located by the sea and has its own marina, visitors can also enter the Maritime museum which shares the same area with the aquarium. Annexure 1.8

The Islamic Museum is a magnificent structure located in the heart of Sharjah nearby the Iranian market and the Old Souk. The sea can be viewed from the museum, as well as the Radisson Sass which is one of Sharjah's best hotels. Visitors to this museum will gain knowledge about Islamic History and practices. Ancient Islamic artifacts can also be seen in the museum. Annexure 1.9

Al Majaz waterfront is one of Shurooq's most recently opened attractions. It is located by Khalid Lagoon which is why it was named waterfront. It includes various famous restaurants and coffee shops such as Friday's and Starbucks and entertainment for adults and children. One of its popular attractions is the laser fountain. Annexure 1.10

The Sharjah Golf and Shooting club and The Equestrian club are the perfect outings for adventurers or outdoors enthusiasts. Both are located away from the city and closer to the desert which gives visitors a nice natural ambiance. Annexure 1.11

The desert of Sharjah is actually very popular and is visited by people who live in the other emirates. Tour operators are always seen there on weekends with many tourists enjoying the dunes and soft yellow sand away from the traffic and noise of the city. Desert tours are extremely demanded by tourists in the UAE and the popular sites such as fossil rock and pink rock are inside Sharjah territory. Annexure 1.12

The Arabian Wildlife Center was established in 1998 and is managed by The Environment Department of Sharjah. Its main goal is to preserve the natural wildlife of the Arabian Peninsula and has successfully kept

and bred endangered animals such as the beautiful Arabian Leopard and Cheetah. It is located in the desert park of Sharjah which also includes The Natural History Museum and The Children's Farm. Annexure 1.13

Khorfakhan and Kalba are two cities located on the East Coast of the country and are under the reign of Sharjah Government. The East Coast of the UAE is known for its beautiful mountains and beaches. Annexure 1.14

It is also a popular diving destination as it is rich in marine fauna and coral reefs. Shark Island is only five minutes away from Khorfhakan port and is one of the most popular dive sites in that area. Between the months of December and April black tip reef sharks patrol the island at shallow depths hunting for food. Watching these sharks is a breathtaking experience for divers and snorkelers. Annexure 1.15

Recently the Environment Department of Sharjah made the Kalba Mangroves a natural reserve and restricted entry to the site to allow restoration of its eco-system. This is the first step of a future Eco-tourism project planned for by The Environment Department in coordination with Shurooq. Annexure 1.16

The Sharjah University City is located ten minutes away from Sharjah Airport. It currently has three main universities, The American university of Sharjah, The Higher Colleges of Technology and The Police Academy. Skyline University is just outside the University City and is considered to be part of the University City campus and is regularly patrolled by the University City's security cars. Thousands of students from all over the world are enrolled at these universities making Sharjah famous for its educational or academic tourism. Annexure 1.17

## Conclusion

Sharjah has succeeded in promoting itself as one of the best cities of the region in terms of cultural tourism, environmental tourism and educational tourism. It has truly earned its name as the Cultural Capital of The Middle East. Tourism growth in Sharjah was based on effective planning strategies initiatives taken by the Government sector. Nevertheless, Sharjah still has the potential to grow and expand its tourism market but in order to do so more tour operators need to exist in the city. Tour operators are an important component of the tourism system and will definitely increase tourism revenue. The Department of Economic Development in coordination with the Sharjah Commerce and Tourism Development Authority should start to develop a plan to attract more tour operators over

the next couple of years. Sharjah's attractions are still not fully utilized when compared to Dubai's attractions. As a matter of fact some attractions in Sharjah are not being utilized at all such as the Sir Bu Nair Island which would be the perfect location for an outstanding Eco-Tourism project. Currently only Sharjah Police are allowed on the island. Furthermore more mitigation efforts are required to preserve and conserve Sharjah's natural and environmental attractions. Most visitors have little concerns for the environment resulting in heaps of litter piling up on shore or in camping sites. The environment department also needs to plan for this by hiring more rangers and also coordinate with the coast guard.
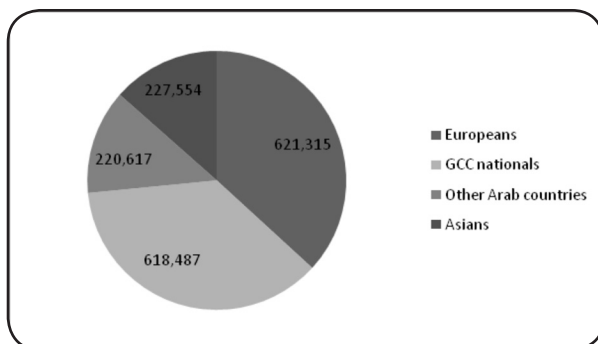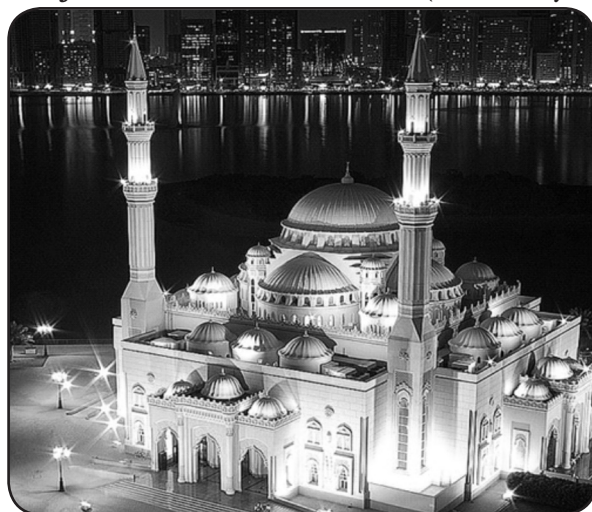
## Annexure



**1.1 Al Mahatta Airport which has now been converted to Al Mahatta Museum**
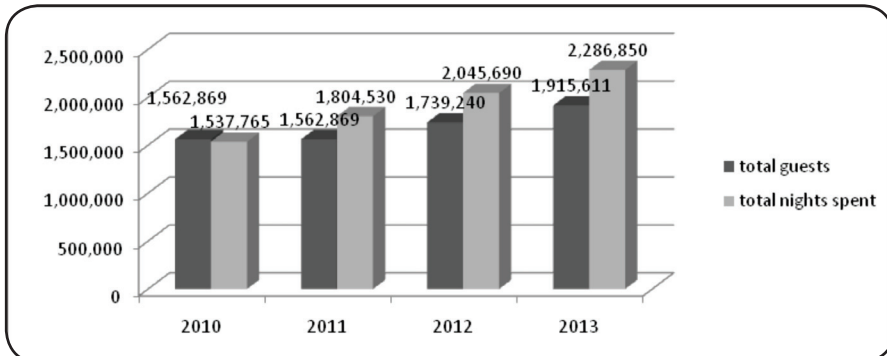


**1.2 Sharjah Tourists arrivals statistics**

**1.3 Sharjah Tourists arrivals statistics (nationality wise)**



**1.4 Al Noor Mosque, Sharjah, United Arab Emirates**



**1.5 Sharjah Biennial 2013, Calligraphy Square, Sharjah**

**1.6 Hawksbill turtle on Sir Bu Nair Island, Sharjah, United Arab Emirates**



**1.7 Al Qasba, Sharjah, United Arab Emirates**



**1.8 Sharjah Aquarium, United Arab Emirates**

**1.9 The Museum of Islamic Civilization, Sharjah, United Arab Emirates**



**1.10 Sharjah Laser Fountain, United Arab Emirates**



**1.11 Sharjah Golf and Shooting Club, United Arab Emirates**

**1.12 View from top of Fossil Rock, Sharjah, United Arab Emirates**



**1.13 Arabian Wildlife Center, Sharjah, United Arab Emirates**



**1.14 Khorfakhan City, East Coast, Sharjah, United Arab Emirates**

**1.15 Black tip reef shark, Shark Island, Khorfakhan**



**1.16 Kalba Mangroves, East Coast, United Arab Emirates**



**1.17 Global day, The American University of Sharjah, United Arab Emirates**

# Conservation of cultural heritage in promoting tourism in Manipur

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## Introduction :

Though tourism is increasingly regarded as a powerful driver of inclusive economic development today, it was only in 1982 that India began to have a tourism policy.The National Trust for Historic Preservation has developed the most respected and utilized definitions for tourism today... travel to experience the places, artefacts and activities that authentically represent the stories and people of the past and present. This attention to authenticity extends the capability of tourism products and experiences to every place and people–our place and our people. These real stories bring to life the history, culture and meaning of our place.In Kerala, Jammu and Kashmir, Goa and Himachal Pradesh tourism was much more consistently incorporated into state five yearly plans than in other states, as early as 1970s. At that time, these states already attracted a relatively large share of India's international tourists and were to become India's main tourist states and 'models for tourism development'. Even in these states, tourism was largely left to the private sector and to a comparatively unrestricted market. This basic condition hasn't changed. It is India's one of the largest net earner of foreign currency. The Tourism Policy of 1982 provided an action plan based on the development of tourism circuits. While tourism can be a boon it should also be publicly controlled and guided in order to prevent it from degenerating into a menace.

According to the Planning Commission of India tourism as an industry is expected to grow by 4.3% per annum between 2008-17 .Among the states Andhra Pradesh topped domestic tourist visits with 24.2% share and Tamilnadu, in foreign tourist visits with 17.3%. The Asian Development Bank has identified the north eastern regionas a "Key Area"due to its "unrealized potential as an ecotourism product".

Manipur recorded a 0.9% domestic and 0.3% foreign tourist visits. That we look at tourism both as bane and boon is shown by the following quote 'The participation of different private and public agencies makes the tourism industry a complex phenomenon requiring a strong cooperation

and coordination for it to be developed and expanded along lines that will contribute to the overall national development objectives. Left to itself, the industry will develop naturally, but not necessarily optimally or sustainable, and without clear links to the broad development objectives of the country. Uncontrolled tourism growth could damage India's socio-cultural structure, degrade its tangible and intangible cultural and natural heritage, and lead to adverse economic impacts such as high importation costs, and weakening inter-industry linkages' (GOI 2002:12).

Manipur ,one of the North Eastern States in India has a large number of tribes rich in their unique culture and heritage. The entire region is full of green and scenic beauty and tourism can definitely play a vital role in the development of this region. According to the state tourism policy the tourism strength of the State has been identified and lies in nature ecotourism,culture tourism, medical tourism and adventure tourism. These specific areas shall be given top priority and developed with renewed zeal and efforts. The State tourism has already been accorded "Industry status" by the State Government in January, 1987, and is included under the Industrial Policy of Manipur and will get all admissible incentives/support accordingly.After the relaxation of PAP, the visit of foreign tourists are on the rise in Manipur also. According to State Tourism department sources, in the year 2012-13, a total of 768 foreigners (602 in 2011-12) and 1,31,803 domestic tourists (1,33,224 in 2011-12) visited the State.

Objectives of the paper are as follows

❖ To highlight the richness of the cultural heritage of Manipur for promoting it as one of the most cherished and fascinating Tourist Destinations in the North Eastern Region of India.

❖ To conserve the cultural heritage of this region by providing suitable strategies

## Cultural Heritage

Cultural heritage is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. Cultural heritage includes tangible culture (such as buildings, monuments, landscapes, books, works of art, and artefacts), intangible culture (such as folklore, traditions, language, and knowledge), and natural heritage (including culturally significant landscapes and biodiversity).The deliberate act of keeping cultural heritage from the present for the future is known as Preservation or Conservation. Cultural heritage is unique and irreplaceable,

which places the responsibility of preservation on the current generation. Smaller objects such as artworks and other cultural masterpieces are found in museums and art galleries. Grass root organisations and political groups, such as the international body UNESCO have been successful at gaining the necessary support to preserve the heritage of many nations for the future. Manipur, "the Land of Jewels" has a rich cultural heritage that needs to be conserved, preserved and protected. .

## Culture Tourism

Manipur is uniquely rich in its culture and heritage of the people. The cultural heritage of Manipur shall essentially include:-

(a) Various Exotic Dances of the State viz., RasLeela, Khamba-ThoibiDance, PungCholom, Maibi Dance, Nupi Pala, Lai Haraoba Dance, and various tribal dances like the Kabui Dances, Kuki Thadou Dance forms, Bamboo Dance, and various Naga Dances, and various adapted dances.

(b) Indigenous Sports like Sagol Kangjei (Polo), Thang-Ta, Sarit Sarak, Yubi Lakpi, Hiyang Tanaba, Mukna, Kang Sanaba, Arambai, etc.

(c) Indigenous Festivals and Fairs namely Yaoshang (Holi) and ThabalChongba, Kang (RathYatra), NingolChakouba, Cheiraoba, Heikru-Hitongba, Gang-Ngai, Kut, Lui-Ngai-Ni, Chumpha, Orange Festival,Pineapple Festival, etc.

(d) Indigenous Music includes Khullang Eshei, Pena Eshei, Khubak Eshei,Nat, etc.

(e) Indigenous Cuisines

(f) Indigenous Fine Arts, Handloom and Handicrafts.

(g) Local Fairs like Manipur Sangai Festival held annually from 21st to 30th November, Orange Festival, Pineapple Festival, etc.

Heritage tourism encompasses elements of living culture, history, and natural history of place that communities value. These elements are very specific to a community or region and can contribute to pride, stability, growth, and economic development.It affirms that we have identified significant elements of our places as important enough to preserve and to pass on to future generations. It looks at our worth. Heritage Tourism also implies our dedication to these resources and the issue of sharing them. It is also an active, engaging, and ongoing process that involves community residents, organizations, civic institutions and governments working together. The best part of heritage tourism is that every group and place has a heritage which may be a novel experience for others.

Heritage tourism also involves selling of a product. It will be pertinent to understand the nature of products in heritage tourism.

Heritage sites in Manipur :



**The main entrance of the Kangla Fort**



**Channel around a part of Kangla**



**Part of the Palace**

Conservation of cultural heritage in promoting tourism in Manipur

Kangla was the ancient capital of Manipur. According to Cheithrol Kumbaba, the royal chronicle of Manipur it had been the royal palace Since the reign of Nongda Lairenpakhangba who ascended the throne in 33 A.D. upto the reign of MaharajKulachandra in 1891. It also has many spots associated with the World war II such as GenralSlim'scottage. Being a site of political and religious importance, Kangla has grown into a fort through the centuries. It is situated at the heart of Imphal on the western bank of the Imphal river. It is considered to be the holiest place for the Manipuris. It was handed over to the people of Manipur by the prime minister in a historic event held on Nov. 20, 2004.The state government is implementing a concrete development plan for the conservation and preservation of the heritage of Kangla
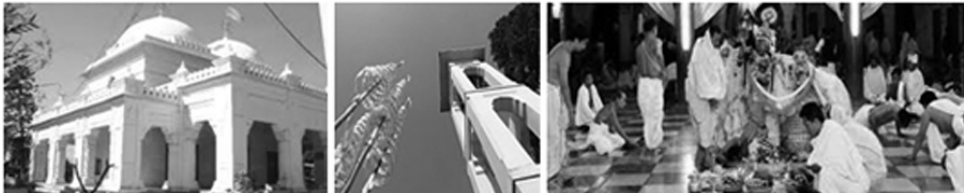


**Shree Shree Govindajee Temple**

This temple is a sacred centre of worship for vaishnavites. The presiding deity RadhaGovinda is flanked by the idols of Balaram and Krishna on one side and Jagannath, Balabhadra and Subhadra on the other. The installation ceremony of Shree Shree Govindajee was held in 1780. With it began the world famous Manipuri Ras tradition.



**Hanuman Thakur          Hanuman –Mandir          Inside the complex
Mandir-Gate**

Hanuman temple is situated in Imphal on the bank of the Imphal river amongst the groves of Mahabali forest. It was built by King Gareeb Niwaj(1709-1748) in 1725 A.D. Though the population of monkeys in this temple has declined over time, their antics are still worth seeing every Tuesday and Friday when devotees of Mahabali throng the temple complex.

Bishnupur is 27 km away from Imphal. Here stands the conical 15th century temple of lord Vishnu built during the reign of king Kyamba(1467-1508).

The idol of lord Vishnu was presented in 1470 by the king of Pong after they together conquered Kyang, a shan kingdom in Kabaw valley in Myanmar. This started Manipur's occupation of Kabaw valley till it was finally returned to Myanmar by Nehru as a gesture of friendship.

Manipur has rich tourism potential in the form of varied and spectacular scenery, beautiful lakes (the Loktak, the Loukoi pat, the Waithou pat to mention a few), beautiful gardens like Millennium rose garden of Yurenjam. The rose garden is a showcase of Manipuri entrepreneurship. The proprietor, an MBA, capitalised on the growing demand for flowers and quiet environment associated with higher income levels. It is instrumental in the changing landscape of the village which has been shown very effectively the alternative more remunerative use of their land. The growing popularity of horticulture is evident from the numerous gardens being developed in and around Imphal. The orchidarium at Khonghampat on NH no. 2 , 7 km from Imphal towards the north is another place of floral interest (peak season April- May).
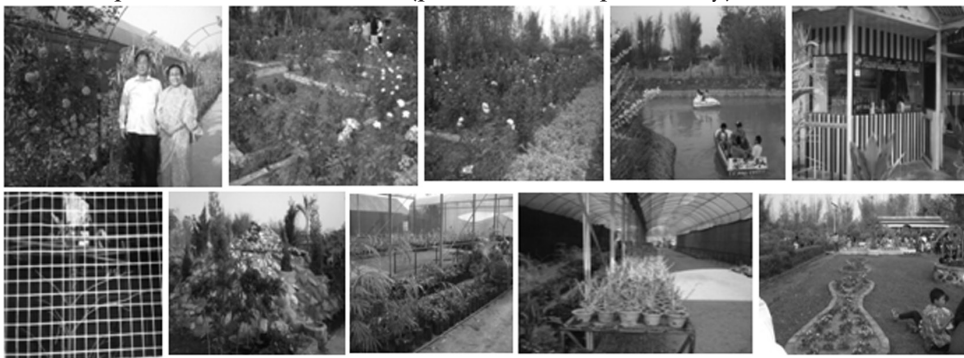


## Millennium Rose Garden

Loukoipat is an eco park with a small but beautiful lake surrounded on all sides by hillocks. Keibul lamjao national park is located in the south western part of the Loktak lake. It is the natural habitat of the (brow antlered deer ) sangai of Manipur. It is the only floating park in the world. Manipur Zoological Garden at Iroishemba 6 Kms away from Imphal towards the west houses sangai and other species of animals and birds.

The Kaina is a beautiful hillock 29 kms from Imphal on Imphal- yairipok road. It is a sacred place of the Hindus. According to legend one night Shree Shree Govindajee appeared to His devotee Bhagyachandra, Maharaja of Manipur in a dream and asked him to build a temple and enshrine his image carved out of a jack fruit tree which was then growing at Kaina.

**Cultural heritage complex**



**Santhei Natural Park**



**View of water bodies at Santhei Natural Park**



**Andro holy Fire**
Conservation of cultural heritage in promoting tourism in Manipur

Andro- a small town 27 kms east of Imphal is an ancient SC village of the state. Andro is famous of its eternal fire which has been kept burning from the beginning of the Christian era. A cultural complex has been established by the Mutua museum, Imphal at Andro. Potteries of the north eastern region of India are exhibited in the complex. Dolls representing 34 recognised tribes of Manipur are displayed in a doll house there. Andro is changing fast with an intense awareness of its past and this awareness has made change in Andro a unique experience.



Moreh , the international border town in Chandel district is located 110 km south east of Imphal. It is the only functional land customs station along Indo Myanmar border. Moreh attracts a large number of people from everywhere. The opening of the border trade has the prospect of turning Moreh into an important commercial hub in the north east. Walking down in Namphalong market in Myanmar just across the international border is an experience. It is fast developing into a gateway to south east Asia.

Ukhrul, 83 kms away from imphal in the east is famous for Shiroi lily which grows on the Shiroy hills. Two border hats are also coming up along Indo Myanmar border in Ukhrul. Tamenglong 156 km from Imphal has some of the best tourist spots such as Tharon caves, Buning meadow, Zeilad lake and Barak waterfalls. Mao is an old hill station of Manipur bordering Nagaland. The Mao inspection bunglow built by the Royal Military engineers in 1897 is more than a century old. Makhel is another place worth visiting which is believed to be the legendary place

of common origin of the Meiteis and the Nagas. The Dzuko valley with Dzuko lily is another fascinating site in Senapati in the months of May and June. Other places worth visiting as heritage sites are the temple of Hiyangthang Lairembi (goddess)at Hiyangthang, the Mani Mandir of ISKCON at Airport Road. There are still many tourist spots with huge potential yet to be discovered across the state.

## Strategies for marketing heritage tourism products:

Products in tourism are the places and experiences that we identify, create and market to visitors. Accompanying services and support systems are also critical to implementing our vision and planning for attracting visitors. This includes product development, marketing, becoming a hospitable and welcoming community, and developing and sustaining the resources and capacities needed to sustain our efforts. Tourism product development is a complex process that involves interface among research, information, planning, training and implementation. The planning and organizing of tourism products involve:

a)   knowing what one has as a starting point;

b)   securing community understanding acceptance,and engagement to be inclusive in planning and impact

c)   learning about tourist/visitor interests, behaviour and needs to better serve and inform;

d)   developing a comprehensive approach to planning for the needs of the industry, developing them, training the personnels and maintenance of the infrastructure so created,.

In tourism, failing to understand the consumer and see the destination from their perspective create two major problems. The first problem is that many destinations cannot linkup with the unique tourism experience they have to offer. Many examples of this problem manifest themselves in heritage tourism. For instance, residents in areas near the heritage sites cannot see how special their town/village is, because it is so familiar. It is hard to look at what is around us as if we had never seen it before. Planning for heritage tourism like any other tourism product requires looking at the product through someone else's eyes.The second problem is when tourism managers are so focused on the product that they forget the consumer. Such tourism products cannot be dumped in some remote corners of the country. This is common with people associated with new facilities. They focus on every attribute of the building or operation and forget to consider what really creates value for the consumer. Tourists

attractions can take many forms. They can be a single product such as Disneyland or a series of products loosely "tied" together. For example, new trails, opening across our region, are great examples of products coming together to attract visitors. Attractions can be commercial or cultural or natural (or all three). They can be "hard", such as historic sites – or "soft", such as listening to a particular type of music or learning an almost forgotten craft. In other words the needs of the tourist have to be understood as comprehensively as possible.

Not all attractions are created equal. Attractions have different amounts of "pull." which will attract people from across the state; others will attract people from across the world. Not every attraction has universal appeal. Knowing about and understanding who is attracted and why they are important will drive our marketing efforts. Our attraction may have special appeal to a certain audience that will travel across the world to see it and general appeal to others who may include it in their Sunday drive. As tourism planners, understanding the appeal or "pull" of any attraction will be extremely useful in developing marketing. Not all tourism-related products are "attractions". The service industry --restaurants, hotels, speciality shopping, tour opportunities etc-- are not attractions in their own right but make the tourism experience possible. Tourism involves serious marketing.

Tourism is a service industry and people are the most important part of the tourism product. Tourism involves a variety of organizations and facilities --museums, theme parks, festivals, individual sites–- but tourists and visitors are really buying services and experiences. Tourism attractions can be permanent "bricks and mortar" that people visit all year round like the Tajmahal; they can be seasonal like the blooming of Siroi lily in Ukhrul; and they can be temporary, such as our Holi festival and water festival of Myanmar.

Tourism products can deliver services and experiences in many ways. A museum or historical site may present collections in a special way for a short period of time, rearranging materials to tell endless permutation and combinations of different stories that may appeal to new visitors or attract repeat visitors. There may be special activities that cater to a different group of visitors than would normally visit during the day. The museum may show seasonal exhibits and add or subtract activities to fit the time of year. The changes may be small but memorable.

Good customer service doesn't just happen–it needs to be managed and supported. It is often the first step in creating great product experiences.

But tourist friendly people can add so much more to the consumer experience: the guides are passionate about their topic and knowledgeable and enthusiastically share this with visitors. They may be volunteers, not even be on the payroll, but visitors may remember the conversation long after they forget the exhibits. Combine people and programming and new product options emerge --from guides in period costumes reinacting traditions and talking with visitors about what it used to be. Tourism is a service industry, and product developers must remember that the people are the most important part of the tourism product. Well trained tourist guides and people in the industry may more than make up many shortcomings of the place.

To sum up , some of the strategic steps are

❖ Improvement of basic infrastructure facilities in and around tourists destinations

❖ Distribution of tourism informative folders and books, hi- tech media products ,Compact discs, DVD's.

❖ Advertisement in magazines, telecasting cultural short films in television channels, publicity in CCTV in airports and railway stations, touch screen information at important religious places.

These will ensure the development of sustainable heritage tourism in Manipur and the interest aroused with our heritage will generate lots of intangible assets – more of social capital on which further development can be based. We will have an idea of our worth and such a realization is bound to give us confidence to remain what we are, in the face of onslaughts of globalization and liberalization.

## Conclusion :

Developing cultural heritage tourism in Manipur will require a huge investment of financial resources and commitment of human resources including strong leadership. One need not start in a big way. It can grow spirally when whatever resource we commit to heritage tourism is efficiently utilised. Once these two things are realised, Manipur will be one of the finest cultural and tourist centres not only in India but around the globe.

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