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Contents

TOURISM CLUSTERS: A KEY TO TOURIST SATISFACTION AND SUSTAINABILITY IN AMRITSAR REGION

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ABSTRACT

Sustainable Tourism relates to meeting the needs of the present without compromising the ability of the future generations to meet their own needs. The present paper focuses on the satisfaction of the tourists with the existing attractions to be the key indicator for the sustainable development and assesses the impact of clustering of attractions on the stay of the tourists in Amritsar, located on the western flank of Punjab. A sample size of 100 tourists was taken to determine the overall satisfaction of tourists with the existing attractions and attitude towards clustering of attractions in Amritsar. The research methodology adopted is factor analysis, Pearson's co-relation and simple descriptive statistics. The results indicate that generally current tourists are satisfied with the existing main attractions but they don't know much about potential attractions in and around Amritsar. The results further show that tourists are positive about staying here for longer time but they require better services and more attractions to visit. This will certainly increase the carrying capacity of Amritsar and that will further lead to longer sustainability of the region. It is recommended that this research can be applied to other regions also and further research can be undertaken with other indicators of destination sustainability as devised by the WTO.

KEY WORDS: Demographic profile, Sustainability, Tourist attractions, Tourist satisfaction

INTRODUCTION

Tourism is one of the largest and fastest growing industries in the world, as both domestic and international visitors visit to the most attractive places. It is an increasingly important source of income, employment and wealth in many countries. This growth is a cause for both interest and concern. However, its rapid expansion has also had detrimental environmental (and socio-cultural) impact in many regions, depending on how tourism is developed and managed. At the same time, the concept of sustainable development has become widely accepted as the way to a better, more humane and socially responsible future. There is a growing belief that tourism can play a significant role in sustainable development (UNWTO, Montenegro, 2007). Sustainable tourism strategies have gone a long way towards minimizing this negative impact. Today, tourists are becoming more demand oriented and their length of stay is also shrinking with time. So they cover only the main attractions and go back home. Therefore, to retain tourists at a destination requires exploration of more potential sites and formation of new clusters of attractions in order to better serve tourists and to give them more satisfaction. This will lead to decentralization of attractions and tourists will be spread in the whole area instead of concentrating on a single point leading to increase in carrying capacity of the destination to make it more sustainable.

LITERATURE REVIEW

"Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems" (Earth Summit, 1992). Sustainability guidelines try to maintain a balance among the environmental, economic and socio-cultural aspects of tourism development and guarantee its long-term sustainability. Expressed simply, sustainable tourism can be defined as: 'Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities'. (Making Tourism More Sustainable: A Guide for Policy Makers, 2005).

A tourist destination is a complex of attractions, equipment, infrastructure, facilities, businesses, resources, and local communities, which combine to offer tourists products and experiences they seek. Sustainable tourism ensures a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (SCBD, 2009). At each tourism destination there exist certain data and information that can serve as sustainability indicators such as volumetric, including tourist arrivals, overnights spent, and accommodation capacities, or economic, such as tourism revenues and expenditures. (UNWTO, Montenegro, 2007). Tourism can provide the justification and help for conservation of local nature areas, archaeological sites, arts, crafts, and cultural traditions and overall improvement of environmental quality because these are attractions for tourists (Birgit Steck, 1999).

"Tourist satisfaction" measures the subjective impressions of tourists. Asking tourists whether they are satisfied with their trip and why, can be very helpful when identifying lacks of quality and possibilities of improvement. By constantly checking the visitor satisfaction, the success of measures taken to improve the products offered can be evaluated (www.oete.de/tourism4nature.org). Satisfaction was the result of the visitor's feelings as to whether or not their needs and expectations had been met (Shu-Yun Cheng 2005). Tourist satisfaction is important to successful destination marketing and planning because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). A visitor's overall satisfaction will influence the likelihood of repeat visitation, extended length of stay, increased expenditure, enhanced yield and word-of-mouth referrals (Sustainable Tourism Online). Milman and Pizam (1995) also confirm that once the tourists are satisfied with their experience they might like to visit a destination. At first sight, tourist satisfaction may be hard to measure due to very subjective impressions, but a detailed and well-structured analysis can be a valuable source of advice for the improvement of the quality of tourism products (OETE.DE, 2007).

The literature review confirms that tourists' satisfaction is one of the major indicators for the sustainability of the tourism over a place. Therefore, the present study was designed to determine the satisfaction of tourists with the existing attractions in Amritsar, known for the Golden Temple. To maintain sustainability it is very important to disperse the tourists in the surrounding areas so that carrying capacity of the main attractions in Amritsar could be enhanced. Hence, in the present research, views of the tourists have been analysed in case more attraction clusters are developed in the region.

OBJECTIVES

The present study is designed to determine the

1. Satisfaction level of current tourists with the existing tourism attractions in the region.

2. Attitude of tourists towards clustering of tourist attractions

HYPOTHESIS

1. Tourists are satisfied with the current attractions in Amritsar.

2. Clustering of sites and circuits positively correlates to the stay of tourists.

RESEARCH METHODOLOGY

To meet the objectives of the present study data was collected mainly at the primary level and results were reported. The sample consisted of tourists in Amritsar, who were administered a set of questionnaire and a five level Likert scale was included to study their attitude. The present paper has been divided into three sections. The first section focuses on the analyses of the satisfaction of tourists with the current sites. Total 10 attractions have been considered for analysis. The second section focuses on the general attitude of tourists if more tourist attractions are developed in Amritsar region and total 15 variables were considered adequate for the study and the third section explores overall satisfaction of tourist with Amritsar city as a whole.

DATA COLLECTION

Since the main objective of the research is to study sustainability of tourist sites in Amritsar Region, the data was collected from tourists, who visited Amritsar in the month of November, 2011. Questionnaires were given to 114 tourists. As data has been collected in personal interviews so only a few questionnaires had to be replaced. Overall 14 questionnaires were replaced as tourists left the questionnaire after filling the first page on pretext of shortage of time. These questionnaires were replaced with fresh ones and total 100 questionnaires were collected. The collected data was analysed to ensure that all the objectives of the research are met adequately.

DATA CODING

The collected data was transformed into codes and was entered into the SPSS 16.0 for analysis. The data was actually coded before entering into the SPSS. Only open – ended questions were left uncoded. To analyse the opinions and behaviour of visitors about various elements of tourism, the order of the measurement scale is coded as the 5 = strongly agree, 4 = agree, 3 = uncertain, 2 = disagree, 1 = strongly disagree. The demographic variables were either coded as ordinal class variables or the nominal class variables. Simple numerical scores were assigned to the data.

The Data was then cleaned, processed and missing values and outliners were identified.

SATISFACTION LEVEL OF CURRENT TOURISTS WITH THE EXISTING TOURISM ATTRACTIONS

Tourists were asked to give their views about the satisfaction level with the existing attractions. The findings have shown that tourists had visited only a few attractions in Amritsar region namely the Golden Temple, Durgiana Temple, Jallianwala Bagh and Wagah Border. It is interesting to find most of the tourists did not know about the existence of other sites in Amritsar Region.

TABLE1: ANALYSIS OF TOURISTS' SATISFACTION WITH THE EXISTING ATTRACTIONS

	Golden Temple	Durgiana Temple	Wagah Border	Ram Tirath	Jallianwala Bagh	Hari-Ke-Pattan	Sultanpur Lodhi	Dera Baba Nanak	Sarai Amanat Khan	Kapurthala Forts
Valid N	185	179	161	61	179	21	4	5	2	23
Missing	15	21	39	139	21	179	196	195	198	177
Mean	4.58	4.09	3.41	2.73	3.65	2.14	3.15	2.90	3.00	3.30
Std. Deviation	.87	1.0	1.10	1.19	1.04	.72	.50	.44	1.41	.87

Tourists were highly satisfied with the different aspects of the Golden Temple (mean=4.58, S.D=.872) and Durgiana Temple (mean= 4.09, S.D=1.00) and were satisfied with Jallianwala Bagh (mean=3.65, S.D=1.04). Tourists were dissatisfied with the planning and management of almost all other attractions which they visited viz. Hari-ke-Pattan (mean=2.14, S.D=.72), Shri Ramtirth (mean=2.73, S.D=1.19), Dera Baba Nanak (mean=2.90, S.D=.44) and Sultanpur Lodhi (mean=3.15, S.D=.50).

This analysis shows overall tourists are moderately satisfied with the performance of existing attractions in Amritsar Region. Hence, our first hypothesis is accepted partially that tourists are satisfied with the current attractions in Amritsar.

TOURIST ATTRACTIONS IN AMRITSAR AND DEMOGRAPHIC PROFILE OF TOURISTS

The Golden Temple attracts tourists of all religions from around the globe. Of the total 100 questionnaires collected 42% females and 58% males took part in the survey. It was observed that mainly domestic tourists (59%) visited Amritsar Region. Among foreign tourists mostly were Europeans (23.0%) followed by Australians (11.0%), North American (5.0%) and (2.0%) from the rest of the world. Though the Golden Temple is a Sikh shrine, it is visited by tourists of all religions. 43.0% Hindus came to pay obeisance at the Golden Temple while 25.0% were Christians, 4.0% were Muslims, 14% were Sikhs and 14.0% belonged to other religions. Foreigners were mainly either Christian or belonged to other religions like Jews etc. These tourists were mostly young and middle aged as 65% tourists were below 45 years of age and the rest 35% above 45 years or older. Even 8% visitors were more than 55 years of age.

With regard to education level 71% were either graduates or post graduates while 19.0% had studied upto high school level only. These visitors were mainly serviceman (37.0%) and businessman (34.0%). It was also observed about 18.0% were students. Half of these (50.0%) were earning more than Rs. 20,000. About 18.0% visitors had not any income source and were totally dependent upon their parents. 32% visitors had income level below Rs. 20,000. The survey also revealed 23% tourists visited Amritsar on a day visit and 29% stayed here only for a night. 31% stayed for two nights and the rest for more than two nights.

TABLE 2: SATISFACTION LEVEL BY DEMOGRAPHIC CHARACTERISTICS OF THE VISITORS

	Place of Residence	Gender t=	Religion	Age Categories	Education Level	Monthly Income	Economic Activity
Golden Temple	.802	.652	.774	.570	**.010**	.046	.888
Durgiana Temple	.510	.892	.165	.179	.892	.099	.604
Attari Border	.211	.172	.653	.660	.526	**.029**	.743
Ramtirth	.229	.212	.145	.441	.097	.557	.675
Jallianwala Bagh	.523	.604	.618	.830	.085	.155	.263

Table 2 depicts the two-tailed Independent t - test and one-way ANOVA results of the mean difference of satisfaction level at different attractions by demographic characteristics of the visitors. The results showed that overall no significant differences in overall satisfaction of the respondents with various attractions in Amritsar exist with demographic characteristics of the visitors except education level of tourists and the Golden Temple and monthly income of the tourists and Attari Border (Indo-Pak Border) which are significantly related. Attari Border is 30 km away from Amritsar and the main ceremony takes place in the evening so tourists have to stay here for one more night if they visit Indo – Pak Border. Hence, Attari Border and monthly income of the tourists are significantly correlated.

CLUSTERING OF ATTRACTIONS AND STAY OF TOURISTS

To assess impact of clustering of attractions on the stay of the tourists 15 variables were taken. The KMO score of behaviour and satisfaction levels of tourists on visit to Amritsar Region is .644 which indicate that the patterns of co – relations are relatively compact and Bartlett's Test of Sphericity value is zero which means this test is highly significant ($p < 0.001$) so R- matrix is not an identity matrix and there is some relationships between variables included in the present study.

TABLE 3: PRINCIPAL COMPONENT ANALYSIS

Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.106	20.707	20.707	2.294	15.295	15.295
2	1.753	11.685	32.392	1.792	11.947	27.242
3	1.387	9.244	41.636	1.787	11.914	39.157
4	1.298	8.655	50.291	1.532	10.214	49.371

5	1.019	6.793	57.084	1.157	7.714	57.084
6	.971	6.473				
7	.930	6.199				
8	.838	5.588				
9	.752	5.012				
10	.687	4.578				
11	.608	4.055				
12	.546	3.642				
13	.522	3.477				
14	.410	2.737				
15	.173	1.156				

EXTRACTION METHOD: The Principal Component Analysis shows the Eigen Value of five factors is more than 1.0 explaining total variance of 57.084% thus reducing the 15 variables to underlying 5 factors. Before rotation factor 1 accounted for more variance (20.70%) than other three factors, however after extraction it accounts for only 15.29% of variance, though total variance of all five factors remain the same i.e. 57.084%.

TABLE 4: ROTATED COMPONENT MATRIX TABLE

	Component				
	1	2	3	4	5
Stay longer if more sites are clustered	**.917**	.036	.115	.036	.090
I will prefer packaged tour to cover maximum sites	**.839**	.040	.012	.084	.125
I like to visit sites with large variety of attractions & activities	**.645**	.215	.179	.156	-.035
I try to be familiar with locals' traditional ways of life	-.010	**.705**	-.321	.044	.156
Try to travel around new sites	.177	**.698**	.287	.021	.078
Walk any distance to enjoy new attractive sites	.169	**.671**	.309	.087	-.051
Feel more satisfied	.104	.108	**.700**	.227	.152
Be encouraged to promote Amritsar among friends	.172	.072	**.646**	-.093	-.034
I feel satisfied to cover whole region in a single day	-.014	.022	**.626**	.067	-.022
My craze to visit main attraction determines my trip	.199	-.184	.094	**.791**	-.012
Visiting surrounding sites is an added benefit	-.139	.243	.068	**.653**	-.052
Be attracted to come again	.171	.069	.013	**.578**	.132
I will get a choice to visit authentic sites only	.135	.098	-.004	-.039	**.641**

| I need sufficient time to understand culture of new people | -.292 | .352 | -.169 | .168 | **.577** |
| Visiting far away attractions depends on its uniqueness | .200 | -.244 | .345 | .090 | **.557** |

Extraction Method: Principal Component Analysis.

Rotated Component Matrix table has divided the 15 factors of attitudes, satisfaction levels and behaviour of tourists on a visit to Amritsar Region in their next visit if new and more sites are clustered and developed into 5 factors. This table shows factor 1 has high loadings of the variables 'stay longer if more sites are clustered', 'I will prefer packaged tour to cover maximum sites' and 'I like to visit sites with large variety of attractions & activities'. This factor can be named as **Positive Factor.** Factor 2 has high loadings of 'I try to be familiar with locals' traditional ways of life', 'try to travel around new sites' and 'walk any distance to enjoy new attractive sites' and can be named as **Exploratory Factor.** Factor 3 shows high loadings of 'feel more satisfied', 'be encouraged to promote Amritsar among friends' and 'I feel satisfied to cover whole region in a single day' and can be named as the **Promotional factor.**

Factor 4 shows high loadings of 'my craze to visit main attraction determines my trip', 'visiting surrounding sites is an added benefit' and 'Be attracted to come again' and can be named as **Leisure Factor.**

Factor 5 shows high loadings of 'I will get a choice to visit authentic sites only', 'I need sufficient time to understand culture of new people' and 'visiting far away attractions depends on its uniqueness'. This factor can be named as **Interpersonal Factor.**

Table 5: Correlation Between Stay of Tourists and Five Factors

		Mean	Standard Deviation	Pearson Co-Relation	Sig. (1-tailed)
Positive Factor	Cluster Factor	12.26	2.05	1.0	
	Length of Stay	2.11	1.16	0.25	.000
Exploratory Factor	Cluster Factor	12.57	1.56	1.0	
	Length of Stay	2.11	1.17	0.45	0.265
Promotional Factor	Cluster Factor	11.06	1.83	1.0	
	Length of Stay	2.11	1.16	0.57	0.210
Leisure Factor	Cluster Factor	12.34	1.75	1.0	
	Length of Stay	2.10	1.16	0.52	0.233
Interpersonal Factor	Cluster Factor	12.63	1.49	1.0	
	Length of Stay	2.11	1.15	.129	0.036

CORRELATION ANALYSIS

In the study, correlation coefficient measured the strength of a linear between the length of stay of tourists and five factors (Positive, Exploratory, Promotional, Leisure and Interpersonal Factors). The results have shown that correlation between the length of stay of tourists and for Positive factor and Promotional factor was significantly positive. It means tourists will like to stay longer if more sites are clustered, like to visit sites with large variety of attractions & activities, they will prefer packaged tour to cover maximum sites and will be attracted to come again. Tourists will not only feel more satisfied but also they will be encouraged to

promote Amritsar among friends. This will reduce the burden on any one particular attraction, leading to the sustainability of the destination.

These results are positive to the hypothesis 2 that *c*lustering of sites and circuits positively correlates to the stay of tourists.

CONCLUSION

The aim of the present paper is to give an account of the role of visitor satisfaction in maintaining sustainability at a destination. The study has found that tourists are satisfied with their visit to main attractions of Golden Temple, Jallianwala Bagh, Attari Border and Durgiana Temple but it was also interesting to find only a handful of tourists visit other attractions as they are not aware of their existence. Therefore, to maintain sustainability government should develop and promote various attractions and elements necessary for tourism development. This will reduce the load of tourists on the main attractions and they will be scattered in the whole area increasing the sustainability of the attractions. Stay of tourists is positively co-related significantly with stay longer if more sites are clustered, like to visit sites with large variety of attractions & activities, will prefer packaged tour to cover maximum sites and will like to visit sites with large variety of attractions & activities. The results of this investigation show that tourists are positive about staying here for longer time to understand the culture of people but they require authentic attractions to visit. The carrying capacity of the Golden Temple and Attari Border, during peak season, is below normal. Many tourists could not enjoy 'Retreat Ceremony by India and Pakistan forces at Attari Border due to large crowd. Certainly formation of new attraction clusters will increase the carrying capacity of the main attractions and that will further lead to satisfaction of the tourists and longer sustainability of the attractions.

FUTURE IMPLICATIONS OF STUDY

Future research should, therefore, concentrate on the investigation of a deeper insight into the issue of tourist satisfaction to maintain sustainability of tourist attractions in Amritsar. In order to ensure the long-term sustainability of the tourism sector, there is a need for effective policies and plans at all levels, especially at the local destination level where tourism activities take place, tourists interact with service providers and with communities and where tourism's positive and negative impacts are most felt.

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DESTINATION IMAGE: CRIMES, SAFETY, SECURITY ISSUES WITH REFERENCE TO FOREIGN TOURISTS VISITING PUDUCHERRY (INDIA)

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Abstract

The Tourism Industry has become one to the leading economic contributors to most of the country's economy. Unlike primary resources, such as petroleum or minerals, tourism is not finite. The totality of what tourism can do for any economy, or society is beyond just employment. Tourism, like any commodity, can be overused, exploited poorly or allowed to decline."Tourism also needs the support of the local community. Without this support, tourism often becomes an unsustainable product". In short, tourism development, which increasingly demands the related conditions of peace, safety, and security, remains essential to the economic and political survival of the region or a country. Every state or region markets itself as a safe destination. Always visitor safety and human security are under threat due in part to the rising rate and the changing nature of crime-events that might adversely affect the image of destinations, perception, and attitudes of regions development strategies by imperiling the tourism Industry. Crime and harassment against tourists are components of the broader issue of visitor safety and security that threaten the integrity of the tourism product and the overall destination image economic viability of many countries. This study will be on the basis that several countries around the world have coined and implemented different mechanisms and strategies to prevent crime from crippling their tourism industry. India, is such a fascinating country but receives only about 3.5 million foreign tourists a year, there need a separate attention to look into the safety and security of incoming tourists. Main objectives of this paper was to enhance and establish the extent to which the Puducherry as safe for tourists and bringing at instilling confidence among tourists about Puducherry as a safe and secure destination. This paper is focusing on destination image on issues of crimes, safety and security issues faced by foreign tourist while they are visiting Puducherry for tourism activities, with specific references and aims to afford insights image of destinations, perception, and attitude of tourist with a wider context.

KEY WORDS: *Tourism Industry, Destination Image, Tourists Crime, Safety and Security, Impact.*

Introduction

Travel and tourism is the world's largest industry. It continues   to show consistent year-on year growth with world-wide arrivals having grown at 5% per annum. According to research undertaken by World Tourism Organization, that growth trend will continue. Its forecast, Tourism: 2020 Vision shows tourists arrivals increasing over 200% between 2000 and 2020. The Travel and Tourism in India is an integral

part of Indian tradition and culture. In such a background developed a cultural tradition where *'Atithi Devo Bhava'* (the guest of god) and ***Vasudhaiva Kutumbakam*** (the world is one family) become bywords of Indian social behavior. Given that a crime or a violent act occurs at a tourism destination every minute of everyday somewhere in the world (Pizam 1999:5) a reciprocal relationship exists between tourism development and visitor safety and human security, especially for a country or region that is highly dependent on tourism. According to George (2002) perception of high crime rate, mostly reported by media have discouraged both international and domestic tourists from visiting scenic popular destinations. Tourists are sensitive towards travelling to destinations where crime which may put them at risk is prevalent. There are various types of issues related to crimes committed against tourists or occurring at tourist destinations. The impact of crime on the destinations is not uniform. In some cases, such as crimes related to drug trafficking, tourism related pedophilia, human trafficking, etc., And yet another area of concern speak to increasing numbers and levels of harassment of tourists/visitors. Therefore a need is felt to bring into light and explore destination Image with various issues related to tourist's safety and security.

The growth trend is also seen on the supply side of tourism, because the number of tourist destinations is increasing. The entry of many new destinations into the market is forcing all destinations to compete in the battle to win more tourists. To achieve their goals, destinations are doing their best to remain competitive in the international market. Focusing on their images is one of the marketing activities destinations should consider. And therefore the demand from travelers for safe and secure tourism services increases and needed.

Tourism in India

Tourism Industry in India has emerged as a major driver of economic development on account of its potential to contribute of Gross Domestic Product (GDP), foreign exchange earnings and employment generation. It is a labour intensive industry and as per World Travel and Tourism Council (WTTC,2010) worldwide estimates, is expected to contribute 8.1% to total employment, 235 million jobs or 1 in every 12.3 jobs in 2010, that is further projected to rise to 9.2% or total employment, 303 million jobs, or 1 every 10.9 jobs by 2020. Its contribution to job creation in Indian economy is equally encouraging with one in every 15.6 jobs and a total of 30 million hobs in 2008. A research reports on manpower requirements by Ministry of Tourism, Government of India (2004) forecasts employment of 3.5 million people in hotels, 2.73 million in restaurants, 1.3 millions in small restaurants and dhabas on highways and 0.24 million in travel trade by 2020. WTTC (2010) projects that India will generate second largest travel and tourism employment by 2010 and 2020 by 49 and 58 million jobs respectively, coming at a second place only after china. Domestic tourism is one of the major contributors in the sector with over 500 million visitors. India's share in world arrivals currently stands at 0.5% and its share in revenue generated from tourism worldwide is 1.11% (WTO). India receives the largest number of foreign tourists from the United Kingdom, its largest source market, followed by the United States, Sri Lanka, France, Germany, Canada, Japan, Australia and Singapore.

Literature Review
Tourists usually travel to cities with good impression. Safety is a big issue to affect impression. For safety concern, tourists intentionally visit somewhere familiar and nearby, but avoid nations or areas with high crime rates or political instability. Safety issues during a trip include crime, disease, traffic

incidents, explosion and accidents. Among them, the very first safety issue that concerns tourists most is crime, especially robbery, larceny and fraud. (Zheng and Zhang, 2002; Glensor and Peak, 2004; Hauber and Zandbergen, 1996). For tourists, the likelihood of becoming criminal victims in tourism destinations is a kind of subjective risk awareness. In order to avoid being victims of crime, tourists are often told to carry less cash and valuables, travel with others or tour groups, and intentionally dress as the locals. However, it is proved that tourists have more chances of being criminal victims than the locals (Barker et al., Meyer, 2002; Chesney-Lind and Lind, 1986; Fujii and Mak, 1980; McPheters and Stronge, 1974). A common perception among tourists is that they are "easy targets" or "wrong persons in space and time" for criminals. Tourists often carry quite amount of money,act different than the usual, stay up in nightclubs and head to dangerous place. They also make wrong decisions and engage in risky behaviors (Chiu, 2008). Tourists deny reporting crimes because they are hard to identify local suspects (Harper, 2001). Language barriers, different cultural backgrounds, and appearance are easy to tell from the locals (Lepp and Gibson, 2003;2008).Furthermore, economic gap between tourists and the locals arises dissatisfaction which motivates the locals to obtain properties from tourists illegally (Chiu, 2009).Traveling is a behavior similar with trading. A tourism destination could be promoted like a product, but with differences. It is not like other products which could be tried out in advance. Choosing a travel destination is definitely a complicated decision-making process for tourists. Of course crime is a big issue to be considered. If there are safety concerns in a tourism destination, potential tourists will draw back. If tourists feel unsecured, they will avoid any activities beyond set tour schedule

Tourists do not visit a tourism destination again nor recommend others to visit if they felt unsafe. According to Garofalo (1981), a mental reaction to fears of being a criminal victim is relevant to not only personal charac- touristic, but also the emotional circumstances. Fears are easily arisen by victim experiences from

State-wise Number of Foreign Tourist Visits in India (2007 to 2010)				
States/UTs	2007	2008	2009	2010
Andaman and Nicobar Islands	10975	12512	13684	14615
Andhra Pradesh	769724	789180	795173	322825
Arunachal Pradesh	2212	3020	3945	3395
Assam	12899	14426	14942	15157
Bihar	177362	345572	423042	635722
Chandigarh	26567	34762	37967	39333
Chhattisgarh*	1235	1314	1277	1586
Dadra and Nagar Haveli	5625	5719	7109	1698
Daman and Diu	5315	5266	5748	5139
Delhi $	2018848	2339287	1958272	1893650
Goa	388457	351123	376640	441053
Gujarat	104158	110702	102747	130739

Haryana	64711	87172	137094	106433
Himachal Pradesh	339409	376736	400583	453616
Jammu and Kashmir	52754	54697	54475	48099
Jharkhand$	4004	5803	13872	15695
Karnataka$	534563	174040	326944	380995
Kerala	515808	598929	548737	659265
Lakshadweep	2933	1699	4309	1512
Madhya Pradesh	234204	251733	200819	250430
Maharashtra*$	1933189	2056913	2426362	5083126
Manipur	396	354	337	389
Meghalaya	5267	4919	4522	4177
Mizoram	669	902	513	731
Nagaland	936	1209	1423	1132
Orissa	41880	43966	45684	50432
Puducherry	57682	60309	54039	50964
Punjab$	5470	6869	110404	137122
Rajasthan	1401042	1477646	1073414	1278523
Sikkim	17498	19154	17730	20757
Tamil Nadu	1753103	2029410	2369050	2804687
Tripura	3181	3577	4246	5212
Uttar Pradesh	1524451	1610089	1550309	1675123
Uttarakhand	95976	99910	106470	127258
West Bengal	1154770	1133671	1180418	1192187
India	**13267273**	**14112590**	**14372300**	**17852777**

Source: Indiastat.com – Ministry of Tourism, Government of India (13077)

themselves, neighbors, and others. On the other hand, fears also come along with reports from the media and simple imagination. When one considers he/she has obvious weakness or victim characteristics, he/she will react to crime with more fears. One will objectively take action of adaptation, avoid- dance, and defense to deem more safety. Therefore, the estimation of travel victim risk is not only relevant to tourists' personal characteristics, but also the impression of the locals and the ability of self-defense. For tourists, in order to lessen the loss of properties and the risk of being victims, perceptions of victim risk is crucially concerned in every step of making a trip, including the places to visit, and the way they travel It is well proved that crimes have negative effects on the willingness to visit (Brunt et al., 2000; Dimanche and Leptic, 1999; Pizam, 1999; Pizam et al., 1997; Ellis, 1995; Garcia and Nicholls, 1995; Hall et al., 1995; Moore and Berno, 1995). Tourists might have bad impressions to a tourism destination or its near areas where there are reports by media or tourism alert by government about local tourism crimes. India is considered as a risky tourism destination because of its mysticism, political instability, grinding poverty, illiteracy, terrorism, unemployment, communal discord, lack of social services, and corruption (Sarkar, 1997; Horner and

Swarbrooke,2005)

Chaudhary (2000) analyzes ten negative images perceived by international tourists, among which the top three are larceny, fraud, and harassment from beggars, and they are all relevant to crimes and society disorder. Consequently, unsecured image is definitely a big burden to Indian tourism. Anxiety of becoming a criminal victim not only influences the willingness to visit, but also harms the development of local tourism. In order to understand the mental reaction to fears of crime from tourists and discuss the relevant factors to perception of victim risk, this study takes international tourists to India as the research population. There are three purposes of this study First, to understand destination image from tourists toward different kinds of crime victims in Puducherry, India; second, to discuss the relationship between perception of criminal victim risk of travel and visiting decision; and the last is to test pre-travel images visiting   decision.   The   conclusion   of   this   study presents a reference for tourists, tourism, and governments to evaluate the whole tourism industry and improve the quality of travel

Criminal victim risk of travel and visiting decision
Criminal victim risk refers to the estimation for the chance of being a victim, the ability to resist crimes, and the sensation of crimes.   If the estimation of criminal victim risk is high, the perception for the chance of being a criminal victim is high as well.   The more a tourist feels unsecured, the less he visits (Chiu, 2008). Tourists also take actions to defend themselves from harm. According to Sonmez and Graefe (1998), 77% of tourists only choose safe cities to travel. Most European tourists who visit Jamaica would rather lodge in resorts which are considered more secured (Alleyne and Boxill, 2003). Japanese tourists are not willing to take activities beyond tour schedule during the visiting in Guam (Hauber and Zandbergen, 1996). Travel with tour group is another way to lower the victim risk. In comparison with backpackers, tourists traveling with tour group are safer and secured during most of the time. Package tour lessens the risks of tourists accidentally getting into a dangerous place (Chiu, 2010). According to Han (2005), the main purpose of Latin-American tourists over age of 65 visits Europe with tour groups is for safety concern. Crimes that tourists suffer from include:
(1) Property crime such as larceny, fraud, and robbery; (2) violent crime such as murder and forcible sexual assault; (3) terrorism; (4) crime against human rights such as illegal search, illegal detention, revenge, torture and confession extortion; (5) other offense by street vendors, beggars, pimps, taxi drivers and the locals (Chiu, 2009).Responses to worries about crimes show in three ways: (1) paying attention to local security, especially to general crime events, serious crime incidents and social disorder; (2) perceiving the crime victim risk by instincts, higher risk perception of being a victim increases tourists' worry and horror; (3) taking precautions to prevent him from crime threats (Chiu, 2002). Hence, for examining the tourist's perception of criminal victim risk, different types of crimes have to be considered as well as attitude, emotion and reaction.

Awareness of travel risk
Awareness of travel risk refers to tourists' concern, attention and reaction to safety. According to Zheng (2003), the main reason to endanger travel security is the weakness of travel risk awareness. The fallacies about tourism crime like: travel crimes are uncommon; only violent crimes are crimes; tourists should not be respon- sible for the occurrence of crime; male tourists have stronger ability to protect themselves than the females; tourists are more easily attacked by those who look fierce stupid, lazy, and drugs addicts; and there is nothing tourists can do to protect themselves from unexpected

crimes (Chiu and Lin, 2010). The concern for travel security relates to the demographic characteristics as well. If a tourism destination is considered unsecured, the female and the elderly tourists tend to cancel travel plans while the younger tourists tend to keep their planed trips. Tourists with high incomes or those traveling with families prefer to cancel travel plans (Zheng and Zhang, 2002). In addition, the concern to travel safety relates to tourists' personalities. Tourists with allocentric personality are aggressive and energetic. They tend to choose tourism destination without safety concern (Lepp and Gibson, 2003; 2008). Tourists with sensation seeking personality love to look for unusual trips and travel to a new place without safety concern (Chuang, 2004).

Travel information
Crime events, disorder, and negative reports in tourism destination can influence tourists' risk awareness and willingness to visit or revisit (Hauber and Zandbergen, 1996; George, 2003; George, 2009; Chaudhary, 2000). Besides reports, media and others' victim experiences, tourists will get more fear by their own experiences of being a crime victim (Milman and Bach, 1999; Demos,1992; Hauber and Zandbergen, 1996). Mawby et al. (2000) and George (2003) suggested that the satisfaction with the attitude toward crime investigation hold by police department in tourism destination is rather important than the victim experiences. Tourists will not revisit because of dissatisfaction to the local police department (Pizam and Mansfeld, 1996).
According to environmental psychology, people tend to take unfamiliarity for risk. On the contrary, people consider them safer and lessen the sensitivity in a familiar environment (Milman and Pizam, 1995). For instance, tourists visit the U.S. territory close to the boundary between the U.S. and Mexico like an unfamiliar area. Thus tourists' concern of risk is increased (Martinez, 2000). The likelihood of revisit is higher if tourists feel the victim risk lessens when they are more familiar with the tourism destination (Lepp and Gibson, 2003; 2008). The familiarity with the tourism destination is affected by the retention period and purpose of trips. The longer the tourists stay, the lower the crime rate of the tourism destination is thought of (George, 2003). Tourists on vacation or business trip to the travel area are seldom told by the local about crime information (George, 2003). Sönmez and Graefe (1998) studied on the U.S. tourists and found that those with foreign travel experiences recognize actual safety condition better than those without   travel experiences. What tourists saw and heard during their trips provide them some knowledge to make adequate judgments. Travel experiences in the past offer more senses of safety to tourists as well (Mazursky, 1989).

Rising importance of the image of a destination
An image is a set of beliefs, ideas, and impressions that the person holds about an object (Kotler 1991). Similarly defined is the image of destination as the sum of beliefs, ideas, and impressions that people have of a place or destination (Crompton 1979: Kotler & Haider & Rein 1993). Lawson & Baud-Bovy (1977) saw image as an expression of knowledge, impressions, prejudice, imaginations, and emotional thoughts that an individual has of a specific object or place. According to systematic analysis by the World Tourism Organization (WTO 1979), image is defined as "an aura, an angel, a subjective perception accompanying the various projections of the same message transmitter". Image is also defined as perceptual Phenomenon formed through a consumer's reasoned and emotional interpretation and which has both cognitive (beliefs) and affective (feelings) components (Dobni & Zinkhan 1990).

From these basic definitions of a destination's image we can conclude that a destination's image is a complex concept that may be analyzed from different perspectives and composed of a variety of

individual perceptions that relate to various products/ service attributes. Gunn (1972) referred to two levels of images as organic and induced. Daily exposures to mass media such as newspaper reports, magazine articles, television programmes and other communication sources form the organic image. The organic image evolves into an induced image influenced by promotional materials such as advertisements and can differ greatly from the organic image. Goodrich (1978) pointed out the primary destination image formed by a visit or the secondary image formed by information received from external sources. Further, Phelps (1986) referred to the same two levels of images (primary and secondary). Building on the theory, Fakeye & Crompton (1991) developed a model to describe the relationships between organic, induced, and complex images that incorporated experiences at the destinations. Milman & Pizam (1995) suggested that a destination's image consists of three components: the product (i.e., quality and variety of attractions, price, and uniqueness); the behavior and attitude of the employees who come into direct contact with the tourist; and the environment such as the physical safety, security etc.,
Echter & Ritchie (1993) in completing the image measuring technique suggested the framework of image consisting of three continuums: attribute – holistic, function-psychological; and common-unique.

   Research in the past two decades in travel and tourism has demonstrated that a destination's image is a valuable concept in investigating the destinations selection process. The measurement if a destination's image has been of great interest not only to tourism researchers but also to intdusty practitioners and destination markets (Baloglu & McCleary 1999). Also the growing international tourism and competitions between destinations emphasize the role of the image concept. Creating and transmitting favorable images to potential tourists in target markets could strengthen the competitiveness of a destination (Goodal 1990; Gartner 1993). A destination's image is important because it influences a tourist's decision-making process (Gartner 1986). At the local and international levels, tourism destinations often compete on nothing more than the images held in the minds of potential travelers. Therefore, the marketers of tourist destinations spend a great amount of money, time and effort creating a positive image to help entice prospective travelers to visit their destination. In order to develop a positioning strategy, destination marketers should know the perceived strengths and weaknesses of their destinations (Balogulu & McCleary 1999).
     Several factors influence the destination's image and tourist's decisions which destination to visit. Tour operators and travel agents have been suggested as being significant information sources and distribution channels influencing the images and decisions of travelers (Goodall 1990: Gartner 1993: Bologluy and Managaloglu 2001); Analyses also emphasized that first time travelers mostly rely on professional sources in their information searcher (Bitner &Booms 1982: Snepenger et al.1990). Travel intermediaries (tour operators, travel agents) have promotional as well as consultative function. Particularly for international destinations, the role of travel intermediaries in promoting and creating images of the destination is boosted because international travelers are more inclined to use travel intermediaries in their destination selections. Therefore, the images held by travel intermediaries of destinations are just as important as those held by travelers (Baloglu & Mangaloglu 2001).
A traveler's choice of destination is influenced by a variety of personal and environmental factors. The organizations attempting to promote particular destinations need to have an understanding of the perceptions, attitudes, and motivations of the market sectors they address, and also of their image of that destination. The following paragraphs will attempt to define these concepts, with specific reference to the tourism field.

Perception

Perception has been defined as "the process by which an individual receives, selects, organizes and interprets information to create a meaningful picture of the world" (Mayo and Jarvis, 1981, p.67). In relation to the tourism product, it is the process of sorting and filtering the vast array of information about a particular area. One way in which stimuli are filtered is by categorizing people, behavior, objects, places, or areas of the world. This process is commonly called *stereotyping* and allows people to perceive according to "preconceived categories of meaning" (Mayo and Jarvis. 1981, p.42). According to Engel (1993), when people are faced with information about a place or a product, perpetual distortion may take place in three ways:

1. Distortion and misinterpretation of appeals to make them consistent with attitudes.
2. Rejection of the message and its source as being biased.
3. Absorbing factual information but ignoring persuasive appeals.

Finally, another fact marketers need to consider together with perceptual bias is *selective retention*, because only retained information is capable of influencing buying behavior.

Attitude

A conclusive definition of attitude has been given by the social psychologist G.W. Allport (1954), as follows: "A mental and neural state of readiness, organized through experiences, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related" (P,505).Chisnall (1985) further adds that an opinion is the verbal expression of an attitude.

Attitudes tend to form selectively – accordingly to needs, past and present – and arise from four main sources:

1. Information exposure
2. Group membership
3. Environment
4. Satisfaction of needs

Information sources are categorized in terms of their credibility. A negative disposition will fill any gaps in information with negative attributes. Attitudes are also the product of group affiliation, where group is defined as any number of people who interact with each other. The opinions of the group tend to become a standard for self- evaluation. Nevertheless, most people tend to pick and choose those group standards that are suitable for their needs. Therefore, the link between group membership and attitude formation can be said to be indirect and complex.

A change of environment and individual wants may also influence the formation and development of attitudes. Attitudes serve people's needs by simplifying their responses to complex information stimuli or decision-making. In this way, attitudes may govern buying decisions for example, about a holiday destination. It can thus be said that developing a favorable image of a place, service, or product is largely dependant on attitude formation or, perhaps, its change. Mayo and Jarvis offered the marketers view of inducing attitude change as follows: An individual with strong attitudes must be exposed to new information repeatedly until gradually his defense mechanisms weaken" (Mayo and Jarvis, 1981, p.215).There is two types of attitudinal change: congruent and incongruent. The first type of change is a reinforcement of the initial attitude, from positive to very positive or negative to very negative. Incongruent attitude change (Chisnall, 1985) is a move in the opposite direction from existing attitudes, e.g., a shift from positive to negative. Though this is generally the marketer's objective, it is more difficult to achieve than congruent change.

Communication factors are of paramount importance in attitude change. Hovland (1957) stresses the importance of *who* says it (the communicator), *what* is said (the communication) and to *whom* it is said (the audience). Word of mouth, for example, is incredible effective. The credibility of the communicator is held to be critical to the success of communication. There are several studies of the role of tourism as a mediator of attitude change among countries who had long –standing conflicts: Anastasopoulos (1992) Greeks visiting Turkey, Milman, Pizam, and Jafari(1991) U.S students visiting the former Soviet Union, and Milman, Reichel, and Pizam (1990), Israelis visiting Egypt. Interestingly, their findings have very often displayed a reinforcement of the stereotype, undermining the common belief that tourism broadens the mind and acts as a peace mediator. Moreover, they highlight the difficulty of the marketers task, since visitor will very often see what they want to see, and this is determined by attitudes, prejudices, and needs, along with cultural and stimuli factors.

Image
There are different definitions of image throughout the marketing literature and in some cases; perception and attitude are used as substitute for image. The authors, while acknowledging their proximity, believe that they are quite different: images are the result of composite perceptions which are in turn, dictated by attitudes to result in a positive or negative image. It is, therefore, propose two of the many definitions of image as the most suitable. Image, according to Kotler (1994, p223) is the "net result of a person's beliefs, ides, feelings, expectations and impressions about a place or an object".Gensch(1978, p.384) stateds that image is "an abstract concept incorporating the influences of past promotion, reputation and peer evaluation of the alternative. Image connoted the expectation of the user." In terms of image formation, Gartner (1986 p.635) says "Every person perceives a certain image of an object by relation it to similar objects within a determined cognitive structure." It could be argued that a destination a tourist knows nothing about would be perceived in terms of the attributes of the immediate region. That is, a tourist who frequents Greece and knows very little of Turkey is likely to have an image of the latter that is based on jigs or her knowledge of the former.

Gunn's (1988) exploration of the image phenomenon revealed that an area's image exists on two levels. Her study has become very popular and the terms organic and induced are commonly used when referring to image formation. A definition of each follows. Organic image is the product of non-commercial sources: newspapers, periodicals, and books, including geography and history books. In relation to a destination, and m0re especially a country, it would include history, politics, natural and human catastrophes, etc. This image is mostly maintained through stereotypes and prejudices and is therefore very difficult to change. Induced image is the result of conscious promotional effort and advertising. An example would be image enhancement of a destination as a consequence of television promotion. The alteration of the induced image is of primary interest to tourism marketers. Destination information comes from many sources, but mainly from national tourist organizations (NTOs). Their information however is often seen biased, so they tend to concentrate their promotional efforts on "brand Identification and image enhancement" (Gartner, 1986, p.636). Crompton (1979, p.20) indicated that some sources are seen as "Superiors in credibility, such as news media." Direct experience and personal recommendation are perceived as the most credible sources.

Crimes against Tourists in Puducherry
The study was designed to monitor the destination image change and that actual experience of Puducherry to foreign tourists. The authors accept that the images these travelers have will differ

considerably, as will the changes, if any, induced by actual experience. Like any other small empirical study, this one was aimed at providing a partial picture, from which comparisons could be drawn,

The main objectives the research hoped to carry out were to:
1. Ascertain the Destination *image of Puducherry* by first-time visiting foreign tourists.
2. Determine the *importance* of the attributes measured.
3. *Measure the destintion image of Puducherry* in the same subjects to identify any trends, either in the positive or negative direction.
4. Infer any *high- priority* areas for future marketing strategies.
5. Discover the *main influencing factors* in the choice of destinations.
6. Obtain a general profile of *Puducherry tourism market segment*.

Tourism has become an exciting and fascinating industry across the globe. The Industry's contribution to the nation is enormous as its growth potential. The major threats to the industry are socio-economic problems which in most cases lead to an increase in the crime rates. The problem of interest in this study is destination image in terms of crimes, safety, and security issues. According to Ntuli (1998) as citied by Ntuli(2000) crime is a universal phenomenon in that it threatens the safety and security of the people, property, their sense of well being, as well as social order. Most importantly it reduces people's quality of life. If the quality of life of an individual is affected by crime, crime itself is seen as a social problem, Ntuli (2000). In many countries around the world especially in popular destinations, crime committed against tourists has become a major threat. Puducherry has become a popular tourist destination internationally. This study was with the aim to explore ways of protecting the "goose that lays the golden egg."

The incidents of rape and molestation of foreign tourists,
a) Petty Crime- pick pocketing, bag snatching etc.,
b) Passport theft
c) Scam incidents –
d) Taxi / Auto scam.
e) Terrorism
f) Use or abuse of illicit substances
g) Sex tourism
h) Sexual molestation
i) Kidnapping or abducting
j) Outrage of modesty
k) Assault
l) Rape etc.,

Impact of tourism Tourist flow to the India recent years had adversely affected by safety and security issues. The tourist was able to have a close watch on the destinations to be visited before planning up the trip. After visiting the destinations, some of the tourist start feeling uncomfortable and inconvenience and even cancel the trip to visit the destination. There are several instances which had resulted in the injury/harassment to the tourists. When we analyzed the data on the classification of tourists and the places they had visited, it was observed that the tourist who frequently coming to India usually has habit of visiting only known and often visited places, none of the tourist move to the new place /destinations. They usually make their visit in large groups averaging about 30 -60 persons per group. None of them depend on the local communities.

Foreign Tourist Growth

Year	Domestic Tourist	Growth %	Foreign Tourist	Growth %	Total
1999	4,49,429	(+) 10.42%	22,983	(+) 24.22%	4,72,412
2000	5,27,274	(+) 17.32%	23,878	(+) 3.89%	5,51,152
2001	4,76,804	(-) 9.57%	22,115	(-) 7.38%	4,98,919
2002	4,80,522	(+) 0.78%	20,094	(-) 9.13%	5,00,616
2003	5,00,139	(+) 4.08%	25,559	(+) 27.19%	5,25,698
2004	5,58,445	(+) 11.66%	32,053	(+) 25.40%	5,90,498
2005	5,74,011	(+) 2.78%	36,009	(+) 12.34%	6,10,020
2006	6,52,245	(+) 13.69%	46,273	(+) 28.50%	6,98,518
2007	7,98,528	(+) 22.43%	57,682	(+)24.66%	8,56,210

Source: Department of Tourism, Government of Puducherry, Statistics.

The above statistics do not cover the "Day Visitors", which is a minimum 25,000--30,000 per day (Commercial /Shopping /Weekend visit/Students)

Heavy rush of tourist traffic to a destinations brings adverse effect on carrying capacity of the destination. Various studies had pointed out that, higher the volume of flow of tourist to a destination, there will be more than double the crime in that place. As they are considered as one of the pull factor in the tourism development in the area, sincere efforts is needed for further protection, safety for tourists

Research Framework and Methods
Research hypotheses

Many studies have investigated differences in images according to tourist familiarity with a destination. Hunt (1975) suggested that people who had visited the United States generally had a more favorable opinion of the United States than those who had not visited the United States. Phelps (1986) conducted a survey on returning and first-time visitors. This study revealed that visit experiences positively altered respondent's impressions on Menorca. Fakeye and Crompton (1991) analyzed the image differences between prospective, first-time and repeat visitors. They found statically significant factors that influence image. Ahmed (1991) in his analysis found that previous visits to the state of Utah influence its tourist image. The same conclusions were arrived at by Milman and Pizam (1995) when analyzing the image of Central Florida. Tourists who had visited Central Florida had a better image of Central Florida than tourists who had never visited it. Further, other studies examined the image differences between travelers who had visited the destinations (visitors) and those who had not (non-

visitors) (Fridgen 1987: Hu & Ritchie 1993: Balogly & McCleary 1999). Fewer Studies have investigated tourist's expert's image differences according to their familiarity with a destination (McLelan & Foushee 1983: Reimer 1990: Gartner & Bachri 1994: Baloglu & Mangaloglu 2001). Generally, these analyses included tour operator's image differences irrespective of whether they had a business relationship with the destination or not. Baloglu and Mangaloglu (2001) found significant differences in the images of tour operators/travel agents promoting selected Mediterranean destinations and those not promoting them.

We have mentioned the definition of image as the sum of beliefs, ideas and impressions that a person holds about a place or destination yet no analyses have included tourist's expert's image differences according to their own familiarity with a destination. Previous results (Konecnik 2001) have shown that a tour operator's familiarity with a destination like a visit to India had a bigger influence on image differences than merely promoting India as one of the tour operator's possible destination. The India's image it portraits is that of mysticism, political instability, corruption, grinding poverty, illiteracy, terrorism, unemployment, communal discord, lack of social services (Sarkar 1997). To top it all, the year 2009/2010 commenced ominously for Indian Tourism with United States Official Trade Guide declaring India to be a dangerous destination (Express Travel and Tourism, 2010) and progressed with Taj Bomb Blast incident. This type of image plays a crucial role for tourists to avoid visiting India inspite of visiting neighboring countries. Ahmed and Kronn (1992) have discussed this problem from the perspective of marketing prerequisite of India. Menon (1997), Seth (1996, 1997), Travel Trends (1996), and many others have considered India's image to be an obstacle hampering its progress in tourism. Tourism in general is impacted by politics and political positions and ideologies of states and countries since tourism is considered to some extent as part of politics (Crick, 1989) stated that: international tourism is political since that state must involved in foreign relations, the expenditure of large quantities of capital and large scale of planning. To provide the safety and protection for tourists and to facilitate their movements in any country is a form of a political action.

Two hypotheses on the image of Puducherry are tested in further analysis.
According to t h e purpose of study and theoretical basis, 2 hypotheses were proposed as follows
Hypothesis 1 (H1)
Puducherry's destination image as a safe and secure tourist destination to visit differs for tourists who have visited puducherry compared to tourist's who have not been to Puducherry.

Hypothesis 2 (H2)
Puducherry's destinations image as a safe and secure tourist destination to visit by measuring pre travel images of foreign tourists and assess whether they actually perceived negative images about Puducherry.

Methodology
Sample
The research was conducted in Puducherry, the places of collecting data were suitable in Puducherry, as it attracts more tourists from all over the world. The target group for this study comprised international tourists presented at the above destinations. Interviews were carried out with individual tourist from different countries. The sample for data analysis consists of 156 opinions expressing the image of Puducherry as a safest tourist destination. 6 among them refused because of lack of time , language barriers and disbelief of strangers. The survey was conducted from January 17 to 31 in 2012.

The questionnaire consisted of twenty-one bipolar and monopolar statements whose subject matter covered local people, entertainment and things to do , personal and national safety issues, and cultural/ethnic and socio- economic issues. The dimensions of the product of extensive library research. An attempt was also made to include topical issues that had been subject to recent media coverage, to ascertain the extent to which they had affected the holiday maker's image of Puducherry. The

respondents were asked to rank each of the attributes in terms of their importance to them, from extremely important to not at all important. This was considered fundamental to understanding the meaning of either positive or negative responses to attributes.

Sematic differential scaling (SDS) is a well-accepted and reliable method of measuring attitudes (Os good and Snider, 1969). In this technique, each statement is measured on a bipolar adjectival scale, usually with seven or five points. Multidimensional scaling is, as described above, not suitable for first time visitors, as respondents are required to make a large number of similarity or dissimilarity judgments t hat r equire the type of knowledge that first-time visitors are unlike to have.

A pilot study was conducted with the help of twenty individuals, to test both the physical presentation of the questionnaire and the clarity of the statements included, as recommended by Aaker and Day (1990) and Chisnall (1922). As a result, changes were made to the wording, and a vertical line was introduced to separate the main part of questionnaire from the numbers indication importance, to separate both scales visually and avoid confusion. Also, as explained previously, the favorable and unfavorable statements were changed and put all on the same side, against advice from the literature which suggests a random placing to avoid the "Halo effects", because the pilot questionnaire respondents expressed confusion. In practice, moreover, none of the useable questionnaires obtained displayed a complete adherence to one dimension or the other – answers appeared randomly.

Discussion on results

   As explained above, *profile analysis* was employed. Weights were assigned to continuum positions for each scale interval (-2 to +2) and scores for each attribute were totaled and averaged in order to present image profiles. For the purpose of interpretation and the reliability for example, would appear as follows:

Very reliable	2
Reliable	1
Slightly reliable	0.1 to 0.5
Nether neither reliable nor unreliable	0
Slightly unreliable	-0.1 to –0.5
Unreliable	-1
Very unreliable	-2

       An analysis was then carried on the pre travel profiles, as well as on the importance ratings, by gender and age–group. Very little difference appeared between the sexes. The images were slightly more positive than pre-travel images and at least a little importance was attached to most of the attributes chosen.

The control group showed slight differences in five out of the twenty-one attributes, and none of them were incongruent. The variances remained within the same part of the positive area. The two extreme age groups (18-25 and 55-64) displayed more negative congruent changes than the 26-55 groups. A summary of the congruity of the pre-travel images, by subject adage group, is given in Table 1.

Table 1. Congruity of pre travel images by subject and age

Attribute	Mean Congruence					
	18-25	26-34	35-44	45-54	55-64	65+

SAFETY	Personal safety	0.79-	0.7+	0.83+	0.93+	0.8+	0
	Harassment of females	0.2-	0.8+	0.37+	0.87+	1.17-	0.33-
	Robbery	0.02+	0.4+	0.83+	1.18+	0	0.34+
LOCAL LEVEL	Helpfulness of police	0.08-	0.7+	0.8+	0.56+	1.33+	0
	Local temperament	0.2-	0.3+	0.17+	0.39+	0.17+	0.33+
	Hospitality	0.63+	0.4+	1.43+	0.92+	0.33+	0.34+
	Friendliness	0.36-	0.3+	1.17+	0.77+	0.17+	0.33+
	Reliability of transport	0.23+	0.9+	0.17-	1.25+	0.17-	1.0+
	Religiousness	0.69-	1+	0.5+	0.92+	1.17+	1.0-
	Understanding English	0.04-	0.5+	0.17+	0.6+	1.33+	0.33-
	Honesty of locals	0.1-	0.9+	0	0.53+	0.5+	1.0+
	Traffic congestion	0.33-	0.5-	0.37-	0.16+	1.0-	1.34+
NATIONAL LEVEL	Natural disasters	0.38-	0.5+	0.5-	0.5+	0.67-	0.67-
	Treatment of locals	0.1+	0.1-	0.5+	0.47+	1.0+	0.33+
	Environment protection	0.14+	0.4+	0.7+	0.29+	0.83+	0.333+
	Development	0.01+	0.7+	0.5+	0.61+	1.0+	0.67-
TO DO	Atmosphere of market	0.46-	0.3-	0.84-	0.17+	0.17+	0.67-
	Beach availability	0.07+	0.3+	0.18+	0.27-	1.33-	0.34-
	Museums/Archaeological sites	0.67-	0.3+	0.33+	0.33-	1.0-	0.33-
	Attractions signposting	1.22+	1.9+	0	1.2+	0.67+	0
	Evening entertainment	0.89-	0.3+	0.53+	0.46-	0.67-	0
SUMS	**Pretravel image**	**8.3**	**5**	**2**	**2.6**	**6.7**	**15**

Conclusion.

This paper has attempted to explain the concept of destination image, and its distinction from and links with the concepts of *perception* and *attitude as a safe and secure destination to visit Puducherry.* Further more, it measured pre travel images of foreign tourists and assessment whether they actually perceived negative images about Puducherry providing a review of destination image assessment techniques.

Finally, a small empirical study of the destination image of Puducherry (INDIA) among the foreign tourist visitors was used to provide an illustration of one such technique in operation. By now it is evident that most acts of crime or violence that occur at tourism destinations will have some effects on tourism demand.

Study Limitations and Future Research

  Since the results of this study are inferred from a qualitative analysis based on a limited number of cases, they should not be considered generalizable and representative of all destinations. A limitation of the sampling method was the inability of the researcher to obtain lists of foreign tourist traveling to Puducherry. Therefore, it was unable to control the balance of the sample charactertics, such as gender, age groups, etc., The sample was well varied in terms of foreign tourists, which in turn includes type of holiday and price, however, the fact that probability sampling could not be used seriously limits the reliability of the statistical conclusion drawn. It is hoped that future researchers will empirically test these populations and thus confirm or reject them. A future study that employs samples to different nations will enhance the generalization of the results.

Suggestions

Through this study, the following steps are suggested to make the tourists to be happy of visit to Puducherry as more favorable to them rather than the tourists fall victims of crime.

- Tourism police stations and more tourism police personnel should be more in Puducherry state.
- Legal procedure should be changed for tourists for speedy trial of cases.
- More enlightened laws are needed for the contemporary crimes to solve problems.
- Retooling laws for justice for foreign tourists.
- Tourism must not be used for illegal objectives such as child sex tourism, drug trafficking and destruction of environments.
- Destination Image should not be changed in the concept.
- Major revision is need of the hour – for recovery of crimes , the best strategy seems to be future prevention coupled with tourist education and tourism police and employee training.

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SUSTAINABILITY, RURAL TOURISM IMPACTS AND COMMUNITY OPINION: A STUDY OF PRAGPUR AND BAROH VILLAGES IN HIMACHAL PRADESH

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Abstract

Rural tourism can be an important force for developing disadvantaged and undeveloped rural areas. Rural tourism is one of the key areas which can strengthen socioeconomic activities of local people besides attracting tourists to distant villages. Tourism growth potential can be harnessed as a strategy for rural development.   Rural Tourism is one of the few activities which can provide a solution to the problems of unemployment, poverty and other social issues. Local support, however, is usually a necessary component for a successful tourism strategy. Comprehensive planning and development represents one of the key components of most successful rural tourism strategies. For long term sustenance of rural tourism planning need not occur in a vacuum, but may be of more use to a rural community when the planning is tied to broader regional development efforts.The key parameters that define rural tourismare that it is located in rural areas, functionally rural, based on small-scale and traditional activities and enterprises, relies on the traditional qualities of the countryside, develops slowly under the control of local peopleand is non-uniform andreflecting the complexity of the rural environment.The impact of rural tourism varies greatly among rural regions and depends on a host of factors including work force characteristics and seasonality issues. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. The present study try to assess the rural tourism impacts in Pragpur and Baroh villages which have been identifies by Ministry of tourism, Govt. of India for its rural tourism project. The study conducts survey of local people and tourists in both the villages and tries to identify some issues related to rural tourism. The present study tries to assess the impacts that rural tourism has created in both villages. The perception of local residents in this regard is taken and key issues are identified for the slow growth of the rural tourism. The paper finally suggests some measures for the rural tourism growth in both of villages.

Key words: Rural tourism, sustainability, tourism impacts.

Introduction

Himachal Pradesh is a land of rurality where more than ninety percent of population lives in villages. The villages of Himachal Pradesh bear very diverse cultures, heritages and variety in way of life of people. The villages are very unique in their geographical, topographical and socio-cultural settings. The rural areas are perceived as healthier, offering fresher air, cleaner water and the opportunity for outdoor recreation. Rural areas offer fresh, and sometimes, specialty foods.Tourism in rural areas can be a potential panacea for many of the effects generated by tourism for the host communities, many of whomface uncertain futures in the post-modern world.So rural communities, farmers, localauthorities, state and national governments have become interested in rural tourism for community renewal.In Himachal Pradesh all the districts are witnessing domestic and foreign tourists and most of them prefer to visit rural destinations of rural destinations of Shimla, Kullu, Kangra, Lahaul-Spiti and Kangra districts that is resulting in the growth of rural tourism with theincrease in the numbers of tourists visiting these places. In Himachal Pradesh ruraltourism is receiving increased recognition as arural economic development tool. Thegovernment initiatives such as Home stay scheme, KahaniHarGaaon Ki have sought to encouragetourism as an economic substitute for traditionalrural economic activities. The tourism activities in rural areas have resulted into variety of impacts yet these impacts for along time have not been given its due recognition as rural tourism is often taken to be synonymous with alternativetourism and the notion that alternative tourism is embedded by sustainable practices. Thus sustainablerural tourism concept is promoted in Himachal Pradesh that seeks to sustain the quantity, quality and productivity of both human and natural resource systems over time.

Table 1
Tourist arrival in Himachal Pradesh in 2011

District	Domestic Tourists	Foreign Tourists	Total
Bilaspur	1093317	104	1093421
Chamba	817477	2191	819668
Hamirpur	630108	4	630112
Kangra	1813686	98962	1912648
Kinnaur	467186	17860	485046
Kullu	2659527	138488	2798015
Lahaul-Spiti	470815	73040	543855
Mandi	1184335	9813	1194148
Shimla	2818270	134167	2952437
Sirmaur	872597	3142	875739
Solan	801234	6464	807698
Una	976336	283	976619
Total	14604888	484518	15089406

Source: Tourism Department, Himachal Pradesh

Rural tourism is an economically significant sector of Himachal economy andholds great potential in terms of sustainablerural development. Sustainable developmentfor community tourism aims toimprove the residents' quality of life by optimizinglocal economic benefits, protecting thenatural and built environment and providing ahighquality experience for visitors.

Rural Tourism Impacts and Sustainability

Rural tourism development in is an effective strategy for revitalizing rural communities that have experienced serious structural and economic problems. Rural tourism has risen to become one of the main economic activities in the majority of rural areas. Whereas rural tourists are attracted by a peaceful atmosphere and nostalgia for old ways of life, as evidenced by the independent ruralistssegment.Peripheral rural areas are also considered to be repositories of older ways of life and cultures that respond to the postmodern tourists' quest for authenticity.This increasing support for rural tourism is based upon a number of perceived benefits it potentially provides to rural areas (Bansal, 2003).

Any form of tourism that showcasesthe rural life, art, culture and heritage at rural locations, therebybenefiting the local community economically and socially as well asenabling interaction between the tourists and the locals for a moreenriching tourism experience can be termed as rural tourism. Ruraltourism is essentially an activity which takes place in the countryside.It is multi-faceted and may entail farm/agricultural tourism, culturaltourism, nature tourism, adventure tourism, and eco-tourism. Asagainst conventional tourism, rural tourism has certain typicalcharacteristics like; it is experience oriented, the locations are sparselypopulated, it is predominantly in natural environment, it meshes withseasonality and local events and is based on preservation of culture,heritage and traditions.It has been argued that rurality as a concept is connected with low population densities and open space, and with small scale settlements, generally of fewer inhabitants.

Development of tourism in rural areas leads to generation of new jobs, enhance community infrastructure, and assist revitalization of the flagging economies of rural areas. The diverse pressures from tourism and its associated development have begun to affect local populations worldwide. Tourism development could cause positiveand negative impacts, and its classificationcould be divided as three aspects: economicimpacts, socio-cultural impacts, and environmentalimpacts (Simpson, 2008). In economic impacts, attractingmore investment and spending, adding regionalrevenues, increasing prices, raising employments,and increasing residents' living standard (Sharpley, 2002). Changes in traditionalculture, increase of crime rate, establishmentof local identity, increase in land bargain, andthe effects on residents' way of life are the mainitems in social culture impact (Liau, 2006). Conservation ofnatural resources, public facility improvement,traffic jams and accidents, and noise andpollution are the main environmental impactitems.

Sustainability is imperative for rural tourism planning villages may face pressure on the natural, cultural and socio-economic environments fromtourism growth (Bansal 2005). It has been recognized that uncontrolled growth in tourism aimedat short-term benefits often can harm the environment and societies as well asdestroy the very basis of tourism. Host societies have

become more aware ofsuch problems, along with some consumers who now demand higherenvironmental standards from tourism suppliers and greater commitment fromtour operators and travel agents. Sustainable rural tourism development as meeting the needsof present tourists and host regions while protecting and enhancing opportunitiesfor the future. According to Roberts and Hall (2001) benefits of rural tourism are economic growth, diversification and stabilization through employment creation in tourism business, provision of supplementary income in farming, craft and service sector, the opportunity to realize the economic value of specific, quality-based production of food products, as well as of unused and abandoned buildings. He also explained that rural tourism leads to increment in social contacts, especially in breaking down the isolation of the most remote areas and social groups.

Rural tourism can be the farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas, ethnic tourism. There is also a large general interest market for less specialized forms of rural tourism.Pragpur andBaroh villages reflect the rich cultural heritage of the Kangra valley and are also excellent example of heritage tourism.

WTO (1993) described that sustainability refers generally to development that meets the needs of present tourists and host regionswhile it protects and enhances opportunities for the future.Bramwell and Lane (1994) proposed thatrural tourism can include activities and interests in farms, nature,adventure, sport, health, education, arts, and heritage. He expands the concept into living history such as rural customs andfolklore, local and family traditions, values, beliefs, and common heritage and embraces all aspects of leisure appropriate in the countryside. Lane (1994)explained that the decline of agriculture and forestry has pushed and motivated people,rural development actors, politicians, NGOs and governmental bodies tosearch for alternative modes of production. Muller (1994)describe that sustainable tourism has been promoted in policy documents,strategic plans and the academic literature related to tourism. There havebeen numerous attempts to define the term, yet few have explored stakeholder perceptions of sustainabletourism.   Weaver (2004)discussed thatsustainable rural tourism is not unproblematic, having a plethora of meaningsdepending on the context. Indeed the literature concedes that it is becauseof the oxymoronic nature of the term 'sustainable tourism' and its amenability to appropriationby supporters of various ideologies that can be used to represent and supportjust about any model of development.

Hall (2005) described that in rural areas the conceptual link between tourism and sustainability leadsto a tourism industry that sustains local economies without damaging theenvironment on which it depends. Ruraltourism should: (1) sustain and create local incomes, employment andgrowth, (2) contribute to the costs of providing economic and social infrastructure,(3) encourage the development of other industrial sectors (e.g. throughlocal purchasing links), (4) contribute to local resident amenities and servicesand (5) contribute to the conservation of environmental and cultural resources. Thus, the goals of rural tourism developmentare, in many respects, almost identical with the ones of sustainable

tourismmanagement, and compared to forestry and manyother primary economies, such as mining and fisheries, tourism is alsoregarded as a more 'soft' and therefore 'sustainable' option to the environment.

Wilkinson, 1989 suggested thattourism development should be integrated intothe broader context of sustainability. Specifically, it is recognized thatthe magnitude and type of tourism developmentshould vary from one location to another accordingto environmental and socio-cultural characteristicsand the potential role of other economicsectors.Mahajan, A. (1992) has conducted a study on tourism in Kangra valley with its developmental potential and problems. He was of the opinion that Kangra is blessed with immense tourist potential but the problem is related with marketing of this. And moreover, he also pointed about the poor accessibility of destinations. In his study he has listed various cultural and heritage resources of Kangra valley including Masroor Temple. Saxena, B.R. (1999), while studying the cultural aspects of Himachal tourism through fairs and festivals in Himachal Pradesh, he made a socio-economic and cultural analysis of fairs and festivals and so pointed out about the touristic importance of fairs and festivals.

Pragpur and Baroh Villages

Pragpur and Baroh are two villages are identified for the promotion of rural tourism by the Ministry of tourism, Govt. of India.   For creation or improvement of infrastructure in these villages   various activities have been undertaken such as improvement of surroundings of the village which include landscaping, development of parks, fencing, compound wall etc; improvements of roads within the Panchayat limits, provision for improvement in solid waste management and sewerage management signage's, tourist accommodation and other work/activities directly related to tourism.

**Figure 1**
Pragpur and Baroh Villages in the Map
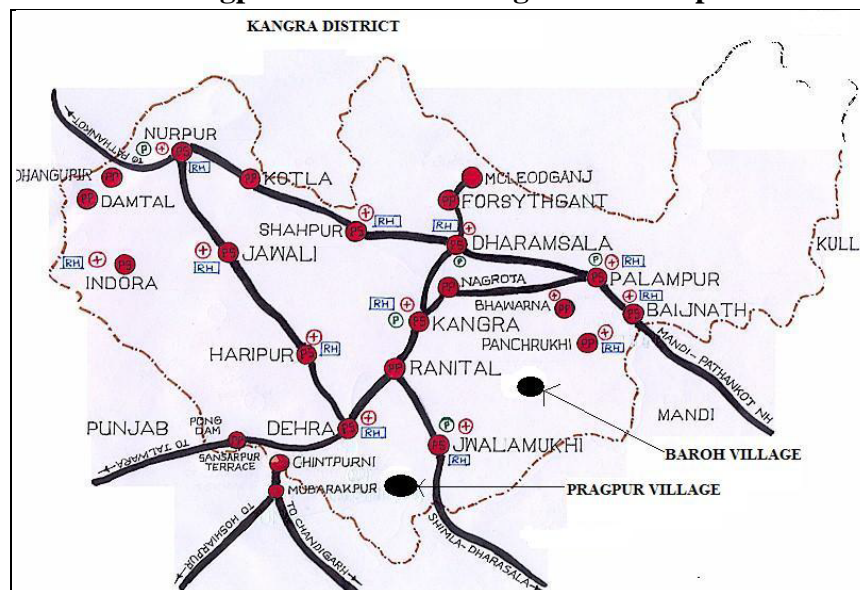
1. **Pragpur Village**

Pragpur is one of the famous heritage villages situated at an altitude of 1,800 feet above sea level in the Kangra District of Himachal Pradesh. There are several testimonies of historical, cultural and religious importance in the village situated on the banks of River Beas. The destination was accredited as a Heritage Village by the Himachal Pradesh Government in December 1997, while the twin village Garli-Pragpur was declared as heritage zone in 2002. Deeply interwoven into the annals of Indian history and widely renowned for its largely medieval aura, the village is also a paradise for any art buff. The buildings in Pragpur are magnificent, and they play a major role in giving the entire village of Pragpur its medieval ambience. Under the shadows of the mighty Dhauladhar range which provides a stunning backdrop, the region has countless streams that merge with the Beas River. It is also a haven for all types of flora and fauna, and has a pleasant climate throughout the year.

With its equitable climate, easy access, safe passage and rich flora and fauna, Pragpur and its surroundings offers an ideal location for rural tourism. The ambience of the heritage zone of Garli-Pragpur is zealously protected by the local residents. Several heritage structures are now being restored using original techniques but with modern facilities to facilitate tourist.All these buildings are ancient and have stood the test of time for hundreds of years. There are various various old buildings such as ButailNivas which is a huge complex with six apartments and a courtyard in between. The Judge's Court is a huge mansion constructed in the Indo-European style of architecture, now serves as a heritage. The LalaRerumal Haveli, a stunning garden designed in the Mughal style with a huge reservoir and a wide terrace, is also a must see for any tourist in Pragpur. There are also other heritage buildings such as Chaujjar Mansion, an ancient ShakthiMandir and the Atilyalas, which are nothing but public platforms.
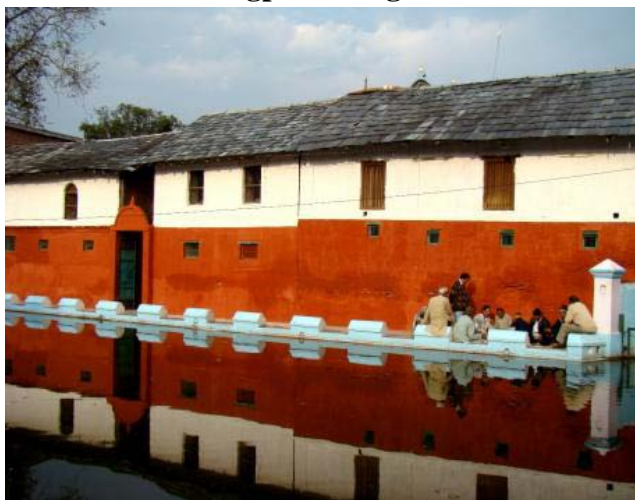
| **Picture 1** | **Picture 2** |
| **Pragpur Village** | **Baroh Village** |

Baroh Village

Baroh is a village in Kangra district of Himachal Pradesh. The village is rich of traditional culture, rural heritage, and old architecture of houses. The village is well connected with roads and has the facilities of electricity and water. The village has a long history and a population of approximately 2000 people.Baroh is a tehsil in Kangra district known for its climate, rural architecture,RadhaKrishan temple made of white marble to Goddess Durga temple. This temple is famous for the largest amount of white marble used for any temple in Himachal Pradesh. Baroh is located 23 km from Kangra. In this temple there is an idol of Goddess Durgamade of metal. A lot of devotees come here every year to worship Baba Baroh. The temple is worth seeing and the modern construction with ancient architect of Hindu temples of South India makes it worth seeing. The temple can be reached by road after diverting from PathankotManali National Highway just 5 kilometers before NagrottaBagwan. Along with Baba Baroh Temple, tourists can pay homage at an ancient temple of Kali NathBhole Shankar located nearby.

Baroh Village andGurukul Process

Baroh village is identified by Ministry of tourism Govt. of India for promoting Gurukul culture. Kangra valley has been very famous for Kangra painting, architecture, weaving, pottery and handicrafts. Gurukul culture in Baroh village can disseminate the traditional knowledge and art of the village,Gurukul platform to learners and teachers. To boost rural tourism by disseminating knowledge among visitors about the glory of the village can help inreviving the precious and traditional knowledge such as dances, music etc. The gurukul process is an important element of the rural tourism programme which impartsknowledge among the youth or the new learners about the traditional history, art, culture and craft ofthe place. The knowledge is imparted by a guru or a number ofgurus in the rural setting itself, where learners stay & learn about art & culture.The rural tourism in Baroh village seeks to revive traditional art forms of area and to retain the craftsmen so that they can transform their knowledge and skills to other people of the area.

Methodology

The purpose of the study is to analyze residents'attitudes towards rural tourism development, and the perceptionof its impacts on the economic, socio-cultural and environmental aspects of rural life of Pragpur and Baroh villages in Kangra valley. Questionnaire consisting of 27 items encompassing residents' perceptions on rural tourism impacts were got filled from local residents of Pragpur and Baroh villages. Responses to the items related to socio-cultural, environmental and economic impacts were 5-point Likert-type scales where1-strongly disagree, 3- neutral and 5-strongly agree. The mean value, standard deviation, coefficient of variation and skewness is also calculated to study the variation and direction of responses of respondents. The chi-square test is used to test if a sample of data came from a population with a specific distribution.

Data collection

        On-site surveys were conducted in both the villages. According to estimates from the village pradhans of Pragpur and Baroh villages, the tourists arrival in Pragpur village is 10000 and in Baroh village it is approximately 20,000. So 1% of tourists of both villages i.e. 100 in Pragpur and 200 in Baroh villages were selected and contacted on convenience cum judgment basis.

TABLE 2
PROFILE OF LOCAL RESIDENTS

Profile	Pragpur Village		Baroh Village	
	No. of respondents N=100	Percentage	No. of respondents N=200	Percentage
Gender				
Male	116	58	122	61
Female	84	47	78	39
Age				
Below 18	9	4.5	12	6
19- 35	60	30	52	26
36 – 50	79	39.5	87	43.5
51 +	52	26	49	24.5
Marital status				
Married	145	72.5	137	68.5
Unmarried	55	27.5	63	31.5
Education				
Illiterate	0	0	0	0
Matric	78	39	86	43
10+2	56	28	42	21
Graduate	54	27	63	31.5
Others	12	6	9	4.5
Occupation				
Farming	56	28	91	45.5
Dairying	14	7	49	24.5
Tourism	42	21	25	12.5
Other	88	44	35	17.5
Are you aware that this village is a part of rural tourism project of the				

Govt of India?				
Yes	56	28	39	19.5
No	144	72	161	80.5
Do you know why?				
Yes	38	19	29	14.5
No	162	81	171	85.5
Do tourists visit your village after the rural tourism status?				
Yes	52	26	24	12
No	148	74	176	88

Source: Data collected through questionnaire

Demographic Profile

It is evident from the table 2 that in Pragpur village 116(58%) respondents were male while 84(47%) respondents were female. In case of Baroh village out of 200 respondents 122961%) were male while 78(39%) were female.   In Pragpur village 9(4.5%) respondents were below the age of 18 years, 60(30%) respondents were between 19-35 age group, 79(39.5%) respondents were between 36-50 age group and 52(26%) respondents were above 51 years of age.While in case of Baroh village 12(6%) respondents were below the age of 18 years, 52(26%) respondents were between 19-35 age groups, 87(43.5%) respondents were between 36-50 age group and 49(24.5%) respondents were above 51 years of age. Respondents were also classified on the basis of their marital status also. In Pragpur village 145(72.5%) respondents were married while 55(27.5%) respondents were unmarried. In case of Baroh village 137(68.5%) respondents were married while 63(31.5%) respondents were unmarried.

While the education level of respondents is concerned in Pragpur village 78(39%) respondents were having matric level of education, 56(28%) respondents had 10+2 level of education, 54(27%) respondents were graduate while 12(6%) had other qualification such as masters, diplomas etc. In case of Baroh village 86(43%) respondents were having matric level of education, 42(21%) respondents had 10+2 level of education, 63(31.5%) respondents were graduate while 9(4.5%) had other qualification.

Table 3

Community Perception about Rural Tourism Impacts in Pragpur and Baroh villages

IMPACTS	Village	Mean	S.D	C.V	Skewness	Chi-Square	P-Value
1. Rural Tourism has created jobs in the village.	Pragpur	2.12	0.61	32.17	-0.595	107.04	<0.01
	Baroh	1.23	0.56	43.56	-0.694	89.09	<0.01
2. Jobs created are not good	Pragpur	4.35	0.96	39.22	0.562	60.24	<0.01
	Baroh	4.67	0.37	45.76	0.763	75.98	<0.01
3. Incomes of villagers have increased	Pragpur	1.92	1.11	43.85	-0.591	54.73	<0.01
	Baroh	1.18	0.87	42.32	-0.721	76.45	<0.01
4. Villagers have become richer	Pragpur	1.37	0.98	72.06	-0.908	89.76	<0.01
	Baroh	1.02	0.56	83.09	-0.543	112.32	<0.01
5. Prices have increased with coming of tourists	Pragpur	3.91	0.55	55.43	0.222	42.14	<0.01
	Baroh	3.53	0.64	64.34	0.562	99.12	<0.01
6. Roads have been developed for tourists	Pragpur	1.29	0.52	52.17	-0.096	47.18	<0.01
	Baroh	1.12	0.34	65.23	-0.162	78.53	<0.01
7. Toilets have been developed for tourists	Pragpur	0.89	0.52	52.17	-0.096	47.18	<0.01
	Baroh	0.47	0.59	74.73	-0.083	77.12	<0.01
8. Recreational facilities have come up like guest house, cafe, small exhibition ground and hall	Pragpur	1.18	0.54	54.03	-0.513	46.34	<0.01
	Baroh	0.95	0.89	67.42	-0.452	77.12	<0.01
9. These facilities are regularly used by villagers	Pragpur	0.94	0.51	51.85	-0.466	50.42	<0.01
	Baroh	0.89	0.67	49.34	-0.532	98.12	<0.01
10. Tourism has helped us in preserving and promoting our uniqueness as identified by ministry	Pragpur	3.23	0.90	90.30	0.351	81.2	<0.01
	Baroh	3.56	0.65	88.23	0.652	72.82	<0.01
11. We take pride in identification of our village for tourism	Pragpur	3.89	0.55	55.97	0.455	71.78	<0.01
	Baroh	3.64	0.23	72.34	0.534	73.74	<0.01
12. We organize cultural activities for tourists quite often	Pragpur	0.93	1.07	108.00	-1.037	61.5	<0.01
	Baroh	0.56	0.87	79.98	-0.236	72.76	<0.01
13. We learn new things from tourists	Pragpur	3.93	0.79	39.16	-0.963	78.24	<0.01
	Baroh	3.36	0.67	44.87	-0.328	87.56	<0.01

14. Tourism is disturbing our age old traditions, not a good thing	Pragpur	3.12	0.50	51.02	1.651	169.04	<0.01
	Baroh	3.43	0.87	57.23	0.982	89.23	<0.01
15. The villagers actively participate to help tourists	Pragpur	3.59	0.98	42.066	0.908	89.74	<0.01
	Baroh	3.89	0.67	47.67	0.387	77.19	<0.01
16. There is no scheme of involvement of villagers in tourism	Pragpur	2.82	0.54	54.03	-0.513	76.34	<0.01
	Baroh	2.45	0.76	57.38	-0.712	87.23	<0.01
17. NGO is working in our village for tourism	Pragpur	1.59	0.51	51.85	-0.466	82.42	<0.01
	Baroh	0.91	0.78	61.87	-0.541	78.23	<0.01
18. NGO is very helpful	Pragpur	0.43	0.50	57.02	-0.651	169.04	<0.01
	Baroh	0.81	0.76	89.12	-0.761	98.12	<0.01
19. Tourists are using things that belonged to us	Pragpur	3.52	0.65	65.82	1.262	83.44	<0.01
	Baroh	3.89	0.89	82.13	0.982	89.12	<0.01
20. Village is becoming crowded	Pragpur	3.36	0.55	55.43	0.222	42.14	<0.01
	Baroh	3.52	0.63	65.99	0.453	76.212	<0.01
21. Bad behaviour such as thefts, alcoholism, drug abuse have increased with tourism	Pragpur	2.34	0.90	90.30	-0.351	71.212	<0.01
	Baroh	2.09	0.67	83.23	-0.521	89.128	<0.01
22. Tourists do not know how to behave	Pragpur	2.51	0.55	55.97	-0.451	41.78	<0.01
	Baroh	2.65	0.59	72.98	-0.764	89.32	<0.01
23. Tourism has made the village grow and it is no longer good	Pragpur	2.48	0.52	52.17	-0.096	47.18	<0.01
	Baroh	2.19	0.39	63.13	-0.167	78.28	<0.01
24. Garbage has increased	Pragpur	4.23	0.79	108.002	1.037	61.5	<0.01
	Baroh	4.12	0.89	89.62	0.982	73.92	<0.01
25. Vehicular pollution has increased	Pragpur	2.94	0.911	91.175	-0.907	45.76	<0.01
	Baroh	2.87	0.389	88.362	-0.768	73.81	<0.01
26. Natural resources are better managed for tourists	Pragpur	2.69	1.051	105.121	-0.943	82.13	<0.01
	Baroh	2.89	0.872	98.12	-0.352	93.31	<0.01

27. More cleanliness is maintained	Pragpur	1.21	0.995	99.623	-1.288	90.3	<0.01
	Baroh	1.08	0.623	88.26	-0.983	83.76	<0.01

Source: Data collected through questionnaires, S.D Standard Deviation, C.V. - Coefficient of Variation

In Pragpur village 56(28%) respondents are involved in farming, 14(7%) respondents are having dairying profession, and 42 (16%) respondents are involved in tourism while 88(44%) respondents are having different professions. In case of Baroh village 91(45.5%) respondents are involved in farming, 49(24.5%) respondents are having dairying profession, and 42 (16%) respondents are involved in tourism while 88(44%) respondents are having different professions.

While the awareness of local people about rural tourism project in Pragpuris concerned, 56(29%) respondents were aware while 144 (72%) respondents were not aware about rural tourism project in the village. Similarly in case of Baroh village 39(19.5%) respondents were aware while 161(80.5%) respondents were not aware about rural tourism project in the village. in Pragpur village 38(19%) respondents were aware while 162 (81%) respondents were not aware. Similarly in case of Baroh village 29(14.5%) respondents were aware while 171(85.5%) respondents were not aware about reason of rural tourism project in the village.

Rural Tourism Impacts and Community Perception

Rural tourism creates variety of impacts in the locality of any destination. In this regard the perception of local residents is assessed to find out certain reasons for slow growth of rural tourism. Various impacts are assessed with respect to the impact statements and the opinion of respondents are rated for each of statement. Table 3 presents perception of local people about various tourism impacts in villages of Pragpur and Baroh. It is evident from the table 3 that while dealing with the statement rural tourism has created jobs in the village the people of both village are dissatisfied with the statement. However the dissatisfaction is more as per the mean value of sample inBaroh(1.23) than in Pragpur (2.12) . Local people strongly agree that the jobs created are not enough and the mean value for Pragpur (4.35) is more than in Baroh (4.67) village. There is a strong disagreement among local people that rural tourism has led to increase in the income of the villagers which is evident from the mean value of Pragpur (1.92) and Baroh (1.18) villages. Similarly villagers have discarded the statement that villagers have become richer because of rural tourism. (1.12).

Local residents perceive that prices of commodities and other services have increased because of coming of tourists in both the villages and level of agreement to the statement in Pragpur (3.910 is more than in Baroh (3.23). Roads play very important role in tourism development but both the villages are lacking the good quality roads. Local residents are dissatisfied in both the villages and level of dissatisfaction is more in Baroh (1.12) village than in Pragpur. Toilets reflect the good sanitary condition of the area but both the villages are lacking toilets for tourists. In this regard the dissatisfaction level of local people is more in Baroh (0.47) than in Pragpur (0.89) village.Both village are lacking in recreational facilities, guest houses, cafe, small exhibition ground , hall etc. and level of dissatisfaction is high in Baroh(0.95) than in Pragpur(1.18) village.

Local residents of both the villages are satisfied that tourism has helped us in preserving and promoting our uniqueness as identified by ministry and they are alsotaking pride in identification of our village for tourism. But there are very few activities in which local people participate specifically for tourists. Local residents were satisfied that they learn new things from the tourists and level of satisfaction is high in Pragpur (3.93) than in Baroh (3.64) village. Local residents also agree that tourism is disturbing their age old traditions, not a good thing. In case of Baroh the level of satisfaction (3.43 is higher than in Baroh (3.12). Similarly while dealing with the statement that villagers actively participate to help tourists. There is also lack of knowledge among local residents that how they can get involvement in rural tourism activities and in this regard dissatisfaction is shown in both the villages. One very significant issue is raised from survey is that there is no NGO in both of the villages that work for the tourism. Local people agree to the statement that tourists are using those things that belonged to the local people.

While dealing with the statement that village is becoming crowded, respondents of the villages agreed to the statement but the level of agreement in Baroh (3.52) village is more than in Pragpur (3.36) village. Yet local residents do not perceive that there is increase of bad behaviour such as thefts, alcoholism, drug abuse have increased with tourism in both the villages. People have also little disagreement that tourists don't know how to behave. Local residents also disagree in both the villages that rural tourism has made the village grow and it is no longer good which implies that people are eager for the sustainable growth of rural tourism. One very important issue is raised that there is increase in the garbage in both the village level of agreement to the statement in Pragpur (4.23) is more than in Baroh (4.12) village. While vehicular pollution is concerned residents of both the villages agree that it has increased. There is also important issue highlighted that natural resources are not well managed for tourists in both the villages. Both villages are also lacking in the cleanliness as depicted from the table that there is disagreement in Pragpur (1.21) and Baroh.

| **Picture 3.1** | **Picture 3.2** |
| **Poor Roads Condition in Baroh** | **Poor Restoration of Buildings in Pragpur** |

Conclusions and Recommendations

Hence it can be concluded that rural tourism impacts are not uniformly distributed in both of the villages. Both villages are still lacking basic infrastructure such as good roads, hotels, homestays, marking and promotion, sanitation, self employment through tourism and capacity building programmes. The benefits of tourism need to be penetrated in all sections of villages. A number of problemswhich challenge not only the perceived benefits of ruraltourism development in general, but also the potentialfor tourism diversification in particular, have also beenidentified. Rural tourism needs to be intended as asupplementary, rather than an alternative source ofincome. The development of rural tourism needs to consider within the broader context of a both villages' system. Rural tourism has not risen tobecome one of the main economic activities Pragpur and Baroh villages.

Rural tourism can be considered as a toolfor promoting the development of some economicallyand socially depressed people of the area.   There is need of encouragement of local ownership through development of home stays, tourist guides, restaurants, guest houses for management of tourism resources,and small and medium enterprise development.It is found from the study that rural tourism in Pragpur and Baroh is not sustainable enough to counter the threatswhich unmanaged tourism can bring. Sustainable rural tourism sees tourism within destination areas as arelationship between host areas and theirhabitats and peoples, holidaymakers, and the tourismindustry. In both the villages there is need tominimise environmental and culturaldamage, optimize visitor satisfaction, and maximize long- term economic growth of the villages.The rural environment in both the villages is very fragile one. Rural tourists look forhigh quality and unspoiled scenery, for peace, quiet,and, to some extent, solitude, and for the personalattention which small-scale tourism enterprises canoffer to their guests. There is need to sustain the culture and character of host communities, landscape and habitats, rural economy.

1. There is also need of develop strong linkages among rural tourism stakeholders to enhance the multiplier effect, thus contributing to increased revenue retention and creation of employment opportunities for local people.
2. There is need to develop hotels, guest houses, homestays, travel agencies, community awareness that would bring sustainable local development and provide richer experiences for tourists.
3. There is need of marketing and promotion of both the villages by various agencies. The image of Pragpur and Baroh villages should appears in tourism brochures, websites, magazines, newspapers televisions and should represent the cultural values of the villages.
4. There is an urgent need for tourism development strategies centered mainly on local employment and self-employment, development of partnership amongst public and private sectors, NGO sand local communities.

5. There is need of developing infrastructure such good quality roads, HPTDC rest houses, homestays, restaurants serving local cuisines, health facilities etc. in both the villages.
6. There is need to promote local art and craft, cuisines, culture, architecture etc.
7. There is need of increasing participation of local people in decision making process.
8. There is need of capacity building of local people for rural tourism.
9. There is need to integrate with the local economy with tourism contributes to the overall development of local people at grassroots level. There is also need of conservation of natural resources for sustainable rural tourism development.
10. The small scale of most community-based tourism initiatives means that their impact, both on nature conservation and on income and employment for the community as a whole, is limited. They can be more influential and successful if they are integrated within other sustainable development initiatives at a regional and local level.
11. There is need of involving the community is a critically important and complex subject for successful community-based tourism.

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SERVICE QUALITY OF HOTELS IN COIMBATORE – A GAP ANALYSIS OF BUSINESS TOURISTS EXPECTATION AND EXPERIENCE

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ABSTRACT

Coimbatore is Tamil Nadu's second largest city with 0.5 million population and one of India's fastest growing metro cities. There are more than 30,000 tiny, small, medium, and large industries and textile mills. Coimbatore is the textile capital of South India. It is also popularly known as the Manchester or Detroit of Southern India. The city hosts global business meetings and business fairs. It is the number one revenue district of the state with revenue crossing 6000 corers per annum. The heavy flow of Business Tourists opens up opportunities for Hospitality Sectors in the city. Quality service delivery in the hotels enhances customer satisfaction and thereby increasing the flow of business Tourists. In this background the present study has been undertaken to find the gap between the guests' expectation and experience. SERVQUAL (Parsuraman etal,1985) model dimensions (Tangibility, Reliability, Assurance, Responsiveness and Empathy) are used to measure the gap of business tourists' pre-purchase belief and post-purchase evaluation. The study also gives an insight of business tourists' needs and wants and also gives pavement for customer oriented marketing.

Key Words: Service delivery, Expectation, Experience, SERVQUAL

INTRODUCTION

Coimbatore is among the famous business centres in India. It is the textile capital of South India. Many programs have been initiated by the government and public sectors to promote the growth of business tourism industry. There are various activities which have been organized to attract tourists from local and foreign countries. Coimbatore is Tamil Nadu's second largest city and one of India's fastest growing metro cities. There are more than 30,000 tiny small, medium and large industries and textile mills. The city is known for its entrepreneurship of its residents. The climate is comfortable round the year. The other major industries are machinery, automobile spares, motors, electronics, and steel and aluminium foundries. There are lot of business meetings and business fairs held in Coimbatore.

Hence there are lot of business tourists coming into the city, this requires lot of opportunities for the hospitality sectors in the city. Today tourism has turned into a major lucrative business worldwide. The industry consists of many infrastructure and service companies. Hotels are of paramount importance in this field. One of the important factors that should be considered to invite more tourists is by providing good accommodation (Cooper et al, 1996) in order to make their travel more convenient and comfortable (Middleton & Clarke, 1999).Thus, with this condition, hotel industry has become one of the most competitive services industries in Coimbatore. From time to time, the challenges in hospitality industry become serious with the increasing number of hotel in our country. Due to the increasing number of hotel in the industry, customers will have more choice in choosing which services they are willing to pay and satisfied them. Hotels today are much more than just a place to sleep and rest. Many travellers view them as an integral part of a gateway experience. With the recent boom in boutique hotels, budget properties, and novelty accommodations, travellers can choose a hotel that is as much a selling point as the destination itself.

Furthermore, many hoteliers are willing to spend more money to provide good services for their customers. This activity is one of the profits on investment for the

company (Zeithamal, Berry and Parasuraman, 1996). Therefore, in order to gain a competitive advantage in current market, the hotel must offer and provide good services. In others words, to remain competitive and financially successful, the hotelier should serve their best to meet customers' satisfaction and expectations (Presbury et.al, 2005).

According to Landrum et.al (2009) when the revenues of companies come from services delivery, they should use accurate and reliable instruments in order to asses a good services quality. Therefore, in business practices the hotelier should consider all the factors for ensuring customers' satisfaction. It is clear that hotels play a vital role in improving tourism in Coimbatore and contribute to remarkable economic growth in business tourism of the city. The present study focuses on hotel industry; five business class hotels in Coimbatore were chosen as samples and a survey was carried out in order to assess their customer satisfaction by using Servqual model.

SIGNIFICANCE OF STUDY

Generally, this study aims to understand about current service quality and customers' satisfaction in the hospitality industry in Coimbatore. In line of direct participants of customers for this study, it provides great information for the hotelier on customers' perception towards hotel services. Specifically, this study also contributes to the hotelier as guidance to provide better services in future and also to set their marketing plan and strategies in order to achieve the customers need and satisfaction. On the other hand, this study is one way to help the managers maximizing the value of their investment in the business activities through customers' perspective about their services provider.

NEED FOR THE STUDY

Theoretically, this research is also contributing to the increasing number of research on service quality and customers' satisfaction for the hotel industry in Coimbatore. The present study also evaluates service quality of Business class hotels in Coimbatore. It determines the pre purchase expectations and the post purchase evaluation of business tourists. This will definitely contributes on quality service delivery in the city. With the findings of the study the service providers can identify their strengths and weakness. In other words the study will definitely be a pavement for quality service delivery, which leads to satisfied customers.

REVIEW OF LITERATURE
Services Quality

Service quality is a degree and direction of discrepancy between customers' service perception and expectations (Parasuraman et al 1985, Berry et al 1990) or the outcome of a comparison between expectations of a service and what is perceived or received (Czeipiel et.al 1985; Klaus 1985; Parasuraman et.al 1985). Parasuraman et al. (1985) defined ''service quality'' as the degree and direction of discrepancy between a customer's perceptions and expectations, whereas ''perceived service quality'' is the gap between a customer's expectations and perceptions as a measurement of service quality. The smaller the gap, the better the quality of service and greater the customer satisfaction. Barsky (1996) suggests that the customers may be excellent sources of information for management on how the organization can provide quality service. Through surveys and focus groups, customers can help management to determine which service areas are most in need of improvement.

Customer expectation means uncontrollable factors including past experience, personal need, word of mouth and external communication about hotel service. It is the pre-purchase belief of a particular service. Different customers have different expectation based on the customer knowledge of product or service.

Customer perception means customers feelings of pleasure or displeasure or the reaction of the customers in relation to the performance of the hotel staff in satisfying or dissatisfying the services. In other words it is the sum total of perceived performance.

Customer Satisfaction

Satisfaction refers to the impressions of customers feeling or emotions towards service quality in the hotel industry (Hansemark & Albinsson 2004), it can be defined as an overall positive evaluation of performance based on the customers' experience after using the service (Fornell 1992; Anderson 1994). In 1983, three
researchers as parasuraman, Berry and Zethaml started a vast research on the issue of service quality. They highlighted the importance of service quality and the assessment of service quality prior and after service delivery. On this basis the five main dimension that the customers use in order to judge for service quality are explained as follow :

Tangibility

Appearance of physical facilities, equipment, personnel and communication materials. Tangibles are an appearance of the hotel physical facilities, equipment, personnel and communication materials used (Parasuraman et.al, 1988).

Reliability

Ability to perform the promised service dependably and accurately. Represents the service provider's ability to perform service as promised and accurately (Parasuraman et.al, 1988); this includes such qualities as dependability, consistency, accuracy and so on.

Responsiveness

Willingness to help customers and provide prompt service. Responsiveness is an eagerness of the firm to offer prompt service in a timely manner and facilitates guest (Schneider & White, 2004); this includes helpfulness, friendliness and willingness.

Assurance

Knowledge and courtesy of employees and their ability to convey trust and confidence. Assurance is an ability of the firm's people to encourage confidence and trust in the hotel through their understanding and politeness (Schneider & White, 2004); this include trustworthy, honesty and security of all types (physical, financial, confidentiality, and so on)

Empathy

Caring, individualized attention the firm provides its customers. This refers to how the service providers concern about their customer in terms of caring and individualized attention that the hotelier provides its customers (Parasuraman et.al, 1988); this includes ease of approach and contact, understandable communication and understanding of the customer needs and so on
To evaluate these five aspects of service quality, Parasuraman et al., designed "Servqual" model. Accordingly, service quality is assessed as follows:

Quality

It consists of a collection of specifications of a product or a service which meets expectations of a customer and are indicated by the customer neither the producer nor a service company. (David Garvin, 1987).

Service quality

The difference between customer's expectations and that of his perceived concept of real performance of service. (Zethaml & Bitner, 1996).

Perceptions - expectations = Service Quality

"Servqual" has many applications. Its most important usage is keeping the track of the changes in service quality of an organization which is acquired by making a periodic survey on customers. Servqual can also be used for both marketing studies and comparison of a service with a similar service offered by rival companies (Parasuraman et al.., 1988).

Expectations

The same ideal service which is desired by a customer before his entering to the organization.

Gaps Model

The SERVQUAL instrument is useful to perform what is called gap analysis. The SERVQUAL survey instrument can be administered in a variety of ways that examine different gaps . For example, SERVQUAL can be used to explore differences in perceptions among   customers.   In this model, Parasuraman et.al (1988) suggested that customer's expectation scores should be deducted from their perceptions score ($Q = P - E$). The better the positive score indicates superior service quality or vice versa. Thus, in the SERVQUAL model, there is important to examine and identify the expectations and perception of customer regarding the service. It is because this comparison will also determine as indicator of customer satisfaction (Chen-Hsein, 2005).

Customer Perceptions of Service Quality

Measurement of this consider the gap between consumer expectation (before the use of service) and consumer perceptions (after using the service) regarding to the service quality delivery. Recently, most of scholars and academician use this gap as a principal focus of their research to examine the service quality because with this analysis, the management was able to know how well actual service performance compared with the expectations of the consumers (Tsang & Qu, 2000).

Most of the study was found there have negative gaps in the result of gap analysis(perception - expectation). This result was indicated that guest perceptions score were consistently lower than their expectations towards some of the service quality variables (Tsang & Qu, 2000; Juwaheer & Ross, 2003; Qin & Liu, 2008). Hence, it determined that the levels of service quality performance from a consumer's perspective are low.sIn this background the researcher has taken some of the five major business class hotels in Coimbatore for the present study to evaluate the pre purchase and post purchase of the service delivery in hotels. A sample of 150 people was taken for the survey. The method used was convenience sampling. Those who were willing to participate in the selected hotels were considered for the study.

METHODOLOGY

In this review of literature background, the current study has been undertaken to find the Gap in the service delivery of business class Hotels in Coimbatore. For the present study five four star hotels in Coimbatore were chosen for the study. A sample of 150 tourists was taken for the survey. The method used was convenience sampling. Those who were willing to participate in the selected hotels were considered for the study. The service quality of front office department were considered for the present study. As the front office department were considered as the nerve centre of hotel operations; the service quality gap of front office personnel were analysed in this study. The major limitations of the study are,the sample size and the selection of sample. The sample size is only 150 and the selection of sample is convenient sampling.It is based on the convenience of hoteliers and hotel guests. Hence the findings of the study generalised keeping all these factors in consideration. The main Objectives of present study are:

OBJECTIVES

- To assess customers expectation and reception level towards service quality in five dimensions: Tangibility, Reliability, Responsiveness, Assurance and Empathy.
- To identify the gap between customers' expectations and perceptions of hotel service delivery.

The hypothesis tested in the present study are:

Ho: There is no difference between customers' perception and customers' expectations regarding to the hotel services quality.

TABLE -1

TANGIBLITY

Sl.no	Tangibility	N	Mean	SD	t- value	Level of Significance
1	Expectation	150	16.89	2.510	2.538	.026
2	Perception	150	16.23	2.469		

From the above table the tangibility dimension includes physical aspects such as the physical appearance of hotel services including the neatness of service personnels and professionalism.

The t-value 2.538 for the mean difference in tangibility score of the respondents of their expectation and perception is significant. ($P < 0.026$). The mean tangibility score of the guest's expectation and their perception were 16.89 and 16.23 respectively.

The analysis shows that there is a gap between customer expectation and perception on service delivery personnel that the appearance and cleanliness of the employees needs to be improved.

TABLE-2
RELIABILITY

Sl.no	Reliability	N	Mean	SD	t- value	Level of Significance
1	Expectation	150	16.79	2.488	3.500	.001
2	Perception	150	16.11	2.211		

From the above table the reliability dimension refers to the ability of the front office hotel staff to provide services dependably and accurately. Reliable service performance has to meet customers expectation. Service must be accomplished on time, every time, in the same manner and without errors.

The t-value 3.500 for the mean difference in tangibility score of the respondents of their expectation and perception is significant. (P < 0.001). The mean tangibility score of the guest's expectation and their perception were 16.79 and 16.11 respectively.

The reliability of service personnel shows that there is a gap between the expectation and reception of the guest. The imitativeness, promptness and the reliable information also needs to be improved.

TABLE- 3
RESPONSIVENESS

Sl.no	Responsiveness	N	Mean	SD	t- value	Level of Significance
1	Expectation	150	13.03	1.976	5.285	.000
2	Perception	150	12.24	2.055		

From the above table the responsiveness dimension involves willingness to help customers and provide prompt services. It is essential that front office hotel staff is willing to help customers and to provide prompt service and meet customer expectation.

The t-value 5.285 for the mean difference in tangibility score of the respondents of their expectation and perception is significant. (P < 0.000). The mean tangibility score of the guests expectation and their perception were 13.03 and 12.24 respectively.

The responsiveness dimension also shows a gap between customer expectation and perception. It suggests that service personnel should provide relevant relative information and guide the guest in proper directions.

TABLE- 4
ASSURANCE

Sl.no	Assurance	N	Mean	SD	t- value	Level of Significance

1	Expectation	150	21.10	2.741	1.888	.061
2	Perception	150	20.68	2.643		

From the above table the assurance dimension refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence including competence, courtesy, credibility and security.

The t-value 1.888 for the mean difference in tangibility score of the respondents of their expectation and perception is significant. ($P > 0.061$). The mean tangibility score of the guests expectation and their perception were 21.10 and 20.68 respectively.

Hence it can be inferred that there is no gap between hotels guest expectation and the perception. The service delivery between the expectation and perception is based on that the customers are satisfied with the services that the staff makes them to feel safe when staying at the hotel. In addition, cashiers are very credible and responsible when handling expenses or money from guests. They are also well versed in using advanced technology. This shows a high hospitable service towards the guest.

TABLE - 5
EMPATHY

Sl.no	Empathy	N	Mean	SD	t- value	Level of Significance
1	Expectation	150	17.23	2.044	5.836	.000
2	Perception	150	16.05	2.432		

From the above table the empathy dimension represents the provision of caring and personal attention to customers including access or approachability and ease of contact, effective communication, and understanding the customers.

The t-value 5.836 for the mean difference in tangibility score of the respondents of their expectation and perception is significant. ($P < 0.000$). The mean tangibility score of the guests expectation and their perception were 17.23 and 16.05 respectively.

Finally the empathy also shows a gap between hotels guest expectation and the perception. The guest should have the communication and should pay attention to personal service and specific service to the guests.

RESULTS AND DISCUSSION
The table below shows the service delivery gap in the five Servqual dimension attributes.:
**TABLE- 6**

Service Quality Gap

Dimension	Expectation	Perception	Gap
Tangibility	16.89	16.23	-0.66
Reliability	16.79	16.11	-0.68
Responsiveness	13.03	12.24	-0.79
Assurance	21.10	20.68	-0.42
Empathy	17.23	16.05	-1.18

The gap analysis shows that there is gap in all servqual dimensions. In all dimensions there shows negative gap. It shows that the customer expectation is higher than the customer reception. Which shows that the service delivery in the hotels is poor than the customer expectation. The gap is high in Empathy dimension and less in Assurance dimension. It shows from the study that the assurance - knowledge and courtesy of employees and their ability to convey trust and confidence among guests relatively high the service personnel are very polite and trustworthy in the hotels. However the empathy attribute of service personnel need to be improved. Individualised attention and more personal care towards guests need to be improved remarkably. The other dimensions are Tangibility, Reliability and Responsiveness.

These dimensions also shows negative Gaps. Tangibility is the appearance of physical facilities, equipments, and communication skills etc need to be enhanced to match up to the guests expectation. The Reliability attributes of service personnel the dependability and accuracy in service delivery also need be improved to match up to guests expectation. The responsiveness attribute contributes to the initiativeness of service personnel and prompt service delivery needs to be improved.

CHART 1
SERVICE QUALITY
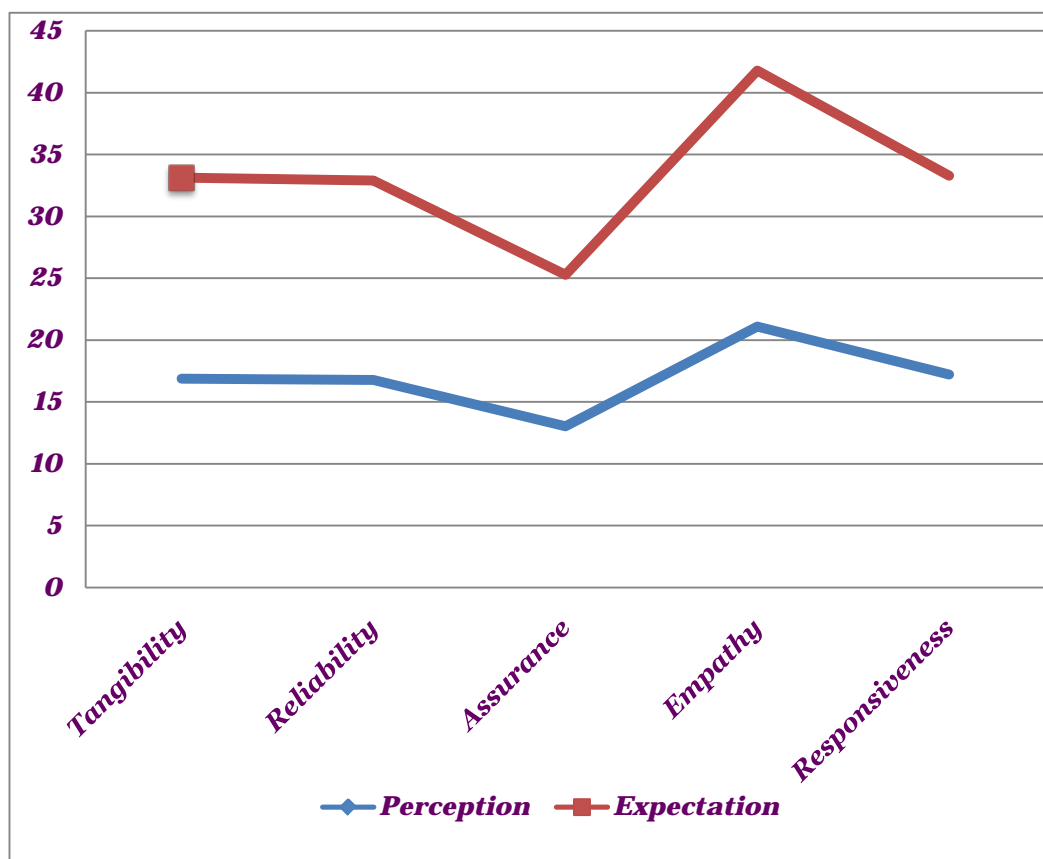
The t- test analysis is done to show the level of gap between customer expectation and perception of service delivery personnel. The results revealed that the assurance dimension   has the lowest gap, where the dimension fulfilled the highest level of perception. This study focused further on the gap between customer's expectation and their perception of front office service quality. The results showed that the overall mean score of expectation was higher than perception in all dimensions, yielding a negative SERVQUAL gap. Moreover, their expectation of service exceeded their perception. The tangibility, reliability, responsiveness shows a negative factor.

There is a gap in the level of expectation and level of perception in these dimensions. Which shows that guests are having high expectation on various service delivery dimension like tangibility, reliability and responsiveness. Their receptions of service in these dimensions are not matching with their expectation. The findings of this study were found that by focusing on tangibility, reliability and responsiveness hotel should deliver quality service in order to achieve high level guests of satisfaction. In assurance dimension very little or negligible amount of gap in the perception and expectation.

**Key Recommendations to Improve Service Quality**

The recommendations are based on the results generated from the quantitative analyses. The key recommendations are summarized as follows:

- The hotel management has to interact more with the hotel guests to understand their needs and expectations. With this practice, the managements were able to reduce the gaps between customers' perception and expectations.
- The hoteliers may invest their money on developing more innovative and

comfortable guestrooms and public spaces, thereby creating more memorable guest   to reduce the gap in Tangibility dimensions.

•   Staffs are needed to acquire a formal training in service quality to deal with all of the different types of guests and their needs. This recommendation relates directly to empathy.

•   The service personnel should be more dependable and accurate in their service delivery. This relates reliability attribute of service personnel.

•   Promptness in service delivery and a helping in service delivery and a helping attitude of service personnel can reduce the gap in Responsiveness dimension. The service personnel should continue to be trust worthy and should build confidence among guests to maintain the least gap in service delivery.

•   The proposed marketing strategy is represented explained above is represented in the given model:

<div align="center">FIGURE-1</div>
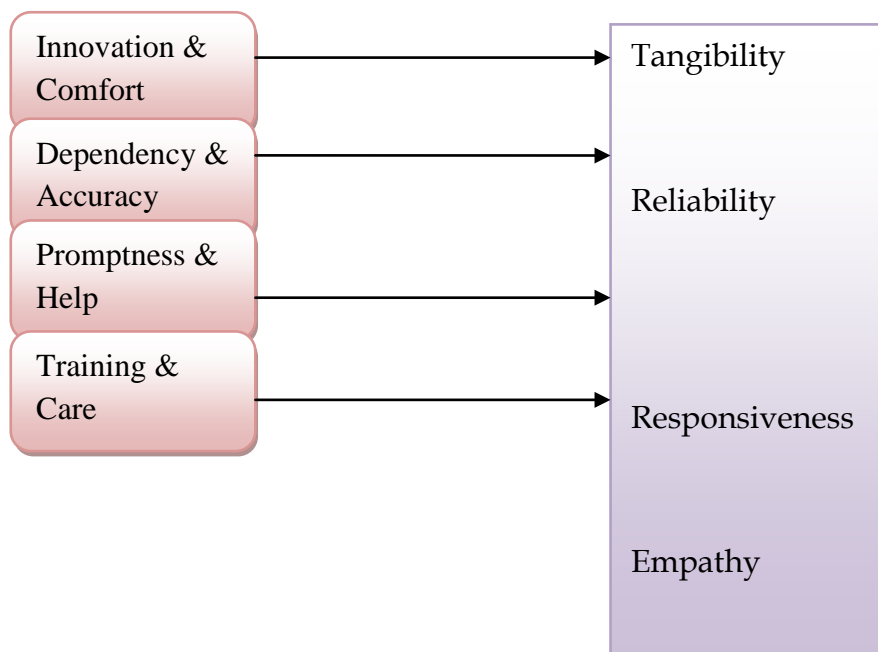
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POTENTIAL FOR DEVELOPING SUFI TOURISM IN AURANGABAD REGION (WITH SPECIAL REFERENCE TO SUFI TOURISM IN UZBEKISTAN)

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Abstract

Sufism

Sufism developed in Muslim countries over 1200 years ago and within several centuries it spread from the Middle East to India and Central Asia, and from the northern parts of China to Indonesia. Soon Sufism became an important part of Oriental culture and began to strongly affect the philosophy, literature and art of Islamic peoples. The term Sufism, tasavvuf, is traced to the Arabic word suf ('wool'), referring to the simple cloaks the early Muslim ascetics used to wear. Scholars define Sufism as mystic Islamic belief and practice. But this definition is as brief as it is inaccurate. Ordinary people associate Sufism with asceticism or philosophizing... Peculiar are the paths Sufism traveled along in the past.

The development of Sufism and Sufi teachings was inseparably linked with the spread of Islam in the 7th – 8th centuries in the Middle East and Central Asia populated with Zoroastrians, Christians and Jews.

The essence of Sufi philosophy is in taking the mystical pathway leading closer to God and God's Truth. A true Sufi was to abandon wealth and content himself with the little, asking for alms or earning his living by his own labour. This rule, according to one of the hadiths, comes from the Prophet's expression 'My poverty is my pride'.

The key concept of Sufism is the ecstatic state one gets from God. This state is a sudden inner enlightenment that means that a Sufi has got beyond the usual ways of perception of the world, got free from emotions and became full of God's love and knowledge.

In the 9th century there appeared small Sufi groups, each consisting of a teacher and his disciples. The first Sufi centers were khanakas. A khanaka was a cloister or a hospice. From the

11th century Sufi brotherhoods made them their abode. In khanakas the Sufis prayed, practiced their collective mystical rites, fasted, and exchanged spiritual experiences. Each pir (teacher) had his own khanaka where he preached to his murids (disciples). Such khanakas gave rise to Sufi orders led by sheikhs, spiritual tutors.

In the literature it is a common practice to call a Sufi tariqah community an order, similar to Christian monastic brotherhoods. But this is erroneous approach since the relations between the teacher and a disciple in a Sufi brotherhood have nothing in common with the monastic charter. Members of Sufi orders, for example, never took vows of celibacy, and, as a rule, had families.

The whole life of a Sufi is a spiritual self-improvement with the main goal being the perception of the Truth that is 'fusion with God'. During its centuries-old history Sufism has become widespread and continues to win more and more new followers worldwide. Web-sites on Sufism have appeared in Internet and they even hold on-line Sufi conferences. This ensures that Sufism becomes public. Nowadays there still exist tens of Sufi orders and schools. The major ones - Chishtiya, Sukhravardiya, Kadiriya, and Naqshbandiya - have the followers in all Islamic countries, including Uzbekistan. The names of the founders of the largest Sufi schools – NajmiddinKubro, AkhmadYassavi, At-Termezi, BahauddinNaqshbandi – became inscribed upon the pages of the world's history of Moslem philosophy.

Sufism is what makes Sufis teachers the teachers of mankind. People constantly refer to Sufi wisdom, to their rich literary and philosophical legacy. According to Sufism, a human's happiness is possible only when he becomes a source of happiness for others. After all, Sufism is a way of life which allows man to realize his potential given to him by God and Nature.

Sufism in Uzbekistan
The outstanding theologian Imam Muhammad ibn Ismail Abu Abdallah al-Bukhariis considered the precursor of Sufism in Uzbekistan. He went down in history as the author of the second important Islamic book (after the Koran) Al-Jami as Sahih – a collection of 7275 most trustworthy hadiths. He died in 870 in the village of Hartang, at a distance of 12 kilometers from Samarkand. The mausoleum built over his tomb became one of the most important Islamic pilgrimage destinations.

Among a large number of Al-Bukhari's disciples and followers the most prominent was his younger contemporary Abu Isa Muhammad ibnSavraibn Musa ad-Dahhak as-Sulami, known in the Islamic world as Imam At-Termizi who went down in history not only as an outstanding muhaddis but also as the founder and the sheikh of the Sufi order Hakimija (The order of the wise). During his lifetime he was given the nickname Hakim at-Termizi – 'A Wise Man FromTermez'. He died in 892.

To a great extent the development of Sufism in Central Asia was fostered by Hajji Ahmad Yassavi. He lived in the 11th – 12th centuries and developed his doctrine Yassaviya which became widely spread in the territory of present-day Uzbekistan since it was expounded in the Turkic language. His work DevoniHikmat (Collection of Wise Sayings) contains adages and hikmats - maxims of the truth which his followers have referred to for centuries. Hajji Ahmad Yassavi died in 1166 and was buried in the town of Turkestan.

Another outstanding theologian Hajji AbdulhalikGijduvani. He was born in the small town of Gijduvan near Bukhara in 1103. In his theological works 'RisolayiSahobia', 'RisolayiTariqat', 'Vasiyatnoma' and others he conveyed his thoughts about science, religion and secular people's interactions; about man and his place in society, about fostering in oneself such qualities of a

Moslem as kindness, respect for seniors, adherence to moral principles, generosity… Gijduvani was buried in his hometown.

The poet and philosopher Pahlavan Mahmud,was born in Khiva in 1147, who combined in himself poetic talent, courage and strength of an invincible wrestler, mastery of a craftsman and wisdom of a philosopher, brought him respect and love of contemporaries and high esteem of the next generations. He was a member of the Sufi order Javonmardlik ('Courage of Youth').

Pahlavan Mahmud died at the age of 80 and according to his will was buried in the yard of his furrier's workshop. Centuries later a necropolis of the khan's family appeared around his grave. Pakhlavan Mahmud was proclaimed a pir - a patron saint of Khiva.

The most outstanding Oriental theologians was Sheikh NajmiddinKubro - the founder and ardent preacher of the Sufi order Kubraviya, was born in Khorezm in 1145. He studied in Egypt where the famous philosopher Ruzbehona al-Misri was his tutor.

NajmiddinKubro's legacy includes a number of theological and philosophical treatises and a collection of lyric poems.

NajmiddinKubro's followers were so numerous that across all Asia branches of Kubraviya order were set up with its centers in Bukhara, Horasan, Kashmir, Delhi, and East Turkestan.

An invaluable influence on Sufism in Uzbekistan and in the Muslim world in general was exerted by Sheikh BahauddinNaqshbandi - a great Sufi and spiritual tutor of Amir Temur was born in a small village near Bukhara in 1318. He founded the Sufi order Naqshbandiya. The basic principle of Nakshbandi's teaching was the necessity of following the example of the Prophet and his associates. The priority of the order was the realization of faqr, that is 'voluntary poverty' principle.

After BahauddinNaqshbandi died in 1389 numerous pilgrims began visiting his grave, as he was worshipped not only in Bukhara, and three pilgrimages to his tomb are treated as equal to a small hajj to Mecca. The name of Sheikh Bahauddin is surrounded by an aura of sanctity. Before ascending the throne Bukhara emirs would visit his tomb and utter a prayer.

In a short period Sufi doctrine of Naqshbandiya became very influential in Iran, Afghanistan, India and Asia Minor, in East Turkestan and Kashgar, in Caucasian countries and Turkey. Even today Naqshbandiya order keeps influencing to a great extent the religious policy and position of Muslim clergy.

Next to the memorial complex of BahauddinNaqshbandi there stands BahauddinnNaqsbandi Museum. Actually, this is the only museum of Sufism history in the world.

One of the most influential and mysterious personalities of the turbulent 15th century was Hajji AhrarVali, a sheikh of Naqsbandiya order. He was born in the village of Boghistan in Tashkent oasis in 1404. Hajji Ahrar led an extraordinary modest life of a dervish. He worked in the field thus earning his living. At the same time he provided charitable endowment to the poor, doling out bread and money, building hospices for the clergy. He sponsored the construction of mosques and madrassahs in Samarkand, Tashkent, Bukhara and Kabul, and khanaqas abodes for dervishes.Hajj Ahrar appointed his son MuhammedYakhya his successor and custodian of his 'sacred tomb'. Hajji Ahrar was buried in Samarkand.

Many of the best intellectuals of the medieval Uzbekistan – poets and sovereigns, scientists and philosophers – were members of Sufi orders. Among them was Hajji Ahrar's contemporary, the great Uzbek poet AlisherNavoi. His Sufi views are best reflected in his poem 'Lisonut-tayr' ('Language of Birds'). It was written under the impressions he got after reading in his early years of the poem 'Speeches of Birds' by outstanding, thirteenth-century Sufi FariduddinAtar. At the

heart of Sufi concept of the poem 'Language of Birds' there underlies the assertion that man and beautiful nature around him are divine emanations on the earth:

Sufi Saints and Monuments of Khultabad
Aurangabad furnished a genial soil for the spread of the religion of the Prophet, and was the center of great missionary movements in the 8th century of the Hijri. The district is home to the earliest of Sufi saints of the Deccan. The holy town of Khuldabad (20° 0•34.28• N, 75° 11•19.67• E) in Aurangabad districtMaharashtra was established in the fourteenth century by disciples of a famous Chishti Sufi teacher who lived in Delhi, Nizam al-Din Awliya. Among these disciples was the highly respected teacher, Burhan al-Din Gharib, who brought elite Sufi practices to the Deccan, including the sama' ritual of listening to qawwali music in an attitude of prayer and with the desire to reach the Divine. Revered as a saint, Burhanal-Din Gharib is buried in the heart of Khuldabad behind large shrine walls that surround a courtyard within a courtyard that holds the saint's tomb, a mosque area, cemetery, and an expansive outer courtyard with a cooking alcove containing the large cauldronsused to prepare food for thousands of pilgrims on festival days.

Directly across from the Burhan al-Din shrine is another shrine complex constructed around the tomb of his successor, Zayn al-Din Shirazi, and the tombs of several other Chishti saints. Just inside this complex is the simple tomb of the last Mughal emperor of India, Aurangzeb, understood to have repented his life of warfare and bloodshed as he neared death, choosing to be buried in the company of these revered Sufisaints rather than as a king like his father, Shah Jahan, whose tomb is enshrined in the TajMahal.

Although tombs of holy people are scattered throughout the Khuldabad area, the town's largest and most beautiful shrine preserves the tombs of Burhan al-Din's mother, BibiHajira, and his brother, Muntajib al-Din known more familiarly by his epithet, ZarZariZarBaksh, giver of gold. The ZarZariZarBakshDargah, located at the edge of town at the foot of a rocky desolate hill, has traditionally attracted the largest numbers of pilgrims throughout the year, as the saint and his mother are understood to be powerful mediators. People travel long distances to petition the saints' help with such matters as conceiving a healthy child or finding a spouse.

There is scarcely a village in the district which is without its tomb to its patron saint, known by the general name of "Aulia". "Saiad" "Wali", or "Sadat". The "Urs" or the anniversary day of each saint is observed by the Muhammedans and weekly offerings are also made at some of the principal shrines, on every Thursday or Friday. The following is a brief account of the chief Muhammedan saints of the district and the different orders to which they belonged.

Naqshbandi
Founded by Baha-ud-din whose surname was Nakshbandi, the painter. **Baba Shah Mosafar** was one of the most celebrated Nakshbandis of Aurangabad. He was born at Ghajdavan and studied at Bukhara under Baba Palang Posh Nakshbandi. As HasanAbdal, his spiritual preceptor gave him his final initiation of Baiat and invested him with the cap and mantle. Baba Shah Mosafar travelled over Bengal and Orissa, and arrived at Aurangabad by way of Ginj and Hyderabad. He resided in the tekkieh (convent) of Shah Enalit in Katabpura; but resumed his travels again, and after proceeding as far as Mecca, returned once more to Aurangabad. Shah Mosafar was not welcomed this time by Shah Enait, and moved to the Mahmud darwaza, where Shah Sherin, an Azad or free dervish was living. The Azad was well versed in theological literature, but had a regular tavern for his dwelling place as he belonged to the Be-shara class of fakirs, who are hermits and live without the law. However, he courteously

gave up the mosque, and retired to Sultanganj; and Baba Shah Mosafar cleared the place of the bhang drinking vessels. As he belonged to fakirs who are travellers and pilgrims living within the law. Shah Mosafar settled down to a monastic life, and was visited by various prominent persons, who reconstructed his humble dwelling with more substantial materials, and added a madrissa, a travellers, bungalow, and a system of water-supply with cisterns and fountains. Among those who called on him were Haji Jamil Beg Khan, Muhammad Tahir of Persia, haji Manzur, a eunuch of the royal harem. Hafiz Abdul Maoni a learned poet of Balkh, and Tahir Beg of Tashkand. Muhammad Kalich Khan gave him the jagir of Kasab-Khera in the Elorapargana, and a mansab of 150 Rs. a month. The emperor Bahadur Shah expressed a wish to call on him, but sent the prime minister instead. And afterwards the emperor's son prince Muizud din visited the Baba. Shah Mosafar died in H. 1110, and in H. 1117. Turktaz Khan Bahadur, a noble on the staff of NizamulMulk 'AsafJah' erected the present handsome stone tekkieh the mosque, and the Panchaki or water-mill. Twenty years later Jamil Beg Khan added the-ablong reservoir with fountains, in honour of which, the poet SaiadGholam 'Ali Bilgrami composed a Mesnavi and consecrated it to Imam Husain other Nakshbandis:

GanjRawanGanjBaksh:

Saiad Shah Jalal ud din or GanjRawanGanjBaksh (which means "moving treasure'), was born at Khirkan near Bukhara, and established the earliest Islamic mission in the Dakhan about H. 700, or a little before the invasion of 'Alaud din Khilji. He settled down at Unasnagar, between Daulatabad and Roza. GanjRawan's tomb at Roza has two trees growing near it, one of which is reputed to have grown from a staff given him by his preceptor, and the other from a branch of the first. Both are said to possess miraculous properties.

The other important Nakshbandis were Mir Muhammad,KhajaYadgar Khan,SaiadMasum,RehmatAlla Shah, Suhrawardiyya, Shahabud din, Nizamud dinand Dawal Shah Wali.

Qadiriyyah

Qadiriyyah originated about H. 561, with Saiad 'Abdul Kadar Gilani whose shrine is at Baghdad, and is the chief order of fakirs in the district. The prominent Qadiriyyah were Shah Nasirud din, Shah Nasiru-d din, Shah Latif, Luta Ali Shah, SaiadRahman, Tajud din, Ruknud din, Shah NurHamwi,Shah Unasand Kalbay Kadar

Chishtiyya

Shah Muntajabud din Shah Muntajabud din, surnamed **ZarZariZarBaksh**, meaning "generous", was one of the earliest of the Chishtias, and was sent to the Dakhan by NizamuddinAuliya of Dehli, in the beginning of the 8th century Hijri. He was accompanied by 700 disciples, and is said to have converted a Hindu princess near a well at Roza. The place is called "Sohanbaoli" or " pleasing well," and the princess is buried close to the saint. The tomb of ZarZariBaksh is between Malik Ambar's tomb and the northern gate of the town. It contains a number of ornaments and relics, the most remarkable of which is a circular looking-glass of steel mounted on a steel pedestal of four feet in height. It is said to have been presented by king Tana Shah.

Burhanud din

Shah Burhanud din studied under NizamuddinAuliya, the sultan ulmashaikh of Dehli; and SaiadMahomed of Karmania relates in the "SeyarulAulia," that Burhanud din was invested with the mantle and cap, the symbols of the kaliphat, in succession to the sultan ulmashaikh. Other

writers state, that on the death of Shah Muntajabud din at Daulatabad, his brother Burhanud din was sent to succeed him, and was accompanied by 1,400 disciples. It appears more probable however, that Burhanud din succeeded the sultan ulmashaikh as kaliph, and that he emigrated to the Dakhan when sultan Muhammad binTughluq transferred the capital from Delhi to Daulatabad. Mujudud din in his " Bakiat-el-Gharib" gives a biography of Burhanud din; and haji SaiadBaksh and Shams ud din, the nephew of Hasan bin esSanjari, were the particular friends of the saint. Burhanud din allowed music and dancing in the religious exercises at his convent. He remained for some time at Daulatabad and then left for Roza, where ho died in H. 741(1344 A. D) approx.

Opposite the building which contains the tombs of Aurangzeb&Zain-ud-din is that of Shah Burhanud din. It has a large quadrangular courtyard having open fronted building on all sides, and a nagarkhana at the east end. The west end of the quadrangle is used as a school and a door here gives access to an inner courtyard containing several graves. Facing the entrance is the tomb of SayyadBurhan-ud-din. **Within the shrine are preserved some hair of the prophet's beard**. The shrine doors are plated with plates of metal wrought into fanciful designs of trees and flowers. There is a mosque in front of the dargah.

Zainud din:

ShaikhZainud din Daud was born at Shiraz in H. 701 and went to Delhi by way of Mecca. He studied under Maulana Kamal ud din of Samana, and came with him to Daulatabad. The author of the "Mayrat-al Walayeh" mentions that Zainud din on his arrival at Daulatabad, disapproved of the singing and dancing in the convent of Burhanud din; but when he visited the " tekkieh," he was perfectly satisfied, and he and his companions were initiated in the Chishtia order. ShaikhZainud din held the office of "kazi" at Daulatabad, and in H. 737 was invested with the mantle of the kaliphat, but did not actually succeed till after Burhanud din's death in H. 741. Shaikh Husain has recorded all the sayings of Zainu-d din in his "HidayatulKalul," and mentions that in H. 747, sultan Muhammad bin Tughluq directed him to leave for Dehli with the other inhabitants. After the death of the sultan, his successor Firoz Shah permitted the saint to return to Daulatabad. Zainu-d din was greatly respected by the Bahmani king sultan Mahmud, who was first reproved by the saint for misgovernment. Malik raja the founder of the Faruki dynasty of Kandesh became one of Zainu-d din's disciples, and when the next sovereign Nasirud din Nasir Khan Faruki captured Asirgarh in A.D. 1399, Zainu-d din went expressly from Daulatabad to Asirgarh, to tender his congratulations. It was to commemorate this visit that the town of Zainabad, on the left bank of the Tapti, was founded after him; and Burhanpur on the opposite bank was founded about the same time in honor of Burhanud din. Zainud din died in H. 771, and a handsome mausoleum was erected over his tomb at Roza, which is visited by devout Musalmans of the Dakhan. **The relics of the "parahan" (the robe of the prophet) and "taj" given to Burhanu-d din on succeeding to the kaliphat, are carefully preserved in a wooden box placed in one of the apartments of Zainud din's darga**. Every year on the 12th Rabiu-l Awal, the sacred hair of the Prophet is first shown to visitors, and then the "parahan," the " taj,' and a few likenesses of some of the most sacred personages among the Mahomedans are exhibited.

The tombs of Azam Shah, of his Begum, and of a Mahomedan saint, are in a small enclosure to the east of Zainu-d din's mausoleum; while Aurangzeb's tomb lies to the west. Opposite this last is a large quadrangular courtyard, having open-fronted buildings on all sides, and a "nakar-khana" or music hall at the east end. The west end is used as a school where the Koran is taught, and gives access to an inner courtyard which contains a number of graves. Facing the entrance is

the shrine of Burhanud din; and a little to the right is the last resting-place of AsafJah and of one of his consorts. To the left is the tomb of Nasir Jang, the son of 'AsafJah, who at one time contemplated rebellion against his father, but overcome by contrition for his conduct, performed penance at the tomb of saint Zainud din.

The other prominent saints were SaiadYouasf, Amir Hasan, Faridud din, Haji Husain, Nizamud din, JalaluddinPirManikBhandari.

Present Status of Sufi Tourism in Aurangabad Region

To study the present scenario of infrastructure developmentat Sufi destination of Khultabad, a survey was conducted by using questionnaires to collect primary data and different scaling techniques such as 5 point rating scales, dichotomous scales etc. are used for survey revelations. Survey revelations are as follows –

Tourists Impact	Mean	S.D.	C.V.	Skewness	Chi-square Value	p-value
Accommodation	2.94	1.15	39.11	0.209	39.35	< 0.01 S
Availability of information	3.27	1.03	31.49	-0.157	64.15	< 0.01 S
Local villagers as guides	2.94	0.91	30.95	-0.001	113.35	< 0.01 S
Shops for daily provisions	3.32	0.94	28.31	0.006	95.55	< 0.01 S
Cafe/Eating facility	3.02	1.12	37.09	-0.189	48.50	< 0.01 S
Toilets	2.80	1.18	42.14	0.011	38.60	< 0.01 S
Roads	3.40	1.07	31.47	-0.618	90.30	< 0.01 S
Recreation	2.93	1.04	35.49	0.306	74.25	< 0.01 S
Attitude of villagers	3.72	0.94	25.26	-0.560	109.35	< 0.01 S
Cleanliness in the village	3.13	1.13	36.10	0.092	42.75	< 0.01 S
Local craft	3.47	0.99	28.53	-0.254	75.65	< 0.01 S
Did you enjoy the visit?	3.94	1.03	26.14	-0.718	90.85	< 0.01 S
Will you come again?	4.01	1.18	29.42	-0.938	126.05	< 0.01 S

(Note: If $p > 0.01$ Not Significant, $p \bullet 0.01$ Significant)

Initiatives by the Union Ministry of Tourism

Seven new tourist circuits will be developed across India to facilitate travel to and stay at religious places. The Union Ministry of Tourism has already prepared detailed project reports for Sufi, Buddhist, Jain, Christian, Sikh, Hinduism and Sarva Dharma circuits.

The Sufi circuit will include Delhi, Agra, FatehpurSikri, Bijapur, Shirdi, Aurangabad, and the Awadh region, besides the dargahs in J&K, Punjab, Haryana and Uttarkahnad. The Christian circuit will have the churches of Goa, Kerala and Tamil Nadu. The Sarv Dharma Circuit, to promote national integration, will be aligned along Tirupathi-Chennai-Velankanni-Nagoor and Vaishnodevi - Golden Temple-Sacred Heart Church (Delhi)-Nizamuddin.

The ministry has already held a round of discussions on the Sufi circuit with industry stakeholders and some Sufi exponents further ministry wants projects under this scheme to follow a comprehensive approach incorporating all facilities required by a tourist.

The Ministry of Tourism has already identified 35 destinations for Phase I and will cover another 89 in Phase II. Consultants engaged by the ministry will help identify gaps in infrastructure and amenities, assess investment requirement and possible source of funds and also evolve business models for investment and operations.

The ministry also proposes to bear the cost of preparation of a detailed project report by state governments as well as the cost of setting up project monitoring units for undertaking all activities related to a particular circuit. The ministry has proposed a required outlay plan of Rs 9,450 crore for the 12th Plan and hopes to draw in private investment close to Rs 28,000 crore for such projects

Discussion

➢ There are strong Sufi cultural linkages between Uzbekistan and Aurangabad Region. From medieval period hundreds of Sufi Saints especially from Bukhara migrated and settled atKhultabad. Sufi Tourism is well developed in Uzbekistan attracting lakhs of tourists whereas equally important Sufi destination Khultabad is not promoted as Sufi Tourism destination.

➢ Tourist Profile & Seasonality – Sufi destination are majorly related to pilgrimage hence characterized by seasonality. The major inflow of tourist is during "Urus" held on 12th Rabiu-l-Awal (Islamic calendar) (Approximately Feb-March every year). And during this time lacks of people from all over India visit Khultabad to pay respect at the Dargah of the Sufi Saint.

➢ Regular sightseeing itineraries of tourist for Aurangabad region include visit to Aurangzeb's Tomb but the Dargahs of the Sufi Saints are not included.

➢ Under the UNDP Endogenous Rural Tourism ProjectSulibhanjan-Khultabad has been developed as rural tourism destination. The Union Ministry of Tourism had attempted to highlight Sufi Tradition and Culture of this region, but unfortunately they were not successful.

➢ Recently the Union Ministry of Tourism in February 2012 published the report on "Identification of Sufi Circuits across India", in which along with the Sufi sites some irrelevant sites have also been identified. The most important Sufi site of Khultabad has not been given the priority.

➢ The holy relics of the "parahan" (the robe of the prophet) and "taj" given to Burhanu-d din on succeeding to the kaliphat, are carefully preserved in a wooden box placed in one of the apartments of Zainud din's darga. Every year on the 12th Rabiu-l Awal, the sacred hair of the Prophet is first shown to visitors, and then the "parahan," the " taj,' and a few likenesses of some of the most sacred personages among the Mahomedans are exhibited. Similar hair relic is kept in the Hazratbaldargah at Srinagar in Kashmir attracts lakhs of visitors whereas no. of visitors at Khultabad is very less. Even after having more important holy relics.

Conclusion

It can be concluded that the place has tremendous potential for developing Sufi Tourism but it has not yet been tapped. As it has distinct attraction to offer like pilgrimage places like DargahHajaratShaikhJalaluddinSahertradi Rah Ganjerawa, Dargah of ZarZari Baksh at Khultabad having relics of Prophet Muhammed in the form of hair of mustache and his jacket which can attract huge number of pilgrims than Hazratbal Shrine at Srinagar. The Sufi cultural link between Uzbekistanespecially Bukhara and Khultabad can be highlighted which can attract the followers of Sufism from both countries.

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HAPPINESS DAY OUT - THE STUDY OF FAVORABLE FORMS OF TOURISM AMONG THE INDIAN TOURISTS

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Abstract

The purpose of this paper is to analyze about the awarenessand the preference for various forms of tourism among the Indian people. This will help tourism planners to develop appropriate strategies for the various forms of tourism to attract their customers and serve them efficiently. Q score technique,frequency distribution were used to analyze the data. The study was conducted at NCR region. The paper will figure out the most favorable forms of tourism among the NCR region people. It will try to bring the clear picture about the tourists' prime spots. Further to ensure the originality the reliability of tourists' awareness and preference measurement used in survey instrument. In this paper,content validity was strengthened through an extensive review of literature.

Key words-Forms of tourism ,Q score technique,content validity.

Introduction

In today's highly competitive market, tourism is at logger heads but when it comes to the various forms of the tourism each one are the rival. Indian tourism have achieved a glory that helped the Indian tourism market to reach at the acme in the world. India tourism is playing an extremely important role in Indian economy. All forms of tourism have registered phenomenal growth in the last decade ever since the government decided to boom revenues from the tourism sector by projecting India as ultimate tourist spot. Tourism involves exploration of remote areas ,exotic locales and also engaging in various activities .Indian people are known for their warm and friendly nature .It was found that now Indian people from oldies to youngsters to kids are spending their time on holidays. These people are very active in utilizing the tourism facilities in seeking out the various forms of the tourism.Because of the interest of the tourism have become major spectacles of today's culture.

Q Score Concept

The Q Score is a metric developed in 1963 by Marketing Evaluations Inc.,a US based company in Manhasset ,New York that determines a "quotient" ("Q") factor or score through mail an online panelists who make up representative samples of the United States. Other popular synonyms include **Q rating**, **Q factor**, or simply **Q**.

Other companies have since created other measures and metrics related to the likability, popularity, and appeal of athletes, celebrities, and brands.Here in this paper i have used it for the familiarity of the various forms of the tourism. Q Scores are calculated for the population as a whole as well as by demographic groups such as age, sex, income or education level. Q Score respondents are given the following choices for each person or item being surveyed: A. One of my favorites. B. Very Good C. Good D. Fair E. Poor F. Never heard of. The score is determined by dividing the total percentage of respondents who answer A by the total percentage of respondents who are familiar with the person or item in question.

Derived from our data collection model of the Favorites Concept, the Q Scores measure of likeability is an important predictor of greater tourist involvement. Understanding how these tourists are impacted, enables clients to make the most informed decisions regarding their marketing, advertising, and media efforts. Each Q Scores category in our databases provides a wide variety of demographics for pinpointing target consumer appeal across age, gender, household income, market size, region, race, ethnicity, presence of children and other key characteristics. The **Q Score** is a measurement of the familiarity and appealof the various forms of the tourism. The higher the Q Score, the more highly regarded the item or person is among the group that is familiar with them. Q Scores and other variants are primarily used by the media, marketing, advertising and public relations industries.

Objectives
1.To determine the level of awareness about the various forms of the tourism among the respondents.
2.To determine the comparative preference for the forms of tourism among the various respondents.
3.To prepare a conceptual guideline for the Indian tourism companies in promoting a various forms of tourism.

Methodology
The paper consist of both primary and secondary research
I. Analyzing the Demographic profile of the respondents
II .Finding the level of awareness about the various forms of the tourism among the people of Delhi NCR region .
III.The overall ranking of 20 various forms of tourism found out by using the Q score technique.A list of various forms of tourism is selected which is being promoted by the government.
IV.The research design is the conceptual structure within which research is to be conducted.A sample size of 100 individuals ,Both male and female belonging to the NCR region of India
V.Judgment and Convenience sampling is done to select the respondents
VI.Personal Interview method was applied for the data collection from the NCR region people with the help of interview schedule.

Data Analysis and Interpretation
1.Awareness Measure –A respondent is accepted to be familiar if he/she correctly identified the forms of the tourism than that means they are aware ,if not than they are considered than are unaware.
2.Preference Measure –The no of respondents who have rated as on of my favorite form of the tourism to be most promoted in India taken to be shown as the preference of the person.
3.Preference Percentage –

$$\frac{\text{No of respondents who have rated one of my favorite}}{\text{No of respondents who are familiar with the forms of the tourism}} * 100$$

4.Calcualting Q score –

$$\frac{\text{Percentage of respondents who indicate the form of tourism as one of the favorite}}{\text{Percentage of respondents who indicate that they have heard of the form of the tourism}} * 100$$

The form of tourism with a highest Q score gets the highest preference.

Table I .Demographic profile of the respondents (N=100)

Variable	Frequency	Percentage
Gender		
Male	47	47%
Female	53	53%
Age (in years)		
18-28	53	53%
29-38	28	28%
39-48	9	9%
49-58	7	7%
59+	3	3%
Education levels		
Graduate	37	37%
Post Graduate	54	54%
Doctorate	9	9%

Table II.General questions about the trips of the respondents

Variable	Frequency	Percentage
People go on visit		
Domestic	78	78%
International	22	22%
Respondents go on tour		
Once in a month	0	0%
Once in four months	23	23%
Once in six months	28	28%
Once in a year	49	49%
Respondents view about promotion of tourism by the govt.	12	12%
Yes	56	56%
No	32	32%
Not sure		

Table III :Comparative level of Awareness ,Preference and Q score of the various forms of Tourism

S.no	Various forms of the tourism	Awareness Score	Awareness (%)	Preference Score	Preference (%)	Q score
1.	Leisure Tourism	100	100	78	78	78
2	Business Tourism	68	68	23	33.82	49.73
3	Eco Tourism	42	42	5	11.90	28.33
4	Religious Tourism	100	100	82	82	82
5	Heritage Tourism	59	59	23	38.98	66.06
6	Sports Tourism	45	45	12	26.66	59.24
7	Adventurous Tourism	78	78	37	47.43	60.80
8	Wellness Tourism	28	28	2	16.66	25.5
9	Sustainable Tourism	36	36	7	19.44	54
10	Volunteer Tourism	2	2	0	0	0
11	Special Interest Tourism	7	7	1	14.28	34.19
12	Rural Tourism	82	82	26	31.70	38.65
13	Pro poor tourism	2	2	0	0	0
14	Cruise Tourism	32	32	3	9.375	29.29
15	Medical Tourism	86	86	42	48.83	56.77
16	Education Tourism	96	96	36	37.5	39.06
17	Cultural Tourism	100	100	53	53	53
18	Coastal/Beach Tourism	62	62	12	19.35	31.20
19	Wildlife Tourism	83	83	16	19.27	23.21
20	Archaeological Tourism	96	96	44	45.83	47.73

Table IV.Overall preference of the various forms of tourism in Delhi NCR region based on their Q score

S.no	Various forms of the tourism	Q score	Ranking
1.	Religious Tourism	82	1st
2.	Leisure Tourism	78	2nd
3.	Heritage Tourism	66.06	3rd
4.	Adventurous Tourism	60.80	4th
5	Sports Tourism	59.24	5th
6.	Medical Tourism	56.77	6th
7.	Sustainable Tourism	54	7th
8.	Cultural Tourism	53	8th
9.	Business Tourism	49.73	9th
10.	Archaeological Tourism	47.73	10th
11.	Education Tourism	39.06	11th
12.	Rural Tourism	38.65	12th
13.	Special Interest Tourism	34.19	13th

14.	Coastal/Beach Tourism	31.20	14th
15.	Cruise Tourism	29.29	15th
16.	Eco Tourism	28.33	16th
17.	Wellness Tourism	25.5	17th
18.	Wildlife Tourism	23.21	18th
19.	Pro poor tourism	0	19th
20.	Volunteer Tourism	0	20th

Findings

From the table I it is clear that all the 100 respondents are mostly aware about the different forms of the tourism. Leisure tourism(100%) and Religious Tourism (100%) has high level of awareness followed by archaeological tourism (96%).The preference among the various forms of tourism is clearly shown for the leisure (78%) and religious tourism (82%) followed by cultural (53%)and archaeological tourism(44%).

Other findings brings to the fact n the glory of the light is that Religious tourism in India is enjoying the highest Q score followed by leisure and heritage tourism .Interestingly it was found that the young generation marked the good Q score for adventurous and Sports tourism .

It is clear that from the table that still Indian people are not aware about the various forms especially Pro Poor tourism and Volunteer tourism so they are also not preferring for enjoying these kinds.

Limitations

The major limitation was the geographical coverage. For the purpose of the study only 20 various forms of tourism were taken due to lack of time and limit of words.

Conclusion

This paper will definitely give a fruitful insight to the Indian government and the various travel agencies to promote the various forms of tourism. Through the preference meter it is evident that not only leisure tourism and religious tourism have the road to run in India but also other forms of the tourism. Archaeological, Rural and Heritage tourism are more acceptable by the old generation. While sports ,adventurous special interest, beach tourism are acceptable by the young generation more .The conclusion also came that according to the Indian people Government is not promoting the various forms of tourism in a proper manner .

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CREATING NEW DIMENSIONS FOR HERITAGE TOURISM CONSUMPTION IN INDIA BY PRIVATE STAKEHOLDERS

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Abstract

Heritage tourism has been a strong base for Indian tourism industry since its inception. Many of the heritage monuments, cultural dances and handicrafts have become iconic for Indian tourism industry. Promoting this kind of tourism has always been included in national tourism policy and five year plans and for the private players heritage tourism has been a concrete product with golden triangle as diamond selling destination. But with the repetitive selling of golden triangle and other known heritage sites now the travel agents and tour operators face a dilemma of offering same thing year after year. But with new thinking and acceptance of unconventional ideas many of the travel agents and tour operators have come up with new and innovative ideas of showcasing heritage of our country to the tourist.
So this paper tries to find out the 1) Assessing the contribution of the private players(tour operatorsand travel agents) in promotion of heritage tourism 2) Innovative approaches and practices adopted by travel agents and tour operators in showcasing the heritage of India .

Key words: innovation, heritage tourism, private players, heritage promotion.

Heritage as a tourism product

Heritage means something that has been inherited from the past and which can be passed on to future generations. In India the tourism industry has long since thrived on the heritage tourism which is a type of tourism in which we show our heritage to the tourists. Heritage tourism is the creative expression of a people's existence in the past, their traditions, beliefs, rituals, festivals, and lifestyle. Heritage tourism gives us a chance to know the people who have inhabited this land before us and made and invented objects, customs and concepts that help us to live and strive further for improvement as we are doing for future generation. Heritage tourism links our past with our present by showing us what we have achieved in the past and how we have become what we are today.

Heritage tourism can be basically classified on two types of heritage tourism products- Cultural and natural (UNESCO classification)

Classification of heritage tourism product

- Tangible – historical monument, Archaeological sites
- Intangible – customs, traditions, cuisine, handicrafts
- Natural- flora and fauna, geological and physical formations

Now a days heritage tourism has also been classified into two new types based on the location of the heritage product.

- Urban Heritage Tourism
- Rural Heritage Tourism

In India heritage tourism has emerged as one of the most popular type of tourism. The share of heritage tourism in the overall tourism figures in India, be it domestic or foreign travelers, is over 60 percent, according to various estimates. It is the oldest form of tourism and in India it has always been given prominence.The first-ever Indian Tourism Day was celebrated on January 25, 1998. The Year 1999 was celebrated as *Explore India Millennium Year* by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organizing India Tourism Expo in New Delhi and Khajuraho.

The importance of heritage buildings and monuments as an attraction can be gauged by the various plans to showcase Delhi's rich heritage to tourists expected to visit during the Commonwealth Games 2010 to New Delhi. The monuments of historical importance in and around Delhi were revamped and restored (making monuments accessible friendly, illumination of monuments etc.) under 'Heritage Game Plan" for the Commonwealth Games 2010.

Why to promote heritage tourism

Heritage tourism provides an extraordinary opportunity to expand the travel experience by incorporating the arts, music, cuisine, artistic traditions and material vestiges of built cultural environment, including monuments, historic public buildings, farms, castles, cathedrals, museums, archaeological ruins and relics. Research suggests that, in most cases, people visit heritage places to enhance learning, satisfy curiosity and feelings of nostalgia, grow spiritually, relax, get away from home, spend time with loved ones, or "discover themselves" (Confer and Kerstetter 2000;Krakover and Cohen 2001; Poria*et al.* 2004; Prentice *et al.* 1997; Timothy 1997; Timothy and Boyd 2003).

Heritage tourism can successfully help preserve resources while boosting local economies by generating jobs, new businesses. Some other benefits of Heritage Tourism are:

- Improves quality of life --Builds community pride
- Diversifying the local economy
- Promotes resource protection
- Increases visitor expenditures
- Generates employment
- Preserves the unique character of a community
- Increases community pride and awareness of community resources
- Tool for poverty alleviation, economic development and tourism promotion in rural sites
- Attracting visitors interested in history and preservation
- Increasing historic attraction revenues
- Preserving local traditions and culture
- Increasing awareness of the site or area's significance

The major cultural differences between people around the world can, and often do, create tensions and conflicts. By enabling people to visit, study and work in other countries, Travel and Tourism builds vital bridges to help overcome these problems. Indirectly, it can also promote the exchange of cultures and global dialogue, which in turn fosters understanding between people, boosting national pride, helping to preserve and promote cultural heritage, and protect indigenous people and their way of life. (WTTC, 2011)

Heritage interpretation, presentation and customer satisfaction level.
Heritage tourism is all about something that happened ages ago and we only have stories, myths and folktales and mute monuments that tell us the story of our glorious past of furious battles, royal life, intellectual mind, deep love or old civilizations. Heritage sites have more than one story to tell us. Here a tourist who are new to these heritage are solely dependent on somebody who knows about the heritage to introduce them to different heritage sites by which they form perception about the history they are told. By the way of presentation and the side of interpretation they will have a positive or a negative view about the heritage site which will further affect the overall tourist satisfaction level.

Heritage is largely concerned with interpretation and presentation of the past (Smith, 2003). We can here take two situations- In first case a tourist who visits red fort without a guide on his own would find it to be big monument of red sandstone covering large acres of land and would eventually get tired of walking and also bored by the repetitive viewing red sandstone building blocks. In second case we have a tourist who has a guide be it a human guide or a travel book which explains about each monuments linking with the history and the lifestyle of Mughal era. He will be seeing the monument in a story like way and will have a virtual film in his mind. He will find the monuments fascinating and a light and sound show would clear the overall concept of him about Mughal era.

In both the above situations the heritage tourism product was the same Red fort in Delhi but the way of presentation for both were different and so were the interpretation which has significantly affected the overall satisfaction level of the tourist given the weather, distance etc factors were same.

Here we can see the importance of presentation and interpretation of heritage sites to the tourist .In presenting and interpretating the historical story of heritage sites, it is necessary to be selective and to decide which element will be of most interest to what type of people. The special requirements of interpretation and presentation of heritage arises from the fact that the remains are not able to speak for themselves.

Interpretation refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage site. These can include print and electronic publications, public lectures, on-site and directly related off-site installations, educational programmes, community activities, and ongoing research, training, and evaluation of the interpretation process itself.

Presentation more specifically denotes the carefully planned communication of interpretive content through the arrangement of interpretive information, physical access, and interpretive infrastructure at a cultural heritage site. It can be conveyed through a variety of technical means, including, yet not requiring, such elements as informational panels, museum-type displays, formalized walking tours, lectures and guided tours, and multimedia applications and websites. (http://www.enamecharter.org/downloads/ICOMOS_Interpretation_Charter_EN_10-04-07.pdf)

An educational activity which aims to reveal meanings and relationship through the original objects by firsthand experience by illustrative media rather than simply to communicate factual information (Tilden 1977).

Customer satisfaction represents the positive result of the consumption of goods and services. Customer satisfaction results when the tourist's expectations are met. It is linked to other factors of behavior such as motivations, attitudes and the service encounter. A tourist while visiting a heritage site has expectations which when met fulfills his purpose of visit. Tourism planning for heritage places should ensure that the visitor experience is worthwhile, satisfying and enjoyable. Following helps in enhancing visitor experience:

1. Visitor Interpretation Centre
2. Proper upkeep of monument
3. Signage
4. Lighting
5. Sound and Light show
6. Security
7. Availability of guide/audio guide
8. Souvenir shops
9. Printed material for information
10. Café corners
11. Parking facility
12. Greenery
13. Public utility like water taps, toilets, telephone booths etc
14. Facilities for disabled persons like ramps, equipments, lifts, toilets etc.
15. Ease of visitation

To widen the appeal of the heritage sites interpretation and presentation plays important role in stimulating, encaging and involving the visitors and hence enhancing the experience of the tourist.

Innovation in Heritage Tourism

Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. In 2010, total Foreign Tourist Arrivals (FTA) in India were 5.78 million. It has also been recognized as one of the best opportunities to create income and employment for the country so growth of tourism cannot be taken for granted.

Tourism industry is highly dynamic and prone to tourist changing demand. Like other products tourism products also face the dire situation of stagnation in its life cycle so without new products or bringing newness in the existing product(For e.g.- helicopter joyrides were introduce in the annually held SurajkundMela in 2012) the tourism industry would have to face gradual decline which a developing country like ours cannot afford. Hence innovation is the key to survival. Although heritage industry in the past focused overwhelmingly on the patrimony of the privileged (e.g., castles, cathedrals, stately homes), there is now widespread acknowledgement and acceptance of everyday landscapes that depict the lives of ordinary people: families, farmers, factory workers, miners, fishers, women and children (Timothy and Boyd 2006).

Moreover the expansion of tourism demand as well as demographic changes of the segment market has increased the competition in the industry making innovation and use of unconventional ideas the need of the hour.Stakeholders of heritage tourism have taken good initiatives in promoting heritage tourism in unconventional ways.

Heritage stakeholders

- Government
- Private entrepreneurs
- Local

- Tourists

The Ministry of Tourism has taken the initiative and developed rural sites to promote rural tourism in India. Initiative like light and sound shows at various monuments across India and illumination of heritage monuments have been a value addition in the potential of the monument. The states have also realized that innovation is the key to survival in the changing tourist behavior and demand. Some of the initiatives at state level are as follows.

- BSTDC is building Sufi, Ramayana, Shakti andastro circuits.
- "HarGaon Ki Kahani" (every village has a story), another innovative approach by HPTDC
- Heritage hotels have been one such outcome of innovative products.
- Luxury tourist trains
- Punjab Tourism Board in their 12th Five Year Plan will introduce Farm/Rural circuit, Eco Tourism Trail, Freedom Trail and Heritage circuit to position the state as a top tourism destination in the country.
- The PHD Chamber of Commerce and Industry has formed Indian Heritage Tourism Conclave for all stakeholders to converge and collaborate to tap the immense potential of Heritage Tourism in India.
- Sikkim tourism has taken 'Culture' as a way to revive its tourism industry by organizing cultural shows.
- Department of Tourism, Government of Rajasthan has rolled out a two month long promotional campaign titled 'Rajasthan Calling'.

The private players in India have ventured into Heritage Management as they market, promote and use the heritage sites for tourist-friendly services such as parking for vehicles, guides, refreshment centers, events and maintenance. For example the Oberoi Group and the Aga Khan Foundation were granted the conservation and upkeep of Humayun Tomb in Delhi. Indian Oil Corporation is responsible for maintenance of Konark Temple. The company paid Rs 20 crores for taking over the monument and every year they contribute Rs 10 crores to the National Culture Fund. The UP government has so far privatized the upkeep of at least 50 monuments. The Maharashtra government intends to hand over 244 of its heritage monuments for upkeep by private players. This is a win-win situation for both the private players and the governments. Private players levy entry fees, use the monuments for advertising and their photographs on calendars and diaries, and they get tax exemptions on the funds they use for conservation of these heritage sites.

Local and tourists share their experiences by writing on blogs and social networking sites. This is good word of mouth publicity for the destinations.

Research Method

Objectives of research

The research paper is written with following objectives:

1) Assessing the contribution of the private players (tour operators and travel agents) in promotion of heritage tourism.

2) Innovative approaches and practices adopted by travel agents and tour operators in showcasing the heritage of India

Sample and Data Collection

The survey population included 50 Inbound Travel Agents and Tour Operators randomly selected from Delhi /NCR.For this research paper primary and secondary data collection was done. The primary data was collected by questionnairemethod which was sent by mail to the Inbound Travel Agents and Tour Operators spread out in Delhi NCR. The questionnaire was structured in nature with both open and closed ended questions. This method being cost efficient method of collecting primary data allows the respondents to choose the time and place of completion. Prior to sending the questionnaires the survey population a telephonic communication was done to give a brief introduction about the research and also to acquire cooperation of the respondents.Sending out the questionnaires and receiving of the questionnaires from respondents took approximately two months. Initially 80 companies were sent the questionnaires out of which only 50 questionnaires were received and were of use to the research.

In addition to the questionnaire method the secondary data was collected through books, journals, travel magazines, websites of Inbound Travel Agents and Tour Operators which is mentioned in the reference section.

Data Analysis and Interpretation
The changing demands of tourist related to attractions have prompted the service providers like travel agents and tour operators to introduce innovative and unconventional practices for tourists at the destination.
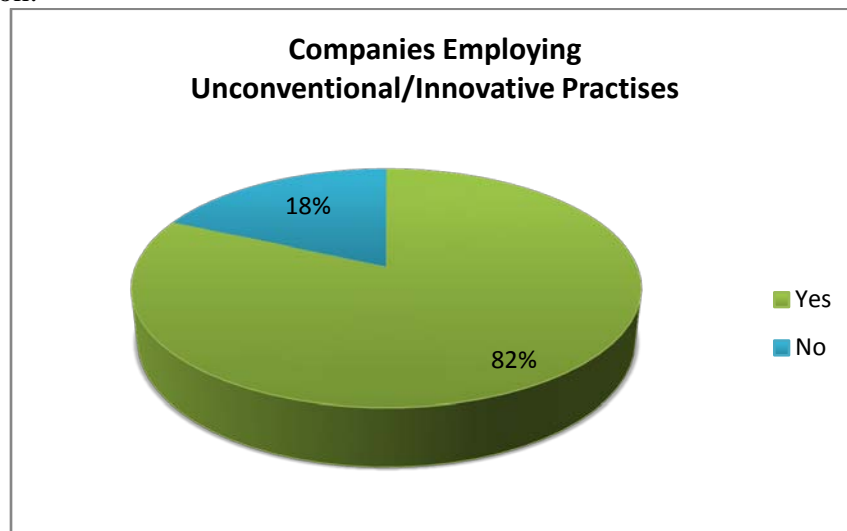

Fig. 1 Companies Employing Unconventional/Innovative Practises

82% companies employ innovative and unconventional practices for tourists at the destination while 18 % did not introduce innovative and unconventional practices.

The innovative and unconventional practices have been beneficial to the companies. The following graph points out the benefits of employing innovative and unconventional practices.

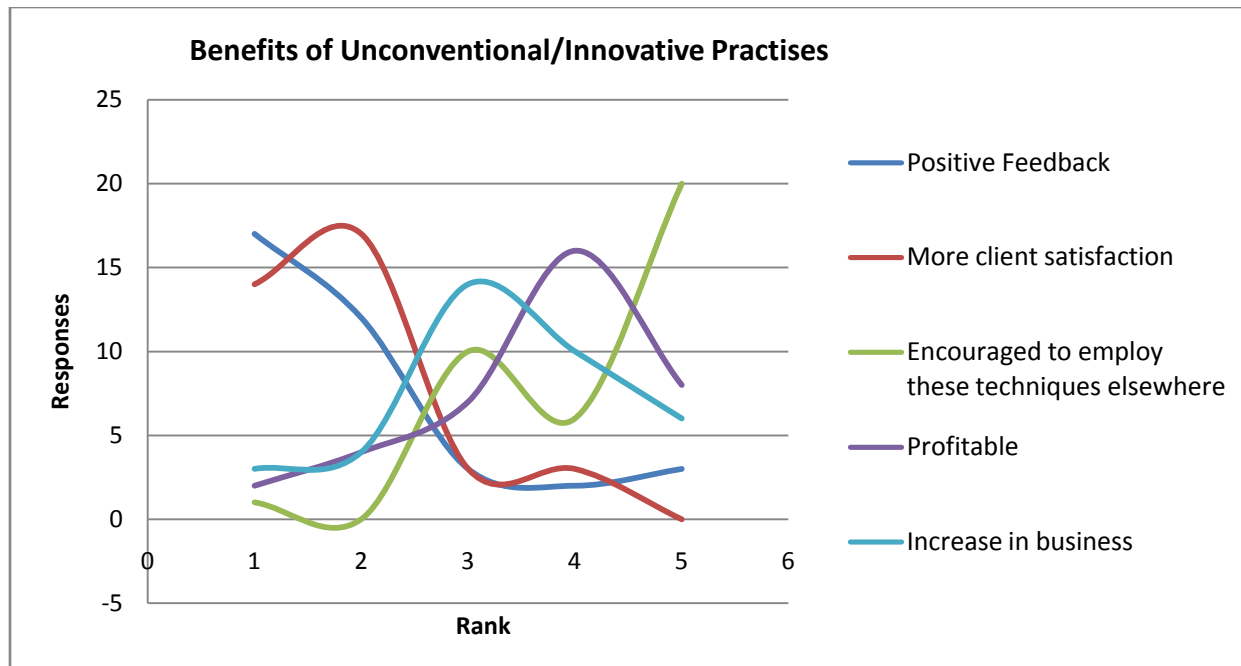**Benefits of Unconventional/Innovative Practises**

Fig. 2 Benefits of Unconventional/Innovative Practises

Client satisfaction has been ranked first which shows that there has been value addition to tourist experience at the destination. Once there is a client satisfaction it leads to positive feedback which has been ranked two. Every company seeks to increase their market share and in this case companies found that by employing innovative and unconventional practices they are able to increase their business.

Heritage is an important tourist product, motivating travelers and also forming key component in destination marketing campaigns. There are challenges in showcasing the heritage as there are new emerging heritage destinations and the information about them is readily available which is a prerequisite for heritage tourism.

Need and motivation may be responsible for any type of travel but if a potential tourist is not aware of all the travel possibilities his or her need may not be successfully satisfied (Ivanovic, 2008).

Repetitive visits by tourists is an important factor for tourism growth of any country and is always given prominence while planning. For repeat visit tourist would always evaluate his past experience and so all the stakeholders in tourism have to make sure that his overall experience is satisfactory so that he is motivated enough to visit the destination again.
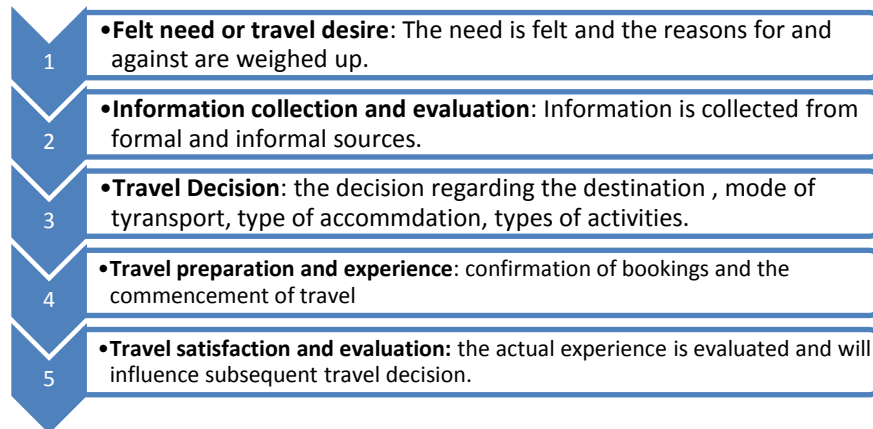
1	•**Felt need or travel desire**: The need is felt and the reasons for and against are weighed up.
2	•**Information collection and evaluation**: Information is collected from formal and informal sources.
3	•**Travel Decision**: the decision regarding the destination , mode of tyransport, type of accommdation, types of activities.
4	•**Travel preparation and experience**: confirmation of bookings and the commencement of travel
5	•**Travel satisfaction and evaluation:** the actual experience is evaluated and will influence subsequent travel decision.

Fig. 3 Matheison and Wall's Tourist Decision Making Process(Ivanovic, 2008)

The total satisfaction of the tourist depends on the experience of the tourist at the destination due to the various services delivered to them. It has been found in our research that introducing innovative practices have been highly appreciated by the tourist at heritage sites. It is found that following practices are being adopted-

- **Heritage walks**-Walking tours to historical places through the city under a tour guide connecting the various historical monuments within the city based on historical facts. 20% of the travel agents and tour operators employ this as a means of showcasing the heritage as the tourist enjoy heritage, not only as a past but as a living tradition
- **Light and Sound Shows**- Special lighting effects are projected onto the façade of a historical building or ruin and synchronized with recorded or live narration and music to dramatize the history of the place. 20% of the travel agents and tour operators take it as an important component as it recreates the history.
- **Special tours**: this includes photography tours, rickshaw rides, bicycle tours, organizing traditional cuisine evenings etc. this is also gaining popularity for the niche segment as is evident from the findings.
- **Interpretation of heritage monuments in a different way**: Showcasing the heritage from different locations, at different timing and also providing details about the heritage site according to the special requirement/interest of the tourist.
- **Voluntary Services by the tourists at heritage destinations-**under the CSR the tour operators and travel agents motivates the tourist to perform voluntary service at the destinations like donations, teaching in schools, cleaning the place etc.11% of the tour operators and travel agents find this useful as this bonds the tourist with the locals and the destination they are visiting.
- **Meeting elderly citizens at the sites/destination** to know more about the site/destination is being practiced by 9% of tour operators and travel agents as this gives first hand information to the tourists.
- 8% of the other activities include guiding by the lecturers, session with curators of the museum, treasure hunt, cooking classes, focus on home stays etc

Unconventional/Innovative Practises

Others 8%
Meeting Elderly 9%
Voluntary Services 11%
Interpretation in Different Ways 12%
Heriatge Walks 20%
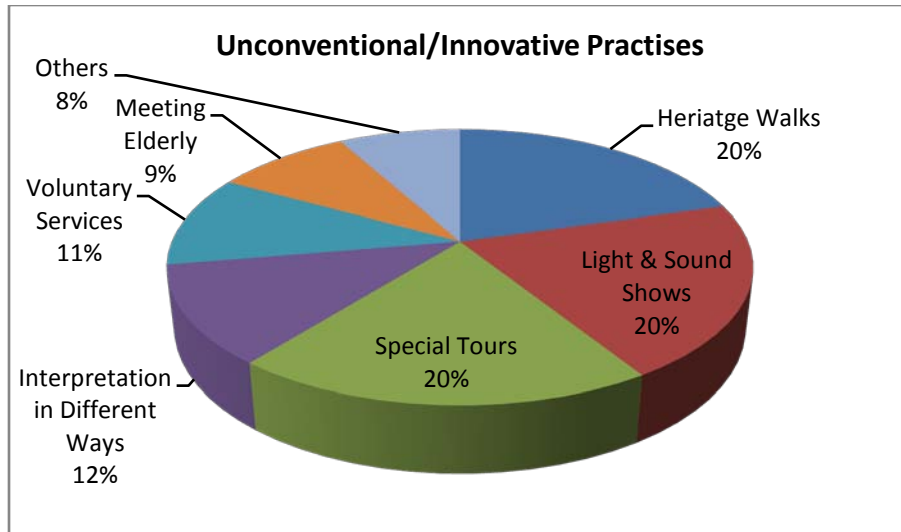Light & Sound Shows 20%
Special Tours 20%

Fig. 4 Unconventional/Innovative Practises

The tourism and conservation sectors regard heritage places and their multiple values as long term assets that must be protected and conserved to ensure the sustainability of their respective objectives. The concept that tourism simply exploits heritage sites has to be reversed to one where tourism should be an active contributor to the conservation of heritage places. There should be a change from the concept of carrying capacity to caring capacity. Research papers tries to find out the contribution of tour operators and travel agents in revival and protection of heritage sites. 60% are not involved in revival and protection of heritage sites while 40% are taking up the responsibility

Voluntary Service Undertaken by TA/TO in Revival or Protection of Heritage Sites

Yes 40%
No 60%
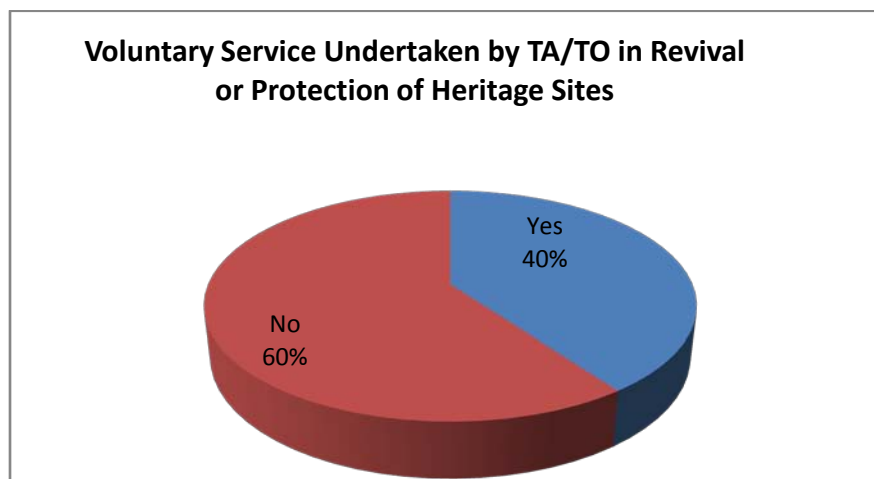
Fig. 5 Voluntary Service Undertaken by TA/TO in Revival or Protection of Heritage Sites

Following voluntary services are undertaken by tour operators and travel agents in revival and protection of heritage monuments.

Voluntary Service Undertaken by TA/TO in Revival or Protection of Heritage Sites

- Financial Assistance
- Undertaking of Monument/Village/Park
- Educating & Encouraging Responsible Visitor Behavior
- Encouraging purchase directly from craftsman
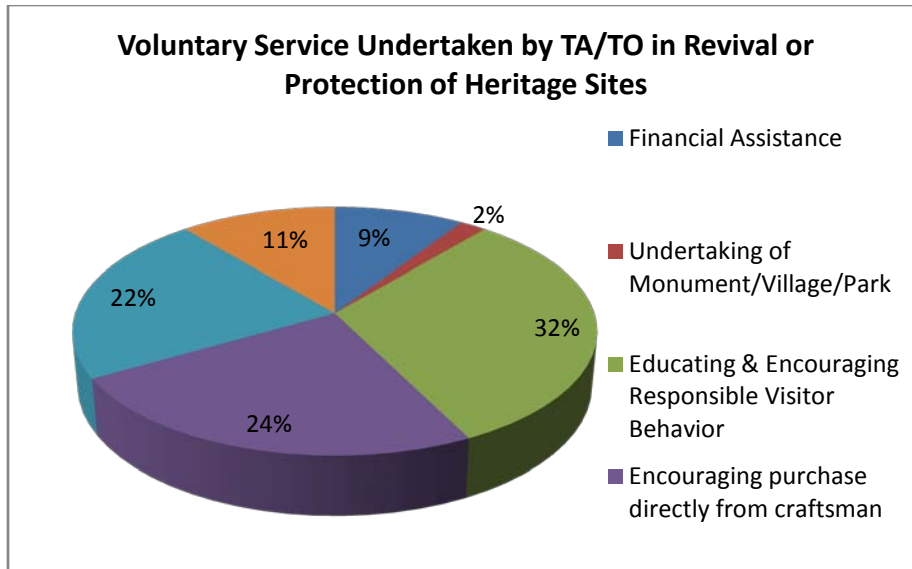
2%
9%
11%
22%
32%
24%

Fig. 6 Voluntary Service Undertaken by TA/TO in Revival or Protection of Heritage Sites

As figure 3 brings out the importance of information in selection of a destination for visit which is one of the major pull factor. It was found that only 16% of Tour Operators and Travel Agents publish their own exclusive literature for promotion in the form of brochures, pamphlets, newsletter and books.

Exclusive Literature Published for the Promotion Of Heritage

Yes
16%

No
84%
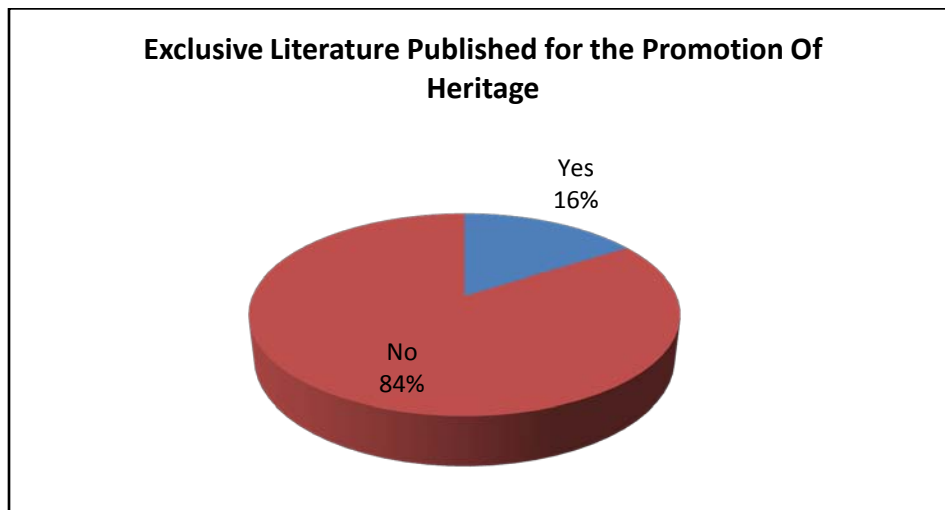
Fig. 7 Exclusive Literature Published for the Promotion of Heritage

The tourism industry has always been proactive regarding the adoption of new technologies. Recent advances in telecommunications, networking, database, data process and electronic marketing provide many opportunities for tourism business and are significantly impacting on traditional tourism business models. With the advent of social media the field of promotion has totally been revolutionized where the travel agents and tour operators and tourist have come on a same platform where they connect with each other. Social media has become an indispensible part of the marketing mix for many businesses and one of the best ways to reach customers and

clients as it is cost effective, has global reach, unlimited access, easy to use, flexible and measurable.

Although many businesses are getting on board with social media, others are still a bit cautious of completely breaking away from traditional media and embracing the social media hence 88 % of the travel agents and tour operators use the various forms of social media where Facebook is the most used social networking site followed by Twitter.
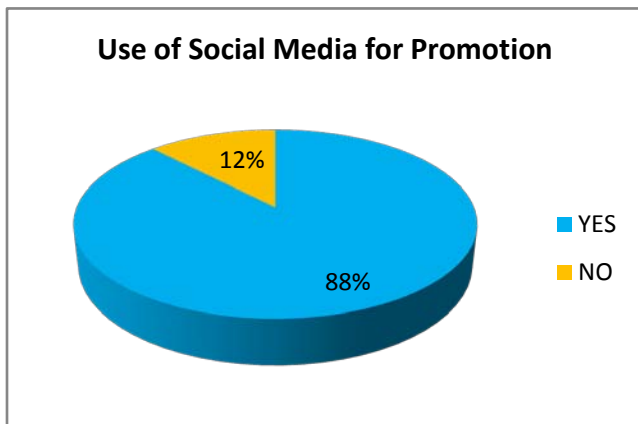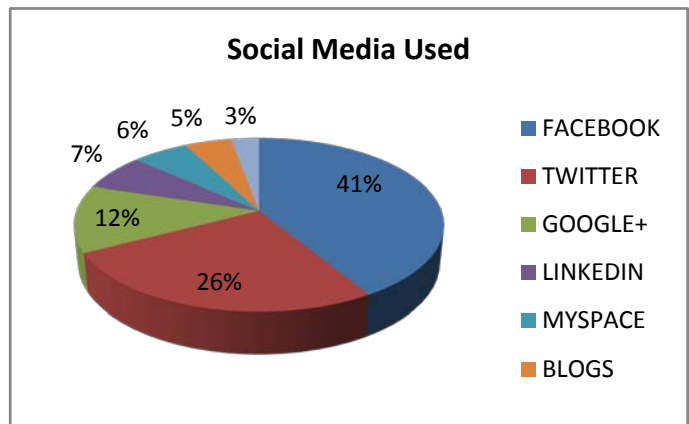

Fig. 8   Use of Social Media for Promotion   Fig. 9 Social Media Used

Conclusions and Suggestions

Demand for heritage tourism products has grown exponentially and to meet the ever changing demand of the tourist the heritage has to be presented in new style so as to satisfy the needs of the tourist. Hence tourism entrepreneurs have realized that innovation is becoming a key element to survive and compete in a dynamic and radically changing environment.The study determines that heritage walks, light and sound shows, special tours, interpretation of heritage monuments in a different way, voluntary services by the tourists at heritage destinations, meeting elderly citizens at sites/ destinations are the unconventional and innovative activities that have been employed by the travel agents and tour operators.The study reveals that these unconventional and innovative activities have been beneficial in client satisfaction as well as profitable to the business growth.

Tourism industry has fully exploited the potential of heritage by including it in tour packages. Heritage is a repository of memories which need to be handed on in a good condition to subsequent generations thus it becomes important for the tourism stakeholders to take initiatives in sustaining the heritage, a representative of our past and a major source of revenue generation.

Unfortunately the findings bring out that the tour operators and travel agents surveyed are not yet motivated enough to adopt practices that would lead to revival and protection of our heritage sites.The practices mostly adopted by these service providers is –educating and encouraging responsible visitor behaviour, encouraging purchase directly from craftsman which is praise worthy effort but is not of much contribution in the revival and protection of heritage products. As heritage forms an important tourism product so it is suggested that the private players can adopt certain sustainable practices for conserving our valuable heritage.

Promotion is an important tool for creating awareness about the destination's heritage products. Along with traditional medias for promotion the travel agents and tour operators are now using

social networking sites for promotion which is a very innovative use of the technology which adds value to tourism services and supports the development of better customer relationship. It is already an established fact that tourists rely on published literature and thus travel agents and tour operators dealing in heritage itineraries and packages should publish their exclusive literature about heritage sites/monument as knowledge leads to interest.

It can also be inferred that the benefits by innovative practices and the voluntary services being employed by the private players is limited to them and is of little importance to the heritage assets of our nation right now. But as the benefits of innovative practices are incremental in nature, its effects shall be visible in due course of time.

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ACHIEVING BLUE OCEAN ALIGNMENT THROUGH STRATEGIC PROPOSITIONS: A COMPARATIVE STUDY OF DUBAI AND AGRA AND ITS IMPACT ON TOURISM

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Abstract

Strategic leaders applies different strategic approaches to find the fit between the environmental opportunities and the organisation the resource and capabilities i.e. structuralist approach and reconstructionist approaches. Structuralist approach is suitable in two situations One of the possible situation when structural conditions are attractive and the organization has the resources and capabilities to build a distinctive position. Second, when structural conditions are less than attractive but the organization has the resources and capabilities to out perform competitors.

Reconstructionist approach is suitable when structural condition are attractive but players are well entrenched and the organization lacks the resources or capabilities to out perform them, when structural conditions are less than attractive and the work against an organisation irrespective of its resources and capabilities.

Out of structuralist and reconstructionist approaches whichever approach is chosen, a strategy's success hinges on the development of alignment of value proposition, profit proposition and people proposition. In the current study the researcher has focused to conduct a comparative analysis of strategy prepositions of world class city Dubai and Agra. In this study both the world class city has consider as a separate organization. In the whole study secondary data sources has been used.

Keywords: Blue Ocean Strategy, Strategy Propositions, Resource and Capability, Value Proposition, Profit Proposition, People Propostion.

Introduction

In the process of designing world-class corporate strategic decision making executive always begin by analyzing the environmental conditions in which they operate**.** After the analysis of the environmental condition executive then assess the strength and weakness of the players they r up against. With these SWOT analyses consideration executives develop a distinctive strategic position where they can outperform their rivals by building

a competitive advantage. To obtain strategic advantage an executive have to follow to route one is to choose either to differentiate itself from the competition for   premium price or pursue low costs. Due consideration of high or low cost strategies the executives set the strategies, financial targets and budget allocations. In this paper both tourism destinations i.e. Agra and Dubai City has been consider as a separate company and then tried to design Blue Ocean alignment for Agra City through strategic Propositions. Agra, a world top destination and has three world heritage sites namely The Taj Mahal, Agra Fort and Fatehpur Sikri. But unfortunately most of the domestic and foreign tourists hesitate to stay in Agra. It is very big question mark to this city why tourist does not want to night stay here. It may be because of government and executives are unable to design right strategies approaches. Dubai is one of the city in the world which has set model example by setting right strategic approaches. 30 years ago people of Dubai were suffering from huge unemployment, medical services were very poor, people lived in huts thatched with palm fronds and tended sheep in relentless heat. Yet strategic decisions by the emirate's leaders allowed Dubai to overcome seemingly insurmountable structural disadvantages. It has been an island of Stability in a politically turbulent region. Only 5% of its revenues now come from oil and natural gas-don from 30% a decade ago. Indeed, Dubai arguably the only Arab economy that has achieved substantial integration into the global economy outside the hydrocarbon sector and has emerged as a primer tourist and business destination across the globe. It is the reason behind a comparative study of the both city.

Issues and Potentials

The emerging issues are:
§ The duration of stay of the tourists in Agra is only one day.
§ Various other tourist destinations like Itmad-ud-Daula are not well connected with the city.
§ The approach road to various tourist destinations is also highly congested so tourists do not prefer to visit them.
§ There are no proper signage boards in the city.
§ Lack of tourist information centers.
§ Unhygienic conditions in the city, even the tourist places like Agra fort are not well maintained
§ There are no evening activities for the tourists.
§ As Agra is famous for its local handicrafts and petha, a tourist bazaar is not in the city. There are various UP tourism shops/emporiums and petha shops, but they are located at different places of the city.
§ There is also a menace of the hawkers. They sometimes harass the tourists, which is major source of dissatisfaction among the tourists.

Potentials for tourism development are:
§ Agra falls in the prime tourist circuit in India- the so-called Golden Triangle.
§ The city also boasts three World Heritage Sites.
§ Agra's proximity to Mathura, the religious tourism can be promoted.

§ Agra has a rich cultural heritage; various programmes can tap the religious potential of the city.

§ Taj Mahotsav is organized annually; such kind of programmes/events can be organized frequently to attract large number of tourists.

Significance of tourism in Agra:

-Agra's importance on tourist map cannot be underestimated; it is one of the key tourist destinations attracting tourists from all over the world. The city forms one edge of the prime tourist circuit in India- the so-called Golden Triangle, the other two cities being Delhi and Jaipur.

-The city is rich in its art, heritage and culture, which are also reflected in its historical monuments. This makes the city as one of the most attractive tourist places of the country.

-The Agra city currently has three world heritage sites: the Taj Mahal, Agra Fort and Fatehpur Sikri. This entire area is called Taj Trapezium (TTZ), a 10,400 sq. km area around the monument where industrial business is limited.

Blue Ocean Strategy:

Blue oceans, in contrast, denote all the industries not in existence today – the unknown market space, untainted by competition. In blue oceans, demand is created rather than fought over. There is ample opportunity for growth that is both profitable and rapid. In blue oceans, competition is irrelevant because the rules of the game are waiting to be set. Blue Ocean is an analogy to describe the wider, deeper potential of market space that is not yet explored

The cornerstone of Blue Ocean Strategy is 'Value Innovation'. A blue ocean is created when a city achieves value innovation that creates value simultaneously for both the tourists and the city. The *innovation* (in product, service, or delivery) must raise and create value for the market, while simultaneously reducing or eliminating features or services that are less valued by the current or future market. The authors criticize Michael Porter's idea that successful businesses are either low-cost providers or niche-players. Instead, they propose finding value that crosses conventional market segmentation and offering value *and* lower cost. Educator Charles W. L. Hill proposed this idea in 1988 and claimed that Porter's model was flawed because differentiation can be a means for firms to achieve low cost. He proposed that a combination of differentiation and low cost might be necessary for city to achieve a sustainable competitive advantage.

Many others have proposed similar strategies. For example, Swedish educators Jonas Ridderstråle and Kjell Nordström in their 1999 book *Funky Business* follow a similar line of reasoning. For example, "competing factors" in Blue Ocean Strategy are similar to the definition of "finite and infinite dimensions" in *Funky Business*. Just as Blue Ocean Strategy claims that a Red Ocean Strategy does not guarantee success, *Funky Business* explained that "Competitive Strategy is the route to nowhere". *Funky Business* argues that firms need to create "Sensational Strategies". Just like Blue Ocean Strategy, a Sensational Strategy is about "playing a different game" according to Ridderstråle and Nordström. Ridderstråle and Nordström also claim that the aim of companies is to create temporary monopolies. Kim and Mauborgne explain that the aim of companies is to create blue oceans, that will eventually turn red. This is the same idea expressed in the

form of an analogy. Ridderstråle and Nordström also claimed in 1999 that "in the slow-growth 1990s overcapacity is the norm in most businesses". Kim and Mauborgne claim that blue ocean strategy makes sense in a world where supply exceeds demand.

Objective of the Study:
1. To study the current strategic propositions of the city of Dubai and Agra and investigate the blue ocean alignment through strategic proposition for both city.
2. To study the Tourism Strategy of Dubai City as model of world class city and compare with the tourism strategy of Agra.
3. To compare strategy canvas of Agra and Dubai City and analyze its impact on tourist retention of the both city.
4. To develop Blue Ocean strategy for Agra City through alignment of value proposition, profit preposition and people preposition.

Research Methodology: The paper attempts to investigate the blue ocean alignment through strategic preposition of Agra and Dubai City. For the purpose of the study the researchers have been used secondary data. The required secondary data were collected from existing researches, books, journals, websites etc. After collection of data it has been compare through value preposition, profit preposition and people preposition of the Agra and Dubai City and finally analyze the impact of strategic prepositions of the both city on tourist retention.

Strategy Propositions:
Success strategy of any state/City depends upon how the leaders have been develop and have alignment of the a values proposition that attracts buyers; a profit proposition that enables the company to make money out of the value proposition and a people proposition that motivates those working for or with the state/company to execute the strategy. Many of the market crating innovations fails because the executives were failure to align with these propositions then this directly impact on the sustainability of the tourism business.

The value proposition: At the heart of Dubai's success has been a value proposition to foreign investors that is unlike those of other emerging economies. The value proposition begins with a dozen world-class free zones with unbeatable incentives for investors. To achieve differentiation, the government allows 100% foreign ownership and free repatriation of capital and profits. To lower foreign investors' costs, it charges no import or re-exports duties. The corporate tax rate for the first 15 to 5o years of operations is zero and can be extended.
To stand out further and simultaneously lower investors' costs, Dubai has also expedited its registration processes, allowing companies to get licensed to conduct business in under a half hour. All documentation is in English, and the emirate's transparent legal system is based on British law (even the chief justice is British). Dubai also offers world-class air, port, and shipping services to make the logistics of doing business more efficient.
Clearly, Dubai has provided a package for foreign investors that are both differentiated and low cost, and it is this combination that has fueled Dubai's strong growth.
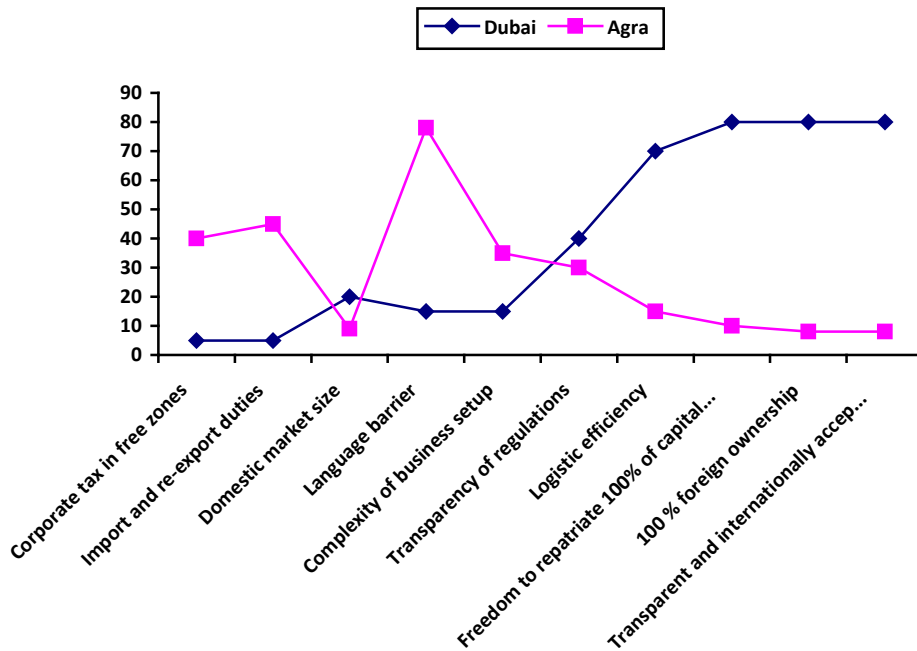
Fig. 1 : Agra and Dubai's value proposition

The profit proposition : How does Dubai generate revenues to support the state, given that corporate and personal taxes are negligible? It has done so by finding differentiated ways of generating revenues while also lowering its cost structure. Unlike other Arab governments, Dubai's has been run like a large business enterprise. Its ruler, Sheikh Mohammed bin Rashid al-Maktoum, is frequently quoted as saying, "What's good for business is good for Dubai." Instead of exploiting conventional income channels such as corporate and personal taxes, which would discourage foreign investors, the government has invested in the infrastructure that supports the investors' activities shipping and port services, transport, tourism, aviation, real estate development, export commerce, and telecommunications. These investments have allowed the government to directly profit from its unique, low-cost value proposition.
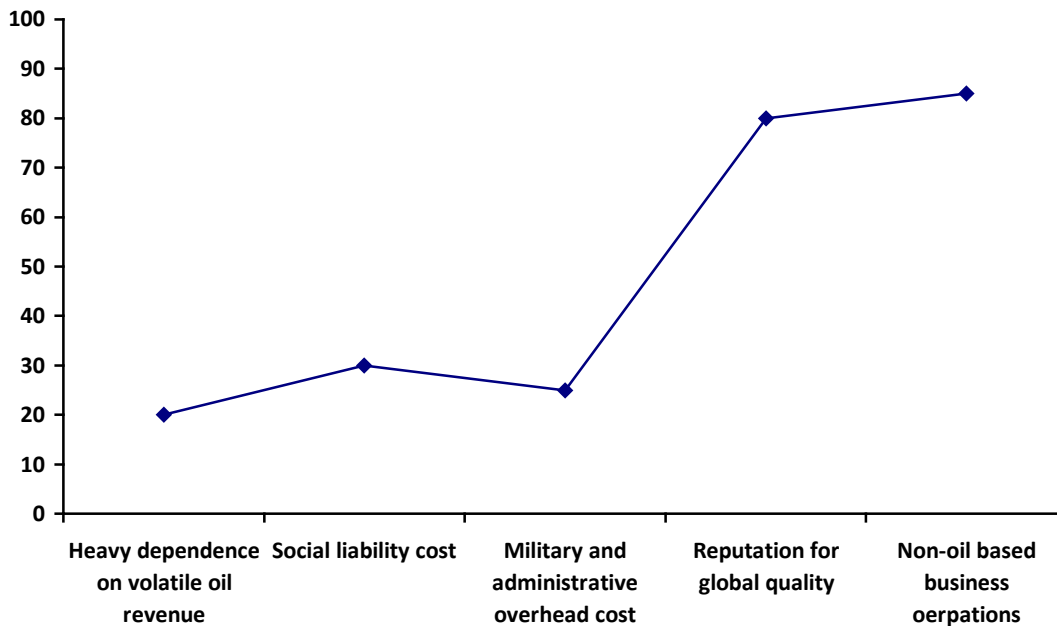
Fig. 2 : Dubai's profit proposition

Dubai's profit proposition has been not just differentiated: Economic development and government profitability are holstered by the simultaneous pursuit of low costs. In Dubai, expatriates always remain expatriates: Some 80% of its growing population is now foreign. By restricting citizenship, the government has kept its social liabilities to a minimum. What's more, having made the strategic decision to become a part of United Arab Emirates, Dubai does not need its own military, diplomatic corps, or monetary agency. Abu Dhabi, the UAE capital and possessor of vast oil reserves, bears most of the costs of maintaining the federal government. These factors have combined to form a profit proposition that breaks the existing value-cost trade-off. (**Fig. 2 : Dubai's profit proposition)**

The people proposition : Dubai has become a cosmopolitan state with more than 1 million people from over 100 countries around the globe. With the onslaught of foreigners, many of them from the West and Asia, how has Dubai preserved its Arab traditions and fostered social tolerance in its citizens? And with no social benefits or citizenship rights to offer, how did Dubai attract the foreign talent central to the government's ability to execute its strategy? By creating people propositions for both constituencies that have delivered differentiated value and lower costs. The people proposition embraces both economic and emotional factors, because these factors can either bring value to people or be a significant cost to their livelihoods.

Let's look first at the people proposition for citizens. They have access to a generous
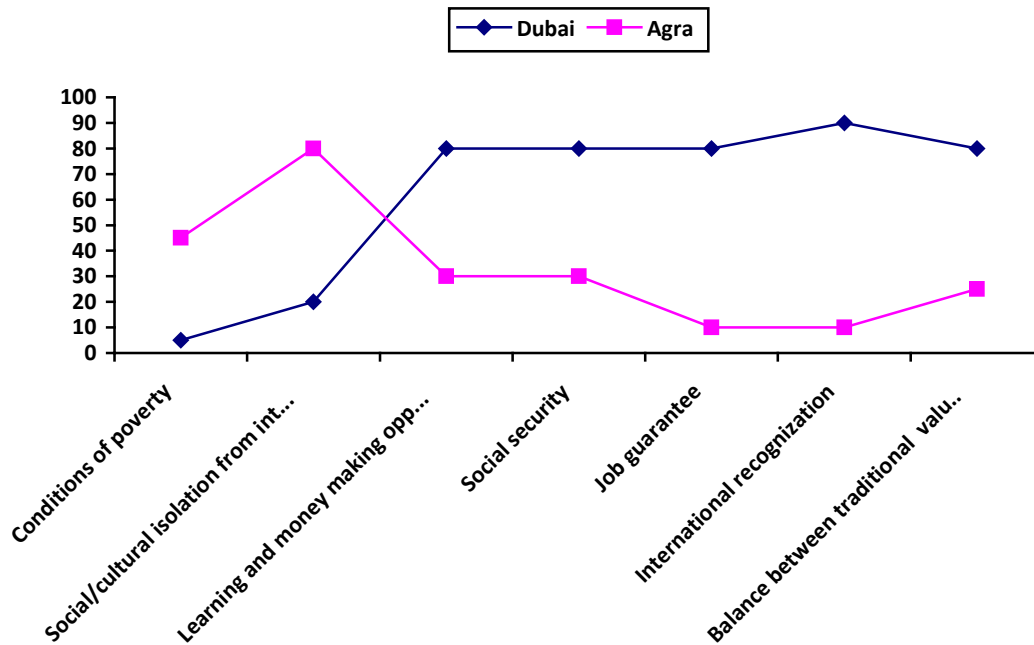
Fig. 3 : Agra and Dubai's people proposition for citizens

Social security system and are virtually guaranteed a government job. They receive extensive state assistance, including medical care, sickness and maternity benefits, child care, free or subsidized education, pensions, unemployment benefits, and in some instances housing and disability benefits, all of which have vastly improved their quality of life.

At the same time, the government has taken measures to preserve Dubai's culture and heritage, in part by promoting virtual boundaries between citizens and foreigners. Citizens receive free plots or land from the government along with interest- free loans or grants to build homes on the outskirts of the city. Their children go to nearby Arabic schools that provide Islamic religious teachings along with modern education. Here, traditional Arab values and cultural norms take center stage. And thanks to a small citizen population and revenues from business investments, the welfare of the people has been funded by the government at no cost to them. (**Fig. 3 : Dubai's people proposition for citizens**)

Dubai's people proposition for expatriates has been equally compelling. Zero income tax has made their already generous income even more attractive. Housing is also relatively cheap; a recent study revealed that luxury real estate in Dubai costs one-fifth to one-third less than it does in other major commercial centers. Dubai differentiates itself from developing countries like China and India by allowing foreigners to own their properties outright. As these incentives have attracted foreigners, a multicultural environment has sprung up; almost anyone can find a part of their home country experience in Dubai — French wines, Indian saris, Japanese sushi. It even boasts the world's largest indoor ski facility. Dubai's people proposition, in short, has offered foreign talent a rich and unique experience at a low cost.

As Dubai's case illustrates, aligning the three strategy propositions creates reinforcing synergies. With a compelling low-cost and differentiated value proposition, Dubai has attracted foreign businesses, and in serving them has found new and lucrative ways of

making money. And because its value and people propositions have attracted foreigners in such numbers, Dubai has been able to create a cosmopolitan environment that is an appealing holiday destination and residence in its own right. Finally, the profit proposition has allowed Dubai to reduce government overhead and use its business revenues to both reinvest in the businesses, thereby giving foreign investors more reason to go there, and provide its own citizens a quality of life their ancestors could not have imagined. Of course, these synergies can be weakened by an external shock like today's global financial crisis. But if and when Dubai succeeds in recovering from the downturn, they will regain strength.

 The population of Agra city is 12.75 lakhs as per Census 2001 with a decadal growth rate of 30.37 per cent. During the post-independence period commerce showed a phenomenal increase with the associated industrial development and establishment of industrial estate, which resulted in the increase of city population. As per the Census 2001, the total slum population in the city is 1,21761. The percentage of slum population in the city is 9.5 per cent of the total population, which is less than the percentage of slum population to total urban population of the state (12.7 per cent). As per census 2001 out of the total workers, 2.20% constitute the cultivators, 1.30% as agricultural labors, 7.82 in household industries and 88.68 % in the category of others.

Conclusion: On the basis of above discussion our conclusion are that in case of Agra the strategic leaders are failure to align the strategic proposition that's why tourist do not want to stay in Agra city reason behind this , unable to provide necessary facilities, economic , social and cultural needs. Government need to rethink over its strategic decision making process. Regarding strategic propositions strategic leaders need to redesign and cover all the stakeholders' interest and remove problems of the local people so that world-class tourism environment can be set. There are also needs to attract foreign investors to develop global city.

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SCOPE OF ADVENTURE SPORTS TOURISM IN HIMACHAL PRADESH: AN ASSESSMENT

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Abstract

Present paper assesses the scope of adventure sports tourism in Himachal Pradesh. With the help of pre-structured questionnaire, this paper has taken a study of the 150 service providers regarding the adventure sports tourism in the state. This paper reaches on the conclusion that Adventure is a synonym for Himachal Pradesh. The study, on the whole, brings out the fact that Himachal is a state blessed with a very rich potential for almost all types of tourism, whose potential has not been exploited to its optimum. Further it can also be concluded that technological advancements are also the main factor that continues to facilitate the development of adventure tourism and the hardest barriers factors adventure sports tourism development in Himachal is the tourist satisfaction with the adventure tourism facilities, accessibility of adventure sports specific places, then followed with limited public facilities like medical etc.

Key Words: Adventure Sports Tourism, Risk, technological Advancements, Himachal Pradesh

Within the boundaries of tourism industry, adventure sports tourism has been identified as one of the fastest growing segments, with the number of operators and tourists increasing worldwide (Adventure Travel Society, 2002). Adventure tourism has recently grown in popularity as a niche form of tourism (Swarbrooke, Beard, Leckie, &Pomfret, 2003). It is ''characterised by its ability to provide the tourist with relatively high levels of sensory stimulation, usually achieved by including physically challenging experiential components'' (Muller & Cleaver, 2000, p. 156). Adventure tourism is viewed at a global level as one of the growing sectors of the visitor attraction industry and this growth has been related to a number of key drivers that engage the visitor. For some destinations, adventure tourism products form a major part of the tourism product but more generally, consumer interest in adventure tourism has been recognized gradually by destination marketers and product developers as one way of creating a niche product in an expanding area of visitor activity. The greater extension of various types of adventure activities to a mass market reflects this growth, where participants do not have to be experts or highly skilled participants to sample an adventure experience. What distinguishes these adventure travel activities from those of traditional outdoor recreation is "the deliberate pursuit of risk and uncertainty of outcome often referred to as adventure" where an individual often faces increasing levels of risk or personal threat. Proposed five concepts of competence related to the adventure experience fear, distress, abilities, and attitudes (Swarbrooke et al., 2003). Negi, Jagmohan (2001) in his book highlights the governmental planning to create

infrastructural facilities for trekking, mountaineering and winter/water related sports and the challenges and difficulties in adventure sports with an element of personal risk. It is an activity not of a routine nature but stretch endurance limits of participants and equipment used. It invariably aims to enhance professional competence and have operational utility.

Adventure tourism has been defined by Weiler and Hall (1992, p. 91) as being:

> "A broad spectrum of outdoor tourist activities, often commercialised and involving interaction with the natural environment away from the participant's home range and containing elements of risk; in which the outcome is influenced by the participant, setting, and careful management of the experience."

In regard to this definition, and to outline the general framework under which this study takes place, the focus will be on adventure tourism that is not just 'often commercialised', but 'intrinsically commercialised'.

Much academic focus has been given to adventurous activities conducted as a sporting or recreational pastime (see Cheron and Ritchie, 1982; Ewert, 1985; Ewert, 1989; Ewert and Hollenhorst, 1989; Ewert, 1994; Hall, 1992; Mclntyre, 1992; Mclntyre, 1994; Priest, 1992; and Robinson, 1992). Therefore, "considering the confusion and overlap in the boundaries of leisure, recreation, and tourism, care must be taken in adopting any definition" (Sung, Morrison and O'Leary, 1996, p. 5).

Sung, Morrison and O'Leary (1996), suggest that six major components: activity, motivation, risk, performance, experience and environment are the key variables in defining adventure tourism. The study conducted by Sung, Morrison and O'Leary surveyed 178 exhibitors and observers at the 1996 International Adventure and Outdoor Show held at the Rosemont Convention Center, Illinois. These service providers were asked to rate their levels of support for different definitions of adventure tourism and the level of importance in regard to the six major components. Of the six major components, all were "clearly found to be highly important characteristics of adventure tourism" (Sung, Morrison and O'Leary, 1996, p. 12) with activity being the most important, followed by experience, environment, motivation, risk and performance. The authors suggest that adventure travel is primarily associated with activities where the purpose of the trip is to be engaged in experiences through participation rather than in sightseeing at traditional tourist attractions. As a consequence, as eight proposed definitions received no convincing popularity among the respondents, Sung suggested that they "might have seemed too theoretical for the surveyed population to interpret" (Sung, Morrison and O'Leary, 1997). Having considered these findings, Sung, Morrison and O'Leary suggested the following revised definition of adventure travel:

> A trip or travel with the specific purpose of activity participation to explore a new experience, often involving perceived risk or controlled danger associated with personal challenges, in a natural environment or exotic outdoor setting (Sung, Morrison and O'Leary, 1997).

It can be seen that this definition regards the involvement of "perceived risk or controlled danger" as something that is "often" associated with adventure travel. This suggests thatsome adventure activities may have no level of perceived risk. This line of thinking is flawed. A

principal argument of this study is that with adventure activities, if the operator were to remove or greatly diminish the level of perceived risk, then the experience could no longer be regarded as adventure tourism and as a result, tourist demand for that 'adventure' activity would diminish. People don't go bicycle-touring primarily to experience the view because "in adventure travel it is the activity which attracts the tourist" (Hall, 1992, p. 144) and it is in the activity that the risk resides.

Table below lists a number of activities which Weiler and Hall (1992, p. 144) describe as being examples of adventure tourism. The hybrid nature of an adventure tourism experience being conducted on either a commercialised or non-commercialised basis is demonstrated when one considers activities such as fishing, bushwalking or bicycle touring. These activities are easily and quite often conducted as a self-organised recreational trip rather than as a professionally guided trip.

Table 1: Examples of Adventure Tourism Activities Source: Hall and Weiler, 1992; Sung, Morrison and O'Leary, 1996.	
Arctic Trips	Bicycle-touring
Backpacking (bushwalking, tramping)	Four Wheel Drive trips
Bungy jumping	Motorcycling
Camping	Snow shoeing
Cross-country skiing	Fishing
Hang-gliding	Hot-air ballooning
Horseback riding	Paragliding
Hunting	Mountain biking
Jungle exploring	Walking tours
Mountaineering	Orienteering
Nature Trips	Skiing
Rappelling	River kayaking
Rock-climbing	Rogaining
Safaris	Soaring
Sailing	SCUBA diving
Sea kayaking	Sky-diving
Snorkelling	Survival and wilderness training
Trekking	Bird watching
Whitewater canoeing	Spelunking
Whitewater rafting	Windsurfing
Dog Sledding	

It is apparent that the acceptance or "deliberate seeking of risk and danger by participants in outdoor activities" (Weiler and Hall, 1992, p. 143) makes adventure tourism stand apart from other forms of tourism. "Feelings of competence and enhanced sensations as well as feelings of anxiety or fear - it is this duality of emotions that make risk recreation fundamentally different

from other recreation activities" (Robinson, 1992, p. 53). It is difficult to imagine this particular blend of emotions being present in other forms of tourism, and if removed from the adventure tourism experience, it would change to something more mundane. For example, if an operator were to offer a Whitewaterrafting experience where the rapids were extremely small and intermittent, the guide to client ratio was such that the client did not have to do any paddling at all, and the raft was so big that the risk of capsize was negligible, then it would not be a very exciting, or indeed 'risky', experience.

Ewert (1989), distinguishes many activities commonly associated with outdoor recreation from those in which there is a deliberate seeking of risk and uncertainty of outcome as *adventure*. Diminishing the risk beiow acceptable levels, and thereby diminishing the level of adventure, will change the experience. If risk is not apparent in the activity, then the activity becomes a type of tourism activity other than adventure tourism. The importance of risk in adventure travel activities is also supported by Sung Morrison and O'Leary, (1996, p. 4) when they predict that "the absence of risk may result in a decrease in satisfaction as well as a decrease in the desire to participate".

Risk has been defined as "the potential to lose something valuable". Robinson, (1992, B, p. 13) speaks of the "unavoidable negative consequences" in regard to activities such as mountaineering and rock climbing. He defines risk as the potential to lose something of value which may take the form of a physical, social esteem, or self esteem injury. Ewert (1989) says that within an outdoor adventure experience, this risk can be physical, emotional or material, but isusually associated with the possibility of being injured or even killed. CheronandRitchie (1982) view risk as a multidimensional psychological phenomenon which influences individual perceptions and decision processes.

Uncertain outcomes, as well as challenge and danger were identified as the most important meanings associated with the term "risk" by a sample made up of 309 trampers, 442 skiers, 25 hunters, 49 climbers and 62 day walkers as reported in a study conducted by Johnston(1992). Danger and uncertainty of the outcome were also reported as being significant to the meaning of risk.

Technological advancements are also the main factor that continues to facilitate the development of adventure tourism. For example, tourists may buy the latest ice axes, trekking poles, climbing boots or other adventure sports equipment with the expectation that these will make them more accomplished climbers or adventure activity participants. Furthermore, we can say that access routes towards participating into adventure tourism activities are changing as a result of these influences. Recreation and tourism are becoming less spatially and temporally separated due to advances in tourism and travel technology. As the after result of technological advancements and their implementation in adventure tourism results in making it most important and profitable segment to the service providers, it is no longer necessary to serve an apprenticeship of participating in adventure activity under the protection of experienced peers before being "allowed" to move into more challenging and demanding environments. However, today adventure companies and the packages they offer create the possibility of bypassing this traditional skill requirement and moving directly to the more exotic challenges of the adventure sports segment.

Adventure Tourism in Himachal Pradesh

Adventure sports are synonymous to Himachal Pradesh. It is a land which is majestic, mystic and mesmerizing. Its geography and topography offer amazing opportunities for adventure. The joy of adventure increases manifold amidst the picturesque and beautiful surroundings of Himachal Pradesh. Adventure enthusiasts from across the globe come here to quench their thirst for adventure.Himachal has snow-covered mountains, lovely rivers, dense forests, wonderful meadows, arduous passes, beautiful valleys and lakes. Himachal Pradesh offers all kind of adventure sports one can think of. The Himalayas, free flowing rivers, lush green forests, clean sky, and an overall challenging environment can lure any one to take adventure activities.

Nestled between the vast Himalayan range, Himachal Pradesh has become a hub for adventure activities. The state has numerous wonderful hill stations in store, which are freezing cold in winters and pretty cold in summers. Shimla, Dalhousie, Kullu ,Kasauli, Manali, Chail and Kufri are a few of the hill Stations in Himachal Pradesh which offer heaps of adventure sports activities, apart from the breathtaking scenery. Major adventure sports in Himachal Pradesh include trekking, hiking, mountaineering, rock climbing, bungee jumping, hot air ballooning, golfing, skiing, heli-skiing, ice-skating, paragliding, angling, fishing, white water rafting, kayaking, mountain cycling, mountain biking, camping, jeep safari, etc. Manali, Narkanda,

Figure 1
Tourist Map of Himachal Pradesh

Source: Figure copied from website www.mapsofindia.com

Bilaspur, Kangra, Dharmsala and Shimla are most ideal places for adventure activities in Himachal Pradesh. Rafting in this state is considered as one of the most exciting and electrifying options (Compiled from website www.hptourism.nic.in assessed between 11/2/2011 to 23/5/2012)

The study and research methods

The study has taken following objectives
1. To study the concept of adventure tourism
2. To identify the scope and potential of adventure sports tourism activities in Himachal Pradesh
3. To assess the opinion of service providers w.r.t. thescope of adventure sports tourism in Himachal Pradesh

The above objectives were achieved with the help of the following methodology:
- *Fulfilment of the first objective*: This objective was achieved with the help of secondary data available in print as well as online from credible sources like governmental websites.
- *Fulfilment of the second and third objective*: This was achieved with the help of questionnaires. One pre-structured questionnaires was filled from service providers at various places (in and around Manali).

Further to generalise the results, non-parametric test like 'Chi-Square' was applied after checking the normal distribution of data with the help of Kolmogorov-Smirnov Z test (Table 1). Statement wise mean score was also calculated (Figure 2).

In the light of overall objectives of the study and after review of existing researches on the subject, the following null hypothesis has been developed for the purposes of testing. "The opinion of sample population over the statements regarding various services regarding scope and potential of adventure tourism are equally distributed and there is no significant difference in their opinions. "

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 corporate studies in the field of adventure tourism along with the contribution of the academic publications. The information from the adventure tourism associations (like ATOI – Adventure Tour Operators of India, IMF- Indian Mountaineering Federation, Mountaineering institutes etc.) was also exhaustively analyzed and was used during the course of study.

As explained earlier also that the primary data was collected using structured questionnaires. The questionnaires comprised of both closed ended and open ended questions. The questionnaires was be finalized after inputs from academic and industry experts. The structured questionnaires were administered among the respondents in order to gather information in relation toDemographic Profile (required to understand respondents) and Opinion Survey regarding the scope and potential of adventure tourism opinion were collected on five point likert scale. After the pilot study instrument was modified accordingly.

The universe of study was service providers (intermediaries and stakeholders, and all the professional and unprofessional manpower involved directly or indirectly in adventure tourism Himachal Pradesh). To select the number of respondents' non-proportional judgment quota sampling was used. In non-probabilitysampling, the sample is not based on chance. It is rather determined by some person. We cannot assign to an element of population the probability of its being selected in the sample. Somebody may use his personal judgment in the selection of the sample. In this case the sampling is called judgment sampling((http://www.emathzone.com/tutorials/basic-statistics/probability-and-nonprobability-sampling.html accessed on dated 15.04.10). In total a sample of 150 respondents was selected for this study by taking 50 respondents from three areas of Manali based on purposive quota i.e. from Solang area, Manali town and Kullu-Manikaran area. The description of same has been given in table 1, attached in the end of the paper.

Study Results

Table 2 represents the profile of tourism service providers, which were surveyed during the study. It is evident from the table that while asking about the number of years in travel trade especially in adventure tourism; it was found that 26.7% of the respondents were relatively new in adventure tourism operations i.e. less than 2 years, 38.6% of total travel agents surveyed, were into adventure tourism operations from more than 5 years and seems to be more experienced.

Survey found that 6% of the service providers were least educated i.e. below matriculation, 10.7% of the service providers were matriculate i.e. educated up to tenth standard, 43.3% of the service providers were graduate, 38.7% were having higher education degree i.e. they were post graduate or having tourism degree and remaining only 1.3% of service providers were having above post graduation educational qualification.

As far as occupational/business profiling of service providers in the sample is concerned the majority 50.7% of the respondents comprises of travel agents, 14% of the respondents comprised of hoteliers/employees, 14.7% of the respondents were either the guides or the escorts and remaining 20.7% were the entrepreneurs or involved directly or indirectly with the adventure tourism.

Table 2also gives the details of main complaints by the tourist with the service providers, it was found that 32.7% of the tourist complain about accessibility to and within the state, 10.7% of the tourist complain about language problem in the state, 22% of the tourist complain about the problem of water and sanitation, 10% of the tourist complain about crime and cheating experience in the state and remaining 24.7% of tourist complain about the poor quality of services.

Table 3 represents the profile of responses of service providers. Responses were gathered on 19 items based upon five point Likertscale ranging from strongly disagreeing to strongly agreeing. It is evident from table that Chi- square value came out to be significant at 99% level of confidence. This led to the rejection of null hypothesis and acceptance of alternative hypothesis that the opinion of respondents over various statement differ significantly. The analysis of table revealed that the concentration of frequencies exhibiting the level of agreeing or disagreeing of sample of 150 service providers w.r.t. item no. 1,2,3,4,5,6,8,12,13,14, 17 and 19 lies towards the

positive side of the scale (Figure 3). This may be interpreted that significantly higher number of respondents strongly agree or agree with the above mentioned items. It is also evident from table 3 that concentration of frequencies exhibiting the level of agreement of sample of 150 service providers with respect to item no. 7,9,10,11,15, and 16 lies towards the negative side of the scale(Figure 3). This led to interpretation that significantly higher number of respondents strongly disagree or agree with the above mentioned items. However no clear cut opinion was merged in item number 18 titled 'government should higher Destination Management Organisations (DMOs) to promote adventure sports tourism in Himachal Pradesh.

Concluding discussion

This study was designed and conducted to assess the scope of adventure sports tourism in Himachal Pradesh. The research developed its findings by keeping the Manali as a case study area, since Manali is known as adventure sports capital of India (Lonely Planet India 2010). However, the findings derived from these analyses were presented under the heading 'study results'.For the purpose of ease of understanding and facilitating logical link to the recommendations being offered in this paper, some of the main findings/ conclusions are presented below to serve as a foundations part. Through consultation with major stakeholders and tourists, a number of gaps have been identified in the provision of adventure sports tourism product of Himachal. On the basis of these gaps questionnaire was prepared and opinion of service providers towards the assessment of scope of adventure sports tourism was identified. The study, on the whole, brings out the fact that Himachal is a state blessed with a very rich potential for almost all types of tourism, whose potential has not been exploited to its optimum. However the pinpointed recommendations are as follows:

The stakeholders predominantly agree that ecological resources particularly rivers, mountains, forests, lakes, social life especially villagers and their lives, and cultural resources such as unique traditions are the strength factors of adventure sports tourism development in Himachal and it is the uniqueness of the state.Generating adventure related tourism businesses are the most potential opportunity of tourism development in Himachal. As it has been noticed that adventure tourism opportunities is the true gift of nature to this state. However there are still numerous opportunities generated from adventure tourism such as providing local employments, increasing family incomes, and increasing value of the natural resources.

The hardest barriers factors adventure sports tourism development in Himachal is the tourist satisfaction with the adventure tourism facilities, accessibility of adventure sports specific places, then followed with limited public facilities like medical etc.A number of weaknesses of adventure sports tourism development agreed by the stakeholders is the non-availability of industry data bases. It points about formation of local association and emergent government support. Degradation of natural resources regarded as the riskiest threat of adventure tourism development in Himachal.

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Table 2: Profile of Respondents

		Number	Percentage
Years in tourism trade			
	under 2 years	40	26.7
	2-5 years	52	34.7
	5-10 years	38	25.3
	more than 10 years	20	13.3
Educational level			
	below matriculation	9	6.0
	matriculate	16	10.7
	graduate	65	43.3
	post graduate	58	38.7
	above post graduate	2	1.3
Business/occupation			
	travel agent	76	50.7
	hotel employee	21	14.0
	guide/escort	22	14.7
	entrepreneur	31	20.7
In your opinion what is the main problem about which tourist complain most			
	accessibility	49	32.7
	language	16	10.7
	water and sanitation	33	22.0
	crime and cheating	15	10.0
	quality of service	37	24.7

Source: Data collected with the help of questionnaires

Table 3 : Test Statistics

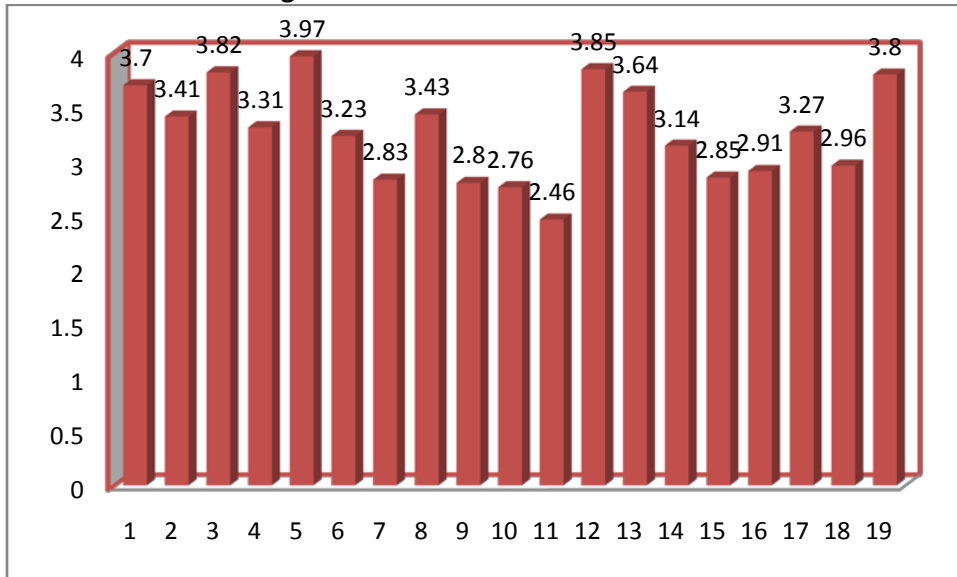|		Industry database is not readily available	Non-availability of right accommodation during adventure activities	Special need of foreign visitors cannot be satisfied	Payment terms with suppliers are not favorable	Adventure tourism is unique product	Tourist feel satisfaction after participating in adventure activities	Adventure destinations are well managed	There is lack of adequate information about adventueactivites	Accessibility to various destinations within the state is appropriate	Medical facilities during the activity are sufficient	Adventure tourism encourages drug abuse	Instructors and guides are fully qualified	Required equipment is available with service providers	Equipments are according to international standard	Garbage collection and disposal systems are working properly	Basic facilities are appropriate at the destinations and base camps	Adventure activities are responsible for degradation of environment	Govt. should hire some DMO to promote Himachal	Behaviour of local population towards the tourist is good
Strongly Disagree		11.3	14.7	8.7	18.7	7.3	20.0	20.7	13.3	16.7	20.7	24.7	6.0	11.3	12.7	12.0	12.0	2.7	14.0	4.7
Disagree		11.3	20.0	10.7	18.0	8.7	19.3	33.3	20.7	40.0	34.0	39.3	11.3	11.3	32.0	44.7	39.3	36.7	31.3	19.3
No Comments		7.3	8.7	9.3	11.3	6.0	6.7	7.3	8.0	7.3	9.3	8.7	12.0	16.0	4.7	4.0	8.7	10.0	11.3	6.0
Agree		36.0	23.3	32.7	18.0	36.0	25.3	20.0	25.3	18.7	20.7	20.0	33.3	24.7	30.0	24.7	26.0	32.7	31.3	31.3
Strongly Agree		34.0	33.3	38.7	34.0	42.0	28.7	18.7	32.7	17.3	15.3	7.3	37.3	36.7	20.7	14.7	14.0	18.0	12.0	38.7
Disagree %		22.6	34.7	19.4	36.7	16	39.3	54	34	56.7	54.7	64	17.3	22.6	44.7	56.7	51.3	39.4	45.3	24
Agree %		70	56.6	71.4	52	78		38.7	58	36	36	27.3	70.6	61.4	50.7	39.4	40	50.7	43.3	70
Difference %		47.4	21.9	52	15.3	62	-39.3	-15.3	24	-20.7	-18.7	-36.7	53.3	38.8	6	-17.3	-11.3	11.3	-2	46
Normal Parameters[a]	Mean	3.70	3.41	3.82	3.31	3.97	3.23	2.83	3.43	2.80	2.76	2.46	3.85	3.64	3.14	2.85	2.91	3.27	2.96	3.80
	Std. Deviation	1.345	1.484	1.290	1.545	1.223	1.534	1.446	1.458	1.385	1.394	1.262	1.214	1.372	1.395	1.323	1.302	1.208	1.295	1.269
Kolmogorov-Smirnov Z		3.530	2.719	3.292	2.491	3.562	2.833	3.138	2.832	3.489	3.110	3.457	3.147	2.655	2.936	3.763	3.309	3.015	2.745	3.216
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
a. Test distribution is Normal.																				
Chi-Square		57.200[a]	25.933[a]	62.867[a]	21.067[a]	91.867[a]	21.133[a]	25.533[a]	28.333[a]	43.533[a]	24.933[a]	51.333[a]	61.000[a]	34.933[a]	40.000[a]	73.400[a]	47.867[a]	63.200[a]	32.400[a]	68.133[a]
df		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Asymp. Sig.		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.0.																				

Figure 2: Statement wise Mean Score

Figure 3: Difference between Agreeing and Disagreeing Percentage
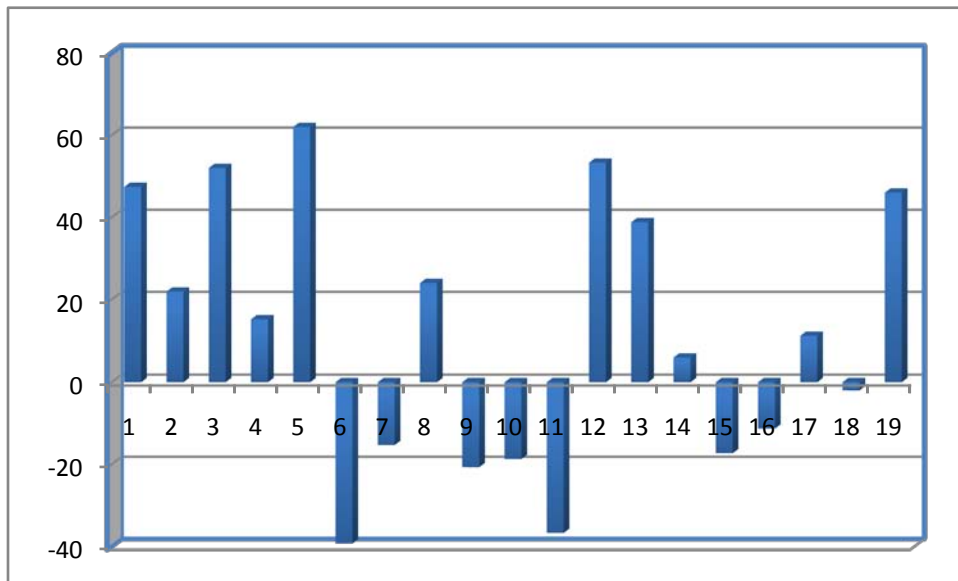
SEMINAR REPORT"TOURISM AND HOSPITALITY INDUSTRY – OMISSION, INNOVATION AND CHALLENGES"

Prof. Lalit K Bansal,

Director, UIHMT, Panjab University, Chandigarh

In view of the contribution of tourism and hospitality industry in the development of economies, employment generation, entrepreneurship and skill development, strengthening of culture, contribution for infrastructural development, cementing of international relations and enhancement of our environment, this seminar on **"tourism and hospitality industry – omissions, innovations and challenges"**was organized by University Institute of Hotel Management and Tourism, Panjab University, Chandigarh on 15-16 October 2011, whichwas dedicated to address a wide vista of industry related issues that rightly acknowledge the importance of this sector, further appreciating the changes in the industry in form of innovations.

On 15th October at 1200 HRS seminar was be inaugurated at ICSSR seminar hall by Mr. Pawan Kumar Bansal, Union Minister for Parliamentary Affairs and Water Resources. Prof. R.C. Sobti, Vice Chancellor, Panjab University delivered the presidential speech. Noted tourism author and researcher Prof. Erik Cohen; Professor Emeritus, Hebrew University of Jerusalem, Israel delivered the keynote address. At this occasion Dr. R. N. Pandey, Additional Director General, Ministry of Tourism, Government of India and Prof. ManjulaChaudhary, Director, Indian Institute of Tourism and Travel Management were the guests of honour. Around 133 delegates from various parts of India participated in the seminar and there were 107 research presentations in the seminar.

The plenary session started the pace for the seminar with the presentations by Punjab Heritage and Tourism Promotion Board on Destination Punjab; by Dr. R.N. Pandey- on tourism statistics; by Prof. ManjulaChaudhary on the tourism and hospitality education; and by Prof. S.P. Bansal (Director, Institute of Integrated Himalayan Studies, Himachal Pradesh University) – on sustainability issues in tourism and hospitality industry.

Seminar recommendations:

1) Need for Comprehensive Tourism Survey:

Before going ahead let's understand what people expect from India. To fulfill this gap a need for detailed survey of tourism (foreign and domestic as well as of tourism intermediaries) is felt.

2)Re-learning the 3c's – Customers, Channels and Content

Customers – The challenge is to target new and emerging markets that can be targeted. There are many other niche markets that could be offered, like medical tourism, adventure tourism, festival tourism and rural tourism.

Channels – We do not see the optimum usage of the internet at least in the Indian tourism industry especially in case of small ventures.

Content – so that individual customers can assemble their expectations and experiences on line in real time.

3)Promoting Tourism Starts from "US"

The practice of sound tourism starts from the people within India. The product needs to be promoted amongst the local people and it would generate the word of mouth that is necessary. It is also very essential that as citizens everybody must believe in the product first, before they promote it to others. This can be achieved with the help of some serious awareness campaign amongst people of India, and making tourism a culture within the country.

4)Involvement of Non-Governmental Organisations (NGO)

Effective and pro-tourism NGOs can have a significant influence on tourism development as it relates to poverty reduction. They range from rural development organizations, groups concerned with the conservation of cultural and natural heritage and organizations dealing with business development issues. NGOs can play a role for developing sustainable tourism in the following ways:

➤ Act as a facilitator between each Stakeholder in the planning and development process of tourism development.

➤ Provide training and technical assistance to the local people.

➤ Explore and facilitate business options for linking private operators and government agency.

5)Safety and Security

Based on the rising levels of terrorism or threats of terrorism, security and safety have become major ingredients in ensuring the success of a tourist destination. There are obviously elements a destination cannot control but there are a number of initiatives that can be taken by a destination to provide for both the perception as well as the reality of security and safety.

While the overall responsibility for the security of the tourist is usually the responsibility of the State government, local government bodies must be oriented to supplement national and international security measures. The police have to become more aggressive in providing security especially in heavily tourism populated areas and during fairs/festivals.

Why not to take the help of NGO's in this issue?

6)Every Tourist Counts

Due importance must be given to all visitors, since he would be a future repeat visitor, and it is reported by some researchers that in tourism people rely more on recommendations of friends and relatives. The efforts must be on making present visitors the brand ambassador of the state.

7)Need for tourism specific laws/ legislation

Today when tourism is a big industry in itself and the demand of the hour is to have a special law or legislations for this industry. If not then the existing laws and legislations may be incorporated with special focus/sections on tourism and tourists. The crimes by and against tourists should not be covered under or adjusted with other laws. There can be a proper law which must deal with tourism and problems and perspectives related to it. The law should also be beneficial for foreign tourists who is aggrieved and has returned to his home country and is unable to come for the hearings. There must be provisions for speedy dispersal of grievances which are less harassing, less time consuming and justice should not be denied to a tourist sitting in far off country. The principle of natural justice "*Audi AlteramPartem*" must be provided to such aggrieved tourists. There should also be a provision of compensation to the aggrieved by the wrong doer. As new provision of CrPC is incorporated pertaining to plea Bargaining, similar provisions may be also incorporated in laws related with tourism. If it is not possible to incorporate sections for tourism in existing legislations/ laws then special tourism laws should be framed like on the similar pattern of POTA, NDPS Act etc., which solely deal with tourism and tourists so that whenever a crime or any wrong by tourist against local, or by local against tourist occur then immediately shelter of such legislation can be taken.

8) Count on human resource

Good planning must start with the planning for the human resource, which will drive the industry in future. The tourism and hospitality education is quite new discipline and government has already taken some initiatives for its promotion. It is felt that new schemes of MoT (Ministry of Tourism) like CFA (Central Financial Assistance- Broad Basing of HospitalityEducation)/ capacity building scheme for service providers have given boost to the hotel management education in the country. It is felt that the tourism and travel education needs immediate attention. Most of the students with travel and tourism degree join tourism industry or start their ventures in tourism, ultimately contributing for the development of tourism in India. There are lots of state and central universities in India, which are running tourism programs at undergraduate and post graduate level and such universities do have provision for research programs in tourism also. Due to lack of funds the tourism departments of such universities are facing some hardships. To strengthen the tourism department of universities, MoT must start a CFA and fellowship programs for tourism programs.

Final Words

There is no denying the fact that it's been a roller coaster ride for the tourism sector. It has witnessed an era of tremendous growth. But recent turbulence in international economic and political arena made tourism industry to experience some jolts also, but still industry gave encouraging results. The role of tourism industry in development cannot be undermined. Hence it is the need of the hour to give due respect to this industry in a manner that must have enough flexibility to face turbulences also. It is also felt that by keeping future in mind, India must invest heavily in human resource development for tourism, which will make this industry a more professional industry.

TOURISM INNOVATIONS
A JOURNAL OF INDIAN TOURISM CONGRESS (ITC)

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The journal has the condition for publication that manuscripts submitted to this journal should not have been published or will not be simultaneously published elsewhere.

The editors reserve the right to edit the contributions or send them back to the authors for alteration. Thereafter the publication of the papers will be subject to the final approval of the editorial board comprising members from within and outside of India.

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- Generally main articles should not exceed 5000 words.
- *First sheet*: Title, subtitle (if desired), author's name, affiliation, postal address, telephone, fax number and email. Respective affiliations and addresses of co-authors should be indicated.
- *Second sheet*; Abstract of 300 words with at least 3 keywords.
- Subsequence sheets: main body of text; list of references; appendixes; tables (numbered consecutively); illustrations and captions to illustrations (large tables and illustrations may be on separate sheets).
- The abbreviations and terminology should be fully spelled out and defined when first used in text.
- *References* should be submitted as following; listed at the end of the articles should be titled as References. References should be numbered as per numbering mentioned in the main article.   Each reference should be as per **APA Format–6th Edition.**

Manuscript Submission:

The whole submission should be printed with 1.5 line spacing on one side of paper only with ample margins provided, preferably on A4 size paper. Two hard copies and one soft copy using MS Word are required to be submitted to the Managing editors.

Referencing should strictly be according to APA referencing Style

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