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TOURISM INNOVATIONS: A JOURNAL OF INDIAN TOURISM CONGRESS (ITC) is an annual international referred research Journal focusing on academic perspectives in Tourism and Hospitality. Emphasizing upon integrated approach being an inter-disciplinary field, the journal focuses on various aspects of tourism like, tourism issues, tourism impacts, Eco-tourism, sustainable tourism, tourism, marketing, Medical tourism, Health tourism, culture tourism and applied other tourism areas. Papers on any of the related aspects are encouraged for this journal. The objective of the journal is to have a comprehensive collection in various areas to develop and to disseminate update knowledge and information about tourism sector.

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A STUDY OF ARRIVAL AND EXPENDITURE PATTERN OF TOURISTS TRAVELLING TO INDIA

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Abstract

Tourism is the most exciting activity and a multi-billion industry in India for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. Tourism is not an activity of passing time and entertainment but is an enriching and energizing activity. Tourism is the right vehicle for a developing country like India which is on the path of modern economic growth through structural transformation of the economy. Sustainable tourism has vast scope in India by convergence of landscapes with culture, corporate, technology, health and media. Tourism is the second largest foreign exchange earner in India. It generates employment at all skill levels i.e. skilled and unskilled. The Foreign Tourists Arrivals (FTA) has increased from about 1.28 million in 1981 to about 6.65 million in 2012 respectively. The total Foreign Exchange Earnings (FEE) from tourism increased from about Rs 4,318 cr in 1991 to about Rs 94,487 cr in 2012.

Earnings through tourism activities contribute a large proportion of total FEE in India. Certainly this is a boosting factor for Indian tourism industry. The aim of this study is to explore whether the FEE by tourism activities and foreign tourists arrivals has positive relation over time or not using suitable time series analytical tools. Also an attempt has been made to predict the future pattern of arrival and expenditure of foreign tourists travelling to India. The data used for this analysis is taken from Tourist Statistics of India 2011. The trend of FEE in India has seen a change from the year 2002. A sharp raise can be observed till 2008. Result reveals an encouraging improvement between FTA in India and FEE, except in the year 2008-09 when FTA has gone down drastically but FEE had not been affected.

KEYWORDS

Foreign Tourists Arrivals, Foreign Exchange Earnings and Time series analysis.

INTRODUCTION

India is a land of diversities, with a wide variety of tourism offerings, varied geographies and sub-cultures. Also India is known in the world for its rich culture and heritage. There are historical monuments, beaches, places of religious interests, hill resorts etc. that attract tourists. Every region is unique with its handicraft, fairs, folk dances, music and its people. Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% to the total employment. Foreign Tourist arrivals (FTA) to India showed an increasing trend, from 1.71 million to 6.64 million from 1990 to 2012. Despite, such a successful branding India's share in World's tourism receipts is very meagre i.e. 1.5% in 2011. Today tourism is recognized as one of the major industries in terms of providing employment, income generation, foreign exchange earnings (FEE in Rs. Crore and FEEMD in million US Dollar) and regional development. Currently, travel and tourism industry employs, directly and indirectly, around 200 million people and, according to some estimates, participates in overall employment in the world with 6-7 per cent (Conrady and Buck, 2011). All these developments highly depend upon the number of tourists visit at a particular destination.

The beauty of India lies with diversification in terms of language, religion, culture, traditions, belief and a lot more; gifted with ancient cities, temples, monuments, mosques, garden, lakes, mountains, Hill stations, and what not. The places like Khajuraho, Konark, Puri, Nalanda, Delhi, Mumbai, Darjeeling and many more are still the paradise of foreign tourist. The warm hospitality of Indian, with the words of 'Swagatam (i.e. welcome)', 'Namaskar (i.e. Greetings)' etc. touched the heart of foreign tourists since time immemorial. The number of foreign tourist's arrivals in the year 2006-07 is 46.7 lakh, which is 51.7 lakh during 2007-08, is 50.7 lakh during 2008-09, and 2009-10 (April-Dec) it is 37.2 lakh. The year 2006 witnessed an amazing growth in Indian tourism industry.

In the year 2008 the rate has been dropped to 5.00%. Although global financial crisis, along with continuous rise in terrorism, maoists violence, Kashmir issues etc. affected the growth of tourism during 2008-09, still it is one the most vibrant industry. In recent years tourism industry demonstrates exponential growth due to rise in arrivals of more and more foreign tourists from Africa, Latin America, Europe, Australia-New Zealand, South East Asia, USA and other parts of the globe. The foreign exchange earnings from tourism have shown tremendous increase over the years. The foreign exchange earnings during 1991 were 1861 million US dollar which has increased to 17745 million US dollar during 2012.

The number of Foreign Tourist Arrivals (FTA) in India increased from 5.17 million in 2009 to 5.78 million in 2010 a growth of 11.8% as compared to (2.2%) during 2009. The growth rate of 11.8% in 2010 for India was better than UNWTO's projected growth rate of 5% to 6% for the world in 2010. The share of India in international tourist arrivals in 2010 was 0.61%, which is 0.02% improvement over 2009. However, India's rank improved to 40th in 2010, from 41st in 2009. India accounted for 2.83% of tourist arrivals in Asia Pacific Region in 2010, with the rank of 11. In India, tourism is one of the largest foreign exchange earners, next only to gems and jewellery and garments.

SEASONALITY

It is recognized that seasonality is one of the most distinctive features of tourism. Seasonality generally indicates the phenomenon of fluctuations of demand or supply in the tourism industry. The seasonality is associated with temporal imbalance in the phenomenon of tourism and also it can be explained in terms of diverse elements including numbers and expenditures of visitors, traffic of transportation, and employment. Most researchers pointed out that a seasonal pattern is an uncontrollable situation resulting in a number of negative effects and generates cost losses called "Seasonal Loss". It also seriously influences all kinds of tourism supply including employment, marketing, economics, and management (Baron, 1972; Laws, 1991, Butler, 1994). According to Tesone and Pizam (2008), the pattern of tourist demand creates seasonal employment, rather than permanent. This form of employment has far-reaching consequences for regional and national unemployment structure especially in small countries mainly dependent on tourism which is extremely seasonal.

Seasonality is a global tourism phenomenon caused by temporary movement of people. In terms of natural factors, temporary movement takes place because every country has different climatic patterns (Baron, 1973). The seasonal variations may be systematic throughout the year (Higham and Hinch, 2002) and it might not only vary within a year but also within a month, a week, or even a single day (Holloway, 1994). Cooper et al., (2005) has suggested that 'Natural' seasonality and 'Institutionalised' seasonality are the two basic causes of seasonality in tourism. Natural seasonality is related to the regular and recurring temporal changes in natural phenomena at a particular destination, which is usually associated with climate and seasons of the year. The distinctive seasonal variations in climate obviously affect many recreational activities such as swimming, sun-bathing, camping and also the associated tourism expenditures.

PEARSON'S METHOD:

This method is also known as link relative method. The percentages obtained by this method are called link relatives as these links each month to the preceding one. The steps involved in this method are summarized as:

1. Convert the monthly data into link relatives by using the formula.

$$Link\ relative\ for\ a\ month\quad \frac{Data\ value\ of\ current\ month}{Data\ value\ of\ preceding\ month}\quad 100$$

2. Calculate the average of link relatives of each month using either median or arithmetic mean.

3. Convert the link relatives(L.R.) in to chain relatives (C.R.) using the formula:

$$\text{C.R. for a particular month} \quad \frac{L.R.\,of\ current\ month \quad C.R.\,of\ preceding\,month}{100}$$

The C.R. for the first month is assumed to be 100.

4. Compute the new chain relative for January(first month) on the basis of last month using the

$$New.C.R.\,for\ first\ month \quad \frac{C.R.\ of\ first\ month \quad C.R.\,of\ last\ month}{100}$$

The new C.R. is usually not equal to 100 and therefore needs to be multiplied with the monthly correction factor

$$d \quad \frac{1}{12}(New\,C.R.\,for\ first\ month \quad 100)$$

The corrected C.R. for other months can be calculated by using the formula:

Corrected C.R. for kth month= Original C.R. of kth month-(k-1)d, Where k=1,2,3…..12

MODELLING & FORECASTING

Modelling and forecasting tourists demand has received substantial attention among policy makers, hospitality management and researchers. Tourist's footfalls immensely contribute towards the growth of economy in terms of Gross Domestic Product (GDP). It is one of the leading sources of foreign exchange earnings as well as generating employments opportunities. Despite the continued existence of number of antisocial activities and economic setbacks such as terrorism, naxalite issues, inadequate infrastructure facility and recession etc, India is still a wonderful and attractive destination for international tourists.

Although international tourist footfalls depend upon numerous factors such as growth of the economy, internal security, attractive tourists places, warm hospitality, infrastructure facility etc, the precedent trend demonstrate that international tourist's arrivals, at various destinations (via airways, railways, road ways, ships) have exposed exponential growth. Forecasting tourist arrival being a significant activity for its beneficiaries', several forecasting models have been applied to estimate and forecast the tourism demand globally. Large numbers of research papers have applied widespread time series models for forecasting tourism demand globally.

Highly structured and an extensive survey of literature of earlier studies is provided by Crouch (1994), Li et al (2005), Witt and Witt (1995). On the other hand Song and Li (2008) review the literature for post 2000 studies. This paper highlights few recent studies which applied time series model for forecasting tourism demand. For example, Song and Turner (2006) found that majority of published article have applied quantitative methods such as uni-variate, multivariate or causal forecasting methods for forecasting tourism demand. The studies of Smeral and Wuger (2005) applied ARIMA and SARIMA methods for forecasting tourism demand. Applying ARCH and GARCH model Chan et. al. (2005) tries to estimate and forecast volatility in tourism demand and its affect to various shocks. Some advanced econometric model like VAR model is applied by Shah and Wilson (2004), Witt et al (2004). The studies of Wong et. al. (2006) applied Bayesian VAR Models, whereas Deaton and Muellbauer (1980) applied almost ideal demand system for forecasting tourism demand. Cho (2003) concluded that artificial Neural Network (ANN) model do better than the exponential smoothing and ARIMA model in modelling and forecasting. The brief survey witnessed with various issues of forecasting tourism demand such as, methodological development, forecast competition, tourism cycles, seasonality analysis etc. The survey also exposes that quite a few variables such as tourists expenditure, sightseeing expenditure, shopping, meal expenditure etc. could be use as a proxy for forecasting tourism demand. Keeping these facts in mind, the present paper applies total international tourists arrivals from all destinations in India and their expenditure pattern for forecasting tourism demand, testing causality between arrival and expenditure. Also seasonal pattern of overseas tourist's arrival in India have been explored.

The theory behind ARMA estimation is based on stationary time series. A series is said to be (weakly or covariance) stationary if the mean and auto-covariances of the series do not depend on time. Any series that is not stationary is said to be non-stationary. The finding that many macro time series may contain a unit root has spurred the development of the theory of non-stationary time series analysis. Engle and Granger (1987) pointed out that a linear combination of two or more non-stationary series may be stationary. If such a stationary linear combination exists, the non-stationary time series are said to be co-integrated. The stationary linear combination is called the co-integrating equation and may be interpreted as a long-run equilibrium relationship among the variables. The purpose of the co-integration test is to determine whether a group of non-stationary series are co-integrated or not.

MODELS OF TOURISM EVOLUTION: ARIMA & EXPONENTIAL GROWTH MODEL

AUTOREGRESSIVE MOVING AVERAGE MODEL (ARIMA):

This is a class of model which is capable of representing stationary as well as non-stationary data. The autoregressive integrated moving average process, popularly known as Box-Jenkins methodology or ARIMA process, can be expressed as a combination of autoregressive and moving average process with integration of order d. The AR (P) process can be expressed as,

$$Y_t \quad {}_0 \quad {}_1 Y_{t\ 1} \; \ldots\ldots \quad {}_P Y_{t\ P} \quad {}_t \qquad where\ t \quad 1,\ldots,T\ and \quad {}_t \; NID(0, \quad {}^2)$$

If Y is a moving average process of order q, then MA(q), process can be written as

$$Y_t \qquad {}_t \quad {}_{1\ t\ 1} \quad {}_{2\ t\ 2} \; \ldots\ldots \quad {}_{q\ t\ q}$$

The combination of the two i.e. ARMA (p, q) process can be expressed as,

$$Y_t \qquad {}_1 Y_{t\ 1} \; \ldots\ldots \quad {}_P Y_{t\ P} \quad {}_t \quad {}_{1\ t\ 1} \quad {}_{2\ t\ 2} \; \ldots\ldots \quad {}_{q\ t\ q}$$

The estimation of ARIMA model involves a set up steps as discussed by Box-Jenkins (1994). First it needs identification of the model i.e. whether the series is stationary or not. As ARMA model is generally applied for stationary series, the stationary of the series can be expressed as d. If the series Yt is stationary at level then it is called as I(0) or integrated of order 0, if not then possibly I(1). Therefore when d=0, it indicates stationary at level, and ARIMA model will be called as ARMA model. The stationarity of the series can be tested either by autocorrelation functions (ACF) or unit root tests. Model for non stationary series are called as ARIMA (p,d,q) model, whereas for stationary series they are called as ARMA(p,q) models. The maximum order of p, q can be selected based on SBC criteria. Once the order of p, q and d is selected then the parameters of the ARIMA model is estimated using non-linear least squares methods. Diagnostic checking of the model is done through and Ljung-Box Q statistics. Finally, obtain dynamic forecasts of Y from the estimated ARIMA model. Dynamic forecasts can be found recursively by,

$$Y_{t\ 1} \quad {}_1 Y_{t\ 1} \quad {}_2 Y_{t\ 1} \quad {}_{t\ 1} \quad {}_{1\ t} \quad {}_{2\ t\ 1}$$

The three types of parameters are: the autoregressive parameters (p), the number of differencing (d) and moving average parameters (q). For example ARIMA (1, 1, 1) contains 1 autoregressive (p) parameters and 1 moving average (q) parameters computed for the series differenced twice.

AUGMENTED DICKEY-FULLER (ADF) TEST

$$y_t \quad (\quad 1)y_{t\ 1} \quad \overset{m}{\underset{i\ 1}{\ }}{}_{i} \quad y_{t\ i} \quad u_t$$

The Dickey–Fuller test is used to determine if a variable is stationary. To overcome the problem of auto correlation in the basic DF test, the test can be augmented by adding various lagged dependent variables. This would produce the following test:

The correct value for m (number of lags) can be determined by reference to a commonly produced information criteria such as the Akaike criteria or Schwarz–Bayesian criteria. The aim being to maximize the amount of information. As with the DF test, the ADF test can also include a drift (constant) and time trend. Common criticisms of these tests include a sensitivity to the way the test is conducted (size of test), such that the wrong version of the ADF test is used. The power of the test may depend on:

1. The span of the data, rather than the sample size. (This is particularly important for Financial data)
2. If is almost equal to 1, but not exactly, the test may give the wrong result.
3. These tests assume a single unit root I(1), but there may be more than one present I(2).
4. If the time series contains a structural break, the test may produce the wrong result.

CO-INTEGRATION:

If an OLS regression is estimated with non–stationary data and residuals, then the regression is spurious. To overcome this problem the data has to be tested for an unit root (i.e. whether it is stationary). If both sets of data are I(1) (non–stationary), then if the regression produces an I(0) error term, the equation is said to be co–integrated.

The most basic non–stationary time series is the random walk, the Dickey–Fuller test essentially involves testing for the presence of a random walk.

$$y_t \quad y_{t\ 1} \quad u_t$$

Although this has a constant mean, the variance is non–constant and so the series is non–stationary. If a constant is added, it is termed a random walk with drift. To produce a stationary time series, the random walk needs to be first–differenced:

$$y_t \quad u_t$$

ENGLE-GRANGER TEST FOR COINTEGRATION:

To test for co–integration between two or more non–stationary time series developed by Engel–Granger (1987), it simply requires running an OLS regression, saving the residuals and then running the ADF test on the residual to determine if it is stationary. The time series are said to be co–integrated if the residual is itself stationary. In effect the non–stationary I(1) series have cancelled each other out to produce a stationary I(0) residual.

$$y_t \quad {}_0 \quad {}_1 x_t \quad u_t$$

Where y and x are non–stationary series. To determine if they are co–integrated, a secondary regression is estimated. This produces a t–statistic and according to this we would reject the null hypothesis of non–stationary time series and conclude the error term was stationary and the two variables are co–integrated.

GRANGER CAUSALITY TEST:

This is a method for investigating whether one time series can correctly forecast another (Granger, 1969). If we have two time series X and Y, the paired model is as following:

$$Y_t = \sum_{n=1}^{p} A_n X_{(t-p)} + \sum_{n=1}^{p} B_n Y_{(t-p)} + CZ_t + E_t \qquad X_t = \sum_{n=1}^{p} A'_n Y'_{(t-p)} + \sum_{n=1}^{p} B'_n X'_{(t-p)} + C'Z_t + E'_t$$

X_t and Y_t represent the two time series at time t. $X_{(t-p)}$ and $Y_{(t-p)}$ represent the time series at time t-p, p representing the number of lagged time points (order). A_n and A'_n are signed path coefficients. B_n and B_n are auto-regression coefficients. E_t and E_t are residual.

RESULTS:

Table 1 and Fig. 1 showed that the seasonal pattern of FTA in India. The month of November, December, January, February and March support the arrivals in India and rest of the month are not suitable for foreign tourists. Findings reveal that foreign tourists supported about 50 percent in January and February. Fig. 2 shows the exponential smoothing of the FTA's. This fit excellently the data of FTA's. Fig. 3 showed that the growth of FEE and FEEMD on the basis of FEE and FEEMD in 1991. We find about 22 time growth in FEE in terms of Rupee however it is only 9.58 times in terms of Dollar. Fig. 4 represents the growth in FEE and FEEMD on the basis of previous year. This clearly shows that in several years the growth patterns are not same perhaps due to exchangeability of Dollar and Rupee. MINITAB software has been used to obtain a timer series ARIMA (1, 1, 1) model in Table 2 that fitted the tourist arrival data with a high degree of it and low BIC=24.723 and high R2 as 0.988 suggesting an excellent fit of the model with p=1, q=1 and d=1. Table 3 shows that other parameters of ARIMA model for FTA. Table 4 present the forecasted value of FTA up to 2022 through ARIMA model and Exponential growth curve model. Both the models are competent in forecasting FTA. Fig. 5 & 6 shows that both the model satisfies tourist arrival data. Table 5 & 6 shows the Findings of ARIMA model for FEE which is outstanding with low BIC and high R2. Forecasted vale of FEE by both the models discussed above shows in the Table 7. Fig. 7 & 8 shows the forecast of FEE based on the ARIMA and Exponential growth curve model. The exponential model derived from theory was compared with the time series data based ARIMA model and the ARIMA performed the better in terms of the prediction. Table 8 represents the linear regression estimates for FTA and FEE/FEEMD. It reveals that a high degree of association between these variables. But we do not know the causal relation between these variable. In order to get this result we apply some other time series techniques.

The interactions studied allowed more in depth analyses based as the Granger Causality were possible based in this structure. The validity of the models can be further clarified by the examination of a multiple regression and further analyses of Granger Causality to provide the justification and predictive ability of models. In Table 9 we show the augmented Dickey-Fuller statistics in level and in first difference.

The Ordinary least Square Method indicates that there is positive relationship between FTA and FEE/FEEMD and Unit Root Test indicates that data are non-stationary in level but stationary in first difference except FEE so these data are integrated in order (1). Similarly Johansen Co-Integration test indicates that the null hypothesis is rejected for rank of zero at 5% level of significance that there is no co-integration between FTA and FEEMD. This means that there exists a long-run relationship between the variable. But there is a co-integration between FTA and FEE at 5% level of significance which indicates that there is no long-run relationship between FTA and FEE. Granger causality test (Table 11) reveals that FTA is a Granger Cause of FEE at all, where as FEE is not a Granger Cause FTA thus we can predict FEE by FTA but FEE cannot be predicted by FTA. However there is no causal relation between FTA and FEEMD.

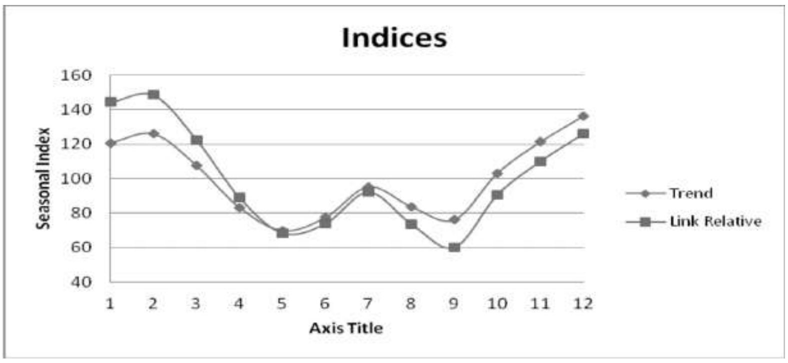
CONCLUSION:

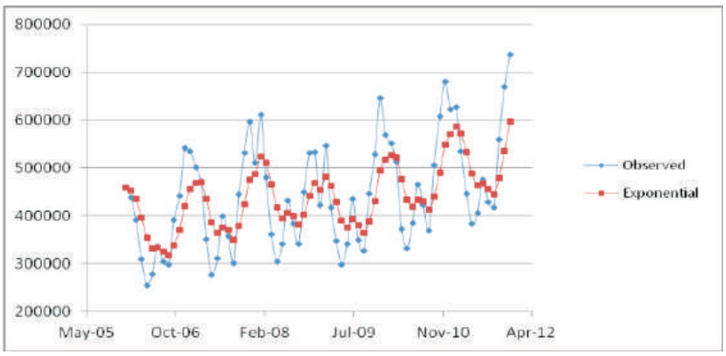
In this paper we have investigated the arrival and expenditure pattern of foreign tourists in several dimensions. For this purpose various time series techniques such as ARIMA, unit root test, co-integration and causality. The analysis reveals that the two time series FTA and FEE are co-integrated however FTA and FEEMD are not co-integrated. The causal relationship between FEE/FEEMD and the number of FTA in India obtained using the yearly data for the period 1991 to 2012. The results show that there is only a one-way causal relationship from FTA to FEE but there is no cause and effect relation between FTA and FEE in terms of million US Dollar. ARIMA and other models helped in the development of a better understanding the overall picture of the tourism story suggesting that in different periods, tourist numbers from different regions. Such information is particularly useful for new investors and developers as well as longer term planners and government departments. There is a need to explore tourism resources and plans to develop new tourist venues and facilities to be considered in order to meet the increasing demand of tourism in India and expected as a result of continued foreign direct investment not in terms of Rupee but in terms of Dollar.

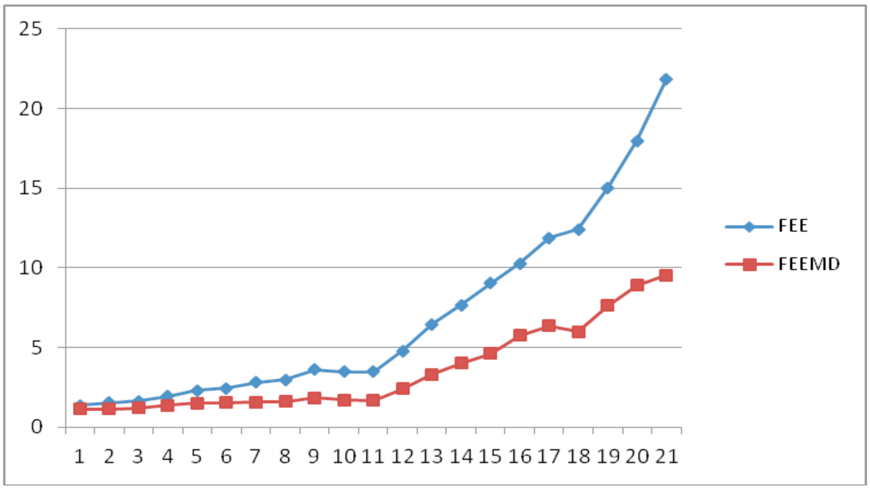
Table 1: Seasonal Index by Pearson's method

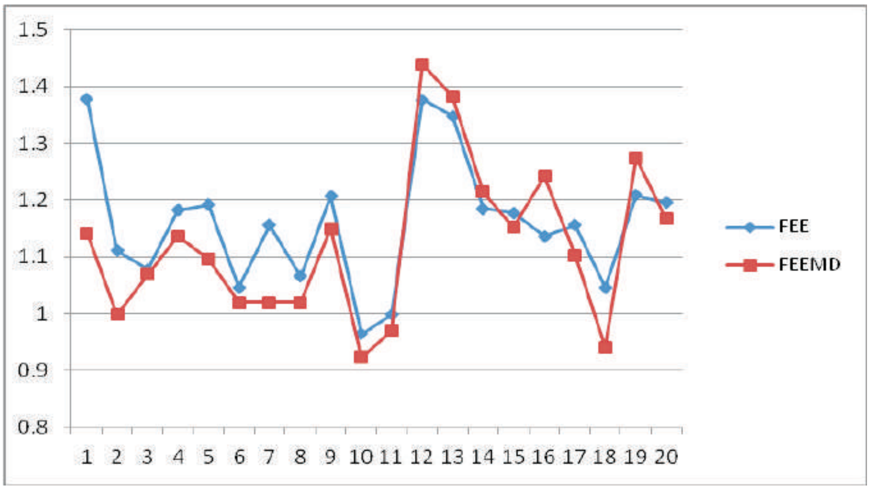
Month	Trend	Seasonal Index
January	120.7328	144.435
February	125.9285	148.5688
March	107.4807	122.5922
April	83.1466	88.99667
May	69.76188	68.4158
June	77.38645	73.89296
July	95.20449	92.23482
August	83.64038	73.63803
September	76.08807	60.18424
October	103.0941	90.75613
November	121.2656	110.1712
December	136.2705	126.1143

Fig. 1: Seas onal index by Pearson's method









FTA Fitting Statistic of ARIMA (1,1,1)	Mean
R-squa red	.988
RMSE	187167.285
MAPE	5.331
MaxAPE	15.484
MAE	136673.669
Normalized BIC	24.723

ARIMA Model Parameters				Estimate	SE	t	Sig.
FTA	No Transformation	Constant		-29887706.835	10267034.580	-2.911	.007
		AR	Lag 1	-.235	.369	-.636	.530
		Difference		1			
		MA	Lag 1	-.723	.295	-2.450	.021
Year	No Transformation	Numerator	Lag 0	15053.512	5141.349	2.928	.007

Table 4: Forecasting FTA through exponential model and ARIMA

Year	Forecasting FTA through			
	ARIMA			Exponential growth curve
	Forecast	UCL	LCL	
2013	7098163	7481817	6714509	6695255
2014	7520050	8207971	6832129	7159892
2015	7967091	8833676	7100507	7656774
2016	8426814	9446471	7407158	8188138
2017	8902148	10053594	7750702	8756378
2018	9392404	10662273	8122535	9364053
2019	9897744	11275846	8519643	10013900
2020	10418131	11896574	8939688	10708844
2021	10953573	12525964	9381182	11452016
2022	11504068	13165103	9843033	12246762

Fig. 5: Forecasting FTA through ARIMA

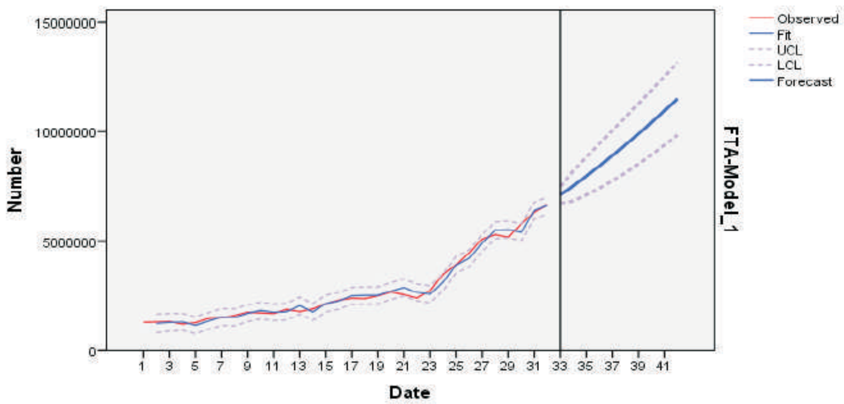


Fig. 6: Forecasting FTA through Exponential curve

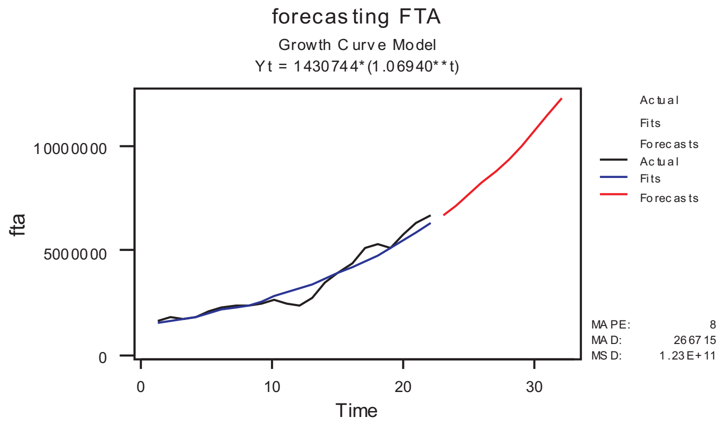


Table 5: ARIMA Summary of FEE

FEE Fitting Statistic of ARIMA (1,1,1)	Mean
R-squared	0.989
RMSE	2855.416
MAPE	8.827
MaxAPE	48.623
MAE	1883.669
Normalized BIC	16.494

Table 6: Parameters of ARIMA model for FEE

ARIMA Model Parameters				Estimate	SE	t	Sig.
FEE	No Transformation	Constant		–1179766.451	390342.749	–3.022	.008
		AR	Lag 1	.455	.696	.654	.522
		Difference		1			
		MA	Lag 1	.003	.694	.005	.996
Year	No Transformation	Numerator	Lag 0	591.619	195.080	3.033	.008

Table 7: Forecasting FEE through exponential model and ARIMA

Year	Forecasting FEE through			
	ARIMA			Exponential growth curve
	Forecast	UCL	LCL	
2013	108455	114442	102468	96729
2014	121505	132060	110949	111145
2015	134441	148929	119952	127709
2016	147647	165532	129762	146742
2017	161299	182162	140437	168611
2018	175477	198995	151958	193739
2019	190215	216141	164289	222612
2020	205531	233668	177394	255788
2021	221433	251624	191242	293909
2022	237923	270039	205808	337710

Fig. 7: Forecasting FEE through ARIMA

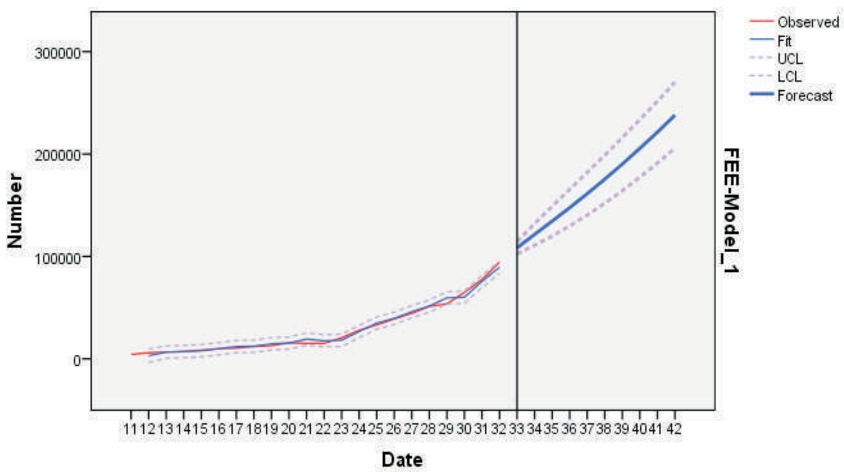


Fig. 8: Forecasting FEE through Exponential curve

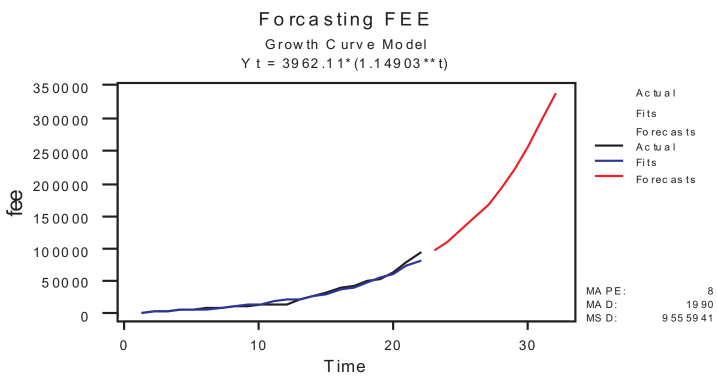


Table 8: Linear regression estimate

Regression equation	R^2
FTA=61.63*FEE+1650965.099	0.964
FEE=0.016*FTA−24780.312	0.964
FTA=314.720*$FEEMD$+1396275.051	0.983
$FEEMD$=0.003*FTA−4255.155	0.983

Table 9: Unit root test

Characteristics	Augmented Dickey-Fuller test statistic	p-value
Variable in level		
FTA	1.913839	1.0000
FEE	7.691639	1.0000
FEEMD	2.765058	1.0000
Variable in first difference		
FTA	−2.657303	0.0988
FEE	−0.088322	0.9382
FEEMD	−2.968156	0.0553

H_0:unit root, H_1:trend stationary

Table 10: Co-integration test

Null hypothesis	Max. eigen value	Trace statistics	5% critical value	p-value
FTA Vs FEE				
None	0.790857	31.89670	15.49471	0.0001
At most one	0.029650	0.601967	3.841466	0.4378
FTA Vs FEEMD				
None	0.368428	9.337617	15.49471	0.3351
At most one	0.007310	0.146739	3.841466	0.7017

H0:has no co-integration, H1: has co-integration

Table 11: Granger Causality Tests

Pair wise Granger Causality Tests FTAVs FEE		
Null Hypothesis	F-Statistic	Probability
FTA does not Granger Cause of FEE	12.9129	0.00055
FEE does not Granger Cause of FTA	1.69933	0.21617
Pair wise Granger Causality Tests FTAVs FEEMD		
Null Hypothesis	F-Statistic	Probability
FTA does not Granger Cause of FEEMD	0.40203	0.67596
FEEMD does not Granger Cause of FTA	0.09747	0.90770

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Expectations and Experiences of Tourists: A Gap Analysis of Adventure Tourists in Himachal Pradesh

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Abstract

This study is an outcome of the survey conducted on adventure tourists in Himachal Pradesh to know their satisfaction level about their trip to state and services availed during the trip. Opinion of tourist (N=450) was taken after they had experienced the adventure activity, so that their pre-tour perception about the destination and adventure activities can be judged. Through extensive surveys and consultation with major stakeholders and tourists, a number of gaps have been identified in the provision of adventure tourism product of Himachal. Whilst there has been positive Indigenous adventure tourism development within the state, there appears to be further demand for more quality interpretive aboriginal developments with the region. There is a specific demand for this product in the growing international and domestic market, specifically with backpackers and those from Israel, Americas, European countries and leisure travellers form the neighbouring states of India. Emphasis should be placed on 'authentic' aboriginal experiences. Study reveals that adventure tourist to Himachal generally expects that destinations to have proper garbage disposal systems, adequate infrastructure, proper medical facilities and security at the top priority. On the other side respondents perceived that Himachal is not having the facility of qualified guides or instructors, but during on-tour they were happy with the availability of qualified service operators.

Keywords: Expectation, Experience, gap.

INTRODUCTION

Systematic approach to mapping customer expectations helps managers to know better what aspects of a service best define its quality and can prepare the organization to take up a competitive position based upon its ability to deliver what customers demand (Cronin & Taylor, 1992). Similarly in the case of tourism organizations, tourist's expectations of destination attributes and service quality help them deliver in the way that meet satisfaction level of tourist. A direct measurement technique is the Importance-Performance analysis (IPA) technique which emerged from the earlier work of Martilla and James (1977). Unlike SERVPERF, the Importance- Performance technique allows simultaneous comparison of direct performance measure of service quality to the importance rating given by customers for the various quality items being evaluated. The inclusion of customer preference rating in IPA gives a better picture of customers' quality assessment of service. According to (Barsky, 1995) such relative assessments pinpoint clearly the quality aspects of product or service which contributes greatly to customer satisfaction. As a result the information derived out of importance-performance analysis (IPA) can aid the development of more focused marketing strategies (Ford, Joseph, & Joseph, 1999). This view is confirmed (Lovelock, Patterson, & Walker, 1999) who state that importance-performance analysis is a useful management tool which can help firms to redirect their scarce resources from low impact areas to high impact areas. This technique is also called Key Driver Analysis.

The importance-performance scale is based on the assumption that satisfaction is affected by both the importance of an attribute and perceived performance on the attribute. Designed for ease of transferring results into actions, the scale's end result is a graph indicating appropriate levels of action.

For the purpose of this study the researcher has deployed a variant of this technique-Expectations-Experience Matrix (EEM) (See Figure 1). In EEM, respondents' expectations and experiences have been plotted on a grid that is divided into 4 quadrants. Each quadrant is created on the basis of the mean scores of the expectations-experience ratings. The variables are then assessed according to its position in the quadrant on the grid. Each quadrant suggests different response from a strategy point of view.

Attributes that are rated high in expectation and high in experience score suggest that service providers keep up the 'good' work and increase resources directed towards these areas. In contrast, attributes having low expectation rating and a low experience rating suggest that investing resources to these areas may offer only little advantage and should therefore be on a lower priority. Attributes that are rated high in expectation and low in experience are the missed opportunities and service providers need to concentrate here and pay particular attention for improvement.

Figure 1: Expectation−Experience Matrix

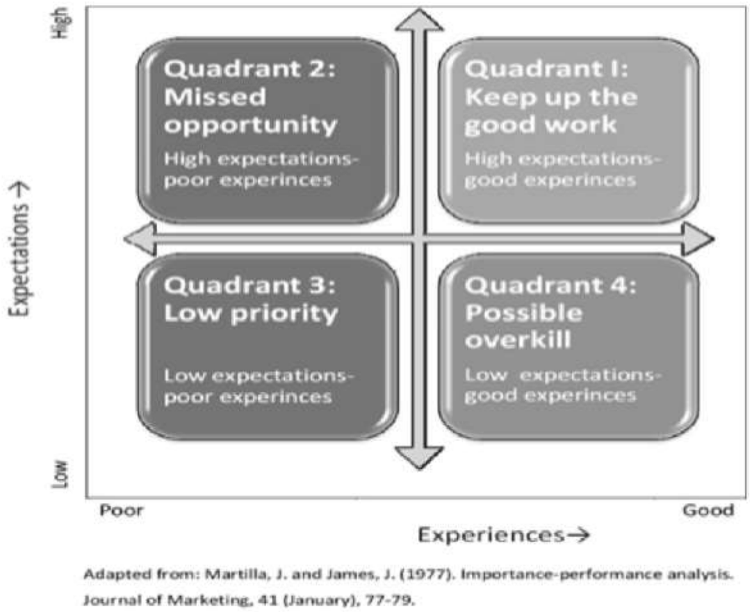
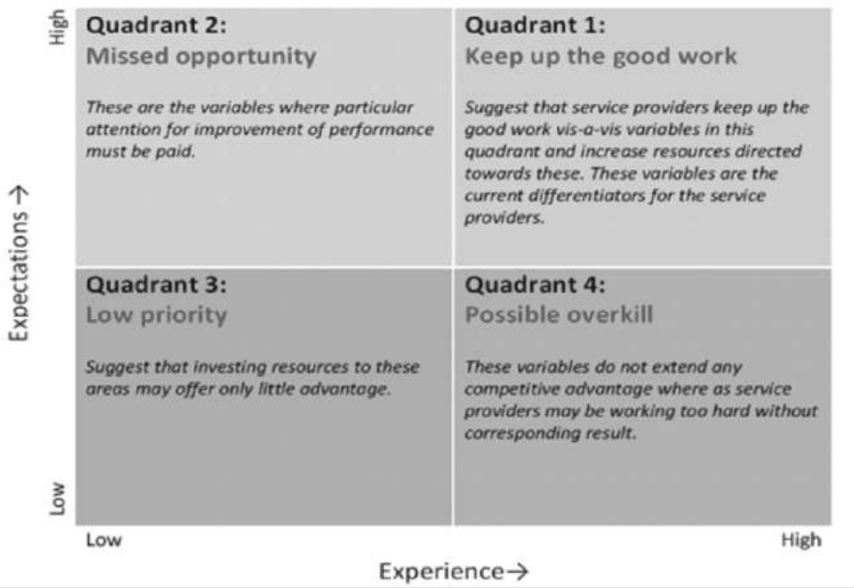


Figure 2: Expectation−Experience Matrix Explained



Quadrant I: Attributes are perceived to be very important to respondents, and at the same time, the organisation seems to have high levels of performance on these activities. The message here is To Keep up the Good Work.

Quadrant II: Attributes are perceived to be very important to respondents, but performance levels are fairly low. This sends a direct message that improvement efforts should concentrate here.

Quadrant III: Attributes are with low importance and low performance. Although performance levels may be low in this cell, managers should not be overly concerned since the attribute in this cell is not perceived to be very important. Limited resources should be expended on this low priority cell.

Quadrant IV: This cell contains attributes of low importance, but relatively high performance. The respondents are satisfied with the performance of the organizations, but managers should consider present efforts on the attributes of this cell as being over-utilized.

Sources: Adapted from (Evans & Chon, 1989); (Hemmasi, Strong, & Taylor, 1994); (Keyt, Yavas, & Riecken, 1994); (Martilla & James, 1977) and (Martin, 1995).

Lastly, attributes rated low in expectations and high in experience are areas of possible over kill. Providers should reconsider the level of effort (See Figure 2). The beauty of EEM is that it can help a business understand what its customers feel is important to it across a number of relevant variables.

About the Study

This study is an outcome of the survey conducted on adventure tourists in Himachal Pradesh to know their satisfaction level about their trip to state and services availed during the trip. Opinion of tourist was taken after they had experienced the adventure activity, so that their pre-tour perception about the destination and adventure activities can be judged. The pin pointed objectives of the study was to examine the profile of adventure tourist, mapping expectation and experiences of adventure tourists in order to provide insight to fulfil the gap between perception of service providers regarding provisions of services and experience of tourists for the services availed at the adventure tourism destination. To fulfil the objectives of the study, a sample of 450 tourists was taken. The analysis is made with the help of some statistical tests available in SPSS like, paired sample't'-test and simple central tendencies for generalising the results.

The data for this study was collected with help of pre-structured questionnaires. The sample consists of the tourists visiting three districts of Himachal Pradesh. In the first part of this study profile of the total sample of 450 tourists is presented, while in the second part the gap between expectation and experience is given.

The tourists were surveyed at the following places:

a) District Kullu (Manali, Kullu, Shojha, Rohtang, Bhuntar).

b) District Shimla (Shimla, Narkanda, Kufri, Tattapani, Hatkoti).

c) District Kangra (Bir-billing, Mcleodganj, Dharmshala, Pong Dam, Palampur).

Profile of Tourists

The detailed profile of tourists surveyed for the study is given in the table number 1. This profile included gender, age, educational level, occupation, monthly income, length of stay, number of visit, likelihood of repeat visit and likelihood of referral of destination or visit to other.

Table 1: Profile of tourists/visitors

		Number	Percentage
Type Of Tourist	Domestic	300	67.3
	Foreign	150	33.3
Gender	Male	310	68.9
	Female	140	31.1
Marital Status Married	152	33.8	33.8
	Single	298	66.2
Age	Under 30 Years	170	37.8
	30-35 Years	150	33.3
	45-60 Years	80	17.8
	More Than 60 Years	50	11.1
Education Level	Below Matriculation	60	13.3
	Matriculate	80	17.8
	Graduate	187	41.6
	Post Graduate	123	27.3
Occupation	Public Sector Employee	25	5.6
	Private Sector Employee	143	31.8
	Businessman	106	23.6
	Student	176	39.1
Monthly Income	Below 200 US$/5000 Rs	55	12.2
	200-500 US$/5000-10000 Rs	155	34.4
	500-1000 US$/10000-20000 Rs	168	37.3
	Above 1000US$/Above 20000 Rs	72	16.0
Package Tourist	Yes	187	41.6
	No	263	58.4
Length Of Stay	1-3 Days	139	30.9
	4-5 Days	167	37.1
	6-10 Days	105	23.3
	More Than 10 Days	39	8.7
Number Of Visit	First Visit	103	22.9
	Second Visit	193	42.9
	Third Visit	120	26.7
	More Than Third Visit	34	7.6
Willing To Visit Again	Yes	336	74.7
	No	37	8.2
	Cannot Say	77	17.1
Will Recommend to others	Yes	336	74.7
	No	25	5.6
	Cannot Say	89	19.8

Source: Data collected with the help of questionnaires

Expectation- Experience Analysis

For this stage the respondents' opinion on expectation and experiences for important parameters were noted (See Table 2). On tour stage is the central stage of the value chain where the tourist is actually delivered with the product. The stage begins when the tourist is reached a place and continues through the visit to consume various tourist products. It comes to an end with end of the. There were 450 valid responses.

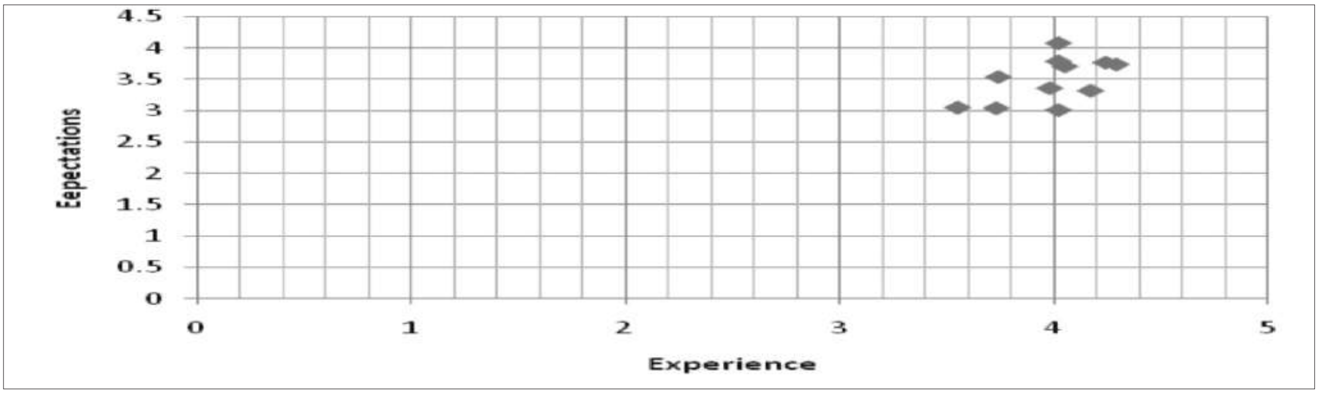
Table 2: Paired Samples Statistics

Pair		Mean (Expectation)	Mean (Satisfaction)	Std. Deviation (Expectation)	Std. Deviation (Satisfaction)	Correlation
1	Adventure activities at the destination are well managed	3.73	3.04	.921	1.299	.864
2	Basic facilities are appropriate	3.55	3.05	.921	.899	.849
3	Infrastructure for adventure activities is adequate	4.02	3.01	1.044	.943	.805
4	Instructors and guides are fully qualified	4.02	4.08	1.052	1.033	.966
5	Medical facilities are sufficient	3.98	3.36	1.126	.862	.877
6	Required equipment is available with service providers	4.05	3.71	1.077	.883	.789
7	Equipments meets international standards	4.02	3.79	1.010	.976	.910
8	You feel secure during adventure activity	4.24	3.77	.724	.927	.818
9	Security measures during activity were satisfactory	4.29	3.74	.829	.793	.795
10	Garbage disposal systems were proper installed	4.17	3.32	.903	1.351	.792
11	Adventure experience was upto expectation level	3.74	3.54	1.083	1.154	.939

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

Am expectations and experience matrix was created with the help of the mean scores for the expectations and experience of tourists with the adventure tourism in Himachal Pradesh (for details see figure 3).

Figure 3: Expectations and Experience Matrix

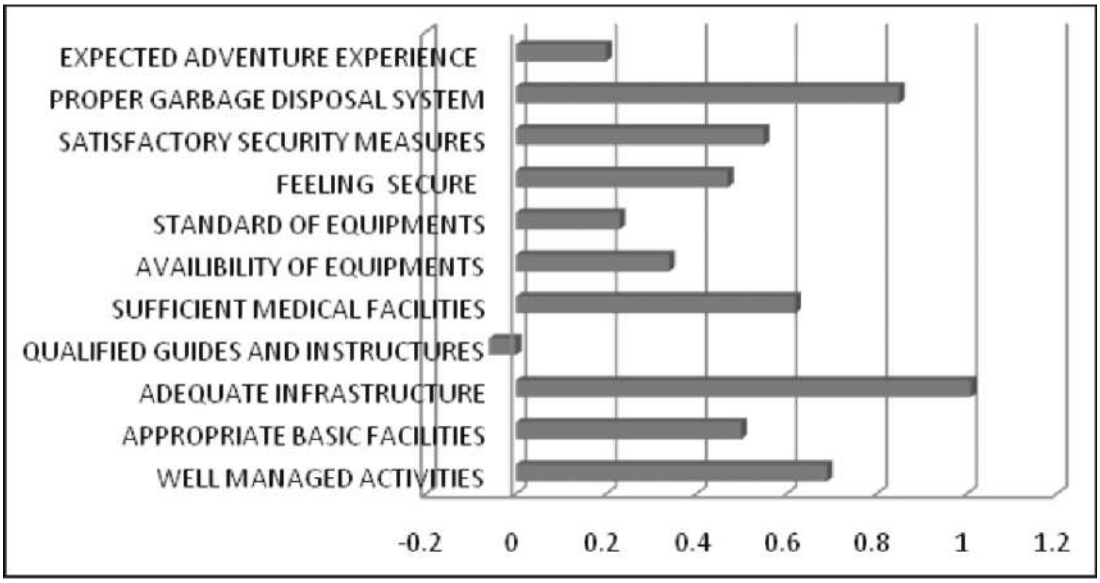


Surprisingly it was found that the responses lies in the quadrants no. 1, which means that at present things, are going good with adventure tourism in Himachal Pradesh. This is also evident by the fact that Himachal Tourism is winning many prizes in this aspect.

Table 3: T-test

							t	df	Sig. (2 - tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
1	Adventure activities at the destination are well managed	.687	.685	.032	.623	.750	21.258	449	.000
2	Basic facilities are appropriate	.500	.501	.024	.454	.546	21.190	449	.000
3	Infrastructure for adventure activities is adequate	1.011	.628	.030	.953	1.069	34.167	449	.000
4	Instructors and guides are fully qualified	-.060	.273	.013	-.085	-.035	-4.668	449	.000
5	Medical facilities are sufficient	.620	.554	.026	.569	.671	23.722	449	.000
6	Required equipment is available with service providers	.340	.662	.031	.279	.401	10.889	449	.000
7	Equipments meets international standards	.224	.423	.020	.185	.264	11.256	449	.000
8	You feel secure during adventure activity	.467	.534	.025	.417	.516	18.541	449	.000
9	Security measures during activity were satisfactory	.547	.520	.025	.498	.595	22.291	449	.000
10	Garbage disposal systems were proper installed	.853	.842	.040	.775	.931	21.499	449	.000
11	Adventure experience was upto expectation level	.196	.397	.019	.159	.232	10.447	449	.000

Graph 1: Gap between Expectation and Experience



The table 2, 3 and graph 1 depicts the results of survey conducting to map the expectations and experiences of tourists coming to Himachal Pradesh, especially indulging in adventure activities. For the marketers of a product or destination, it is pre-requisite for them to understand the gap between 'what tourist thought' and 'what they got'. The positive score of gap means the expectations are not fulfilled, while negative score means 'they have got more than they expected'.

To draw some significant results from the data statistical test like 't' test was applied (for details see table 3). Since all the values in the last column (significance) are less than 0.05, the differences between the expectations of the tourist and the experiences of the tourist in relation to adventure activities are significant that these differences cannot be attributed to chance error due to sampling. Therefore this can be concluded that there is significant difference between the expectations and experiences of tourists' w.r.t. adventure tourism in Himachal Pradesh.

Presentation of Results

The pinpointed results of the study can be presented under:

- Respondents thought the destinations to have proper garbage disposal system but in actual situations this was not present, so they had bad experience in this regard.
- Respondents also felt that there is serious shortage of adequate infrastructure at tourist places of Himachal Pradesh. The infrastructure related with proper parking to public conveniences.
- Respondents consider the adventure activities ill managed. Some of them quoted example of mountain scooter. At Solang there were some very good mountain bikes available, but the riders were giving joy rides to tourists here and there and sometime in mud also, while separate and tough tracks can be developed for the same, which would have increased the tourist experience.
- Study saw a big gap between the expectation w.r.t medical facilities and proper security measures. Researcher, himself experienced that despite the governmental warning and ban (in the month of August 2011) paragliding was in operation at Manali area.
- One very serious point, which was shown by the survey, is that people thought Himachal to be a very secure destination, but, in on-tour stage tourists felt Himachal to be not so secure destination.
- On the other side respondents perceived that Himachal is not having the facility of qualified guides or instructors, but during on-tour they were happy with the availability of qualified service operators.

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STUDY OF SOCIO-ECONOMIC IMPACTS OF TOURISM DEVELOPMENT ON DAULATABAD VILLAGE

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Abstract

Tourism triggers all round development of a place and brings about a big change in the living standards of the host population especially that of a developing economy. Tourism impacts refer to the marked effect of tourism activities on the society, economy, local government and other stakeholders etc. which are frequently classified as social, economic, environmental and political.

This paper is about the social and economic impacts of tourism development on Daulatabad village which is a 14th century fort village in Maharashtra, about 16 kms northwest of Aurangabad. It is one of the most impregnable forts in India.And survival of the 30-40% local people depends on the tourists to the old village and the adjacent fort. The Research paper aims to study the socio-economic impacts of tourism development on the local community at the Daulatabad by comparing the socio-economic features of households who are involved in the tourism industry with the households who are not involved in tourism industry. For Analysis independent t test is used. The paper also highlights the role of the local community in the planning and development of tourism in the region.

Keywords: Socio-economic impact, Community based tourism, tourism development.

INTRODUCTION

Daulatabad Fort:

Devagiri (Daultabad of the later period),16 kms north-west of Aurangabad, is a famous for its formidable hill fort. The fort is situated on an isolated cone-shaped hill rising abruptly from the plain to the height of about 190 meters. The fortification constitutes of three concentric lines of defensive walls with large number of bastions. The noteworthy features of the fort are the moat, the scarp and the sub-terranean passage, all hewn of solid rock. The upper outlet of the passage was filled with an iron grating, on which a large fire could be used to prevent the progress of the enemy. The Chand Minar, the Chini Mahal and the Baradari are the important structures within the fort.

The Chand Minar, about 63 metres in height, was erected by AlauddinBahman Shah in 1435 AD to conquest of Daulatabad. Opposite the Minar is the Jumma masjid, whose pillars originally belonged to a temple. Close to it, there is a large masonry tank. The ChiniMahal at the end of the lower for is the place where Abdul HasanTana Shah, the last king of Golconda, was confined by Aurangzeb in 1687 AD. Nearby is a round bastion topped with a huge canon with ram's head, called KilaShikan or Fort breaker. The Baradari, octagonal in shape, stands near the summit of the fort. The principal bastion at the summit also carries a large canon.

Though the city of Devagiri was founded in 1187 AD by the Yadava king Bhillama V, the fort was constructed during the reign of Singhana II (1210-46 AD). It was captured by Ala-ud-Din Khilji in 12 94 AD, marking the first Muslim invasion of the Deccan. Finally in 1318 AD, Malik Kafur killed last Yadava Raja, Harapal. Then in 1327 AD, Muhammed-bin-Tughluq sought to make it his capital, by transferring the entire population of Delhi and changing the name from Devagiri to Daulatabad. Then it was in the possession of the Bhamanis till 1526 AD. The fort remained in Mughal control till Aurangzeb's death in 1707 AD., when it passed on to the Nizam of Hyderabad.

The famous Ellora Caves are just 16kms away from Devagiri-Daulatabad. The data available from Maharashtra Tourism Development Document Vision 2020 shows that there is increase in number of arrivals of tourists each year and it shows the potential of the destination.

Table 1 shows the tourist arrival at Daulatabad Fort

Table 1

Sr. No.	Duration	Domestic Tourist Arrivals	Foreign Tourist Arrivals
1	April 2006 to March 2007	266880	5216
2	April 2007 toMarch 2008	326594	6325
3	April 2008 to March 2009	428722	6658
4	April 2009 to March 2010	442721	7789
5	Month of May 2010	31046	251
6	Month of June 2010	36413	303
7	Month of July 2010	51254	383

Source : Maharashtra Tourism Development Corporation, Aurangabad

Daulatabad Village :

Population: There are 850 households in Daulatabad and population of the village is 8444 (According to Census 2001 as Census 2011 figures are not yet published).

Occupation: Majority population of Daulatabad work on daily wages at different brickyards and tourism related businesses. Tourism related businesses involve fruit shops, restaurants, photography, guides and book shops etc. but all these activities are concentrated in area around the fort.

Only 10 % of total population is dependent on farming for daily bread and butter. But after increase in tourism industry fruit market gain the boost and it has changed the former production of crops. Fruits like guavas, figs constitute major part of fruit market.

Tourism Development at Daulatabad Village under Ajanta Ellora Development Project:

Master plan for the Ajanta Ellora conservation and Development Project (AEDP) was prepared in 1991, and government of both countries, India and Japan, entered into an agreement for the loan in January 1992. The total project cost was estimated at 817.1 million.

Development made at Daulatabad fort and village under AEDP:

- Conservation of Daulatabad fort under monument conservation by ASI
- Afforestation at Daulatabad and surroundings by forest department, Aurangabad
- Improvements of Roads by PWD, Maharashtra
- Development of long–neglected heritage monument include Daulatabad fort

Review of literature:

Socio-economic Impacts of tourism:

Maharashtra abounds in numerous tourist attractions ranging from ancient cavetemples, unspoiled beaches, ancient forts and monuments, forests and wildlife, unique hill stations, pilgrimage centres, and a rich tradition of festivals, art and culture. Hence our campaign slogan for Maharashtra Tourism –"MAHARASHTRA UNLIMITED!".

Tourism policy of Maharashtra 2006 states that, "Tourism has the potential to change the economic face of a region. The benefits of planned tourism development are manifold. Promotion of tourism would bring many direct and indirect benefits to the people." Along with this policy enlists various direct and indirect benefits of tourism for local community. According to that direct benefits are:

- Employment opportunities in tourism and hospitality sector
- Development of private enterprise
- Improved standard of living
- Social upliftment and improved quality of life
- Better education and training
- Sustainable environmental practices
- Foreign exchange earning

Some of the indirect benefits accruing to the local community of a region as a result of tourism development are:

- Infrastructure development – power, water, sanitation, hospitals, roads, etc.
- Market for local produce
- Employment in infrastructure sector
- Economic upliftment due to income multiplier effect.

These direct and indirect benefits are nothing but the positive social, economic, environment and cultural impacts of the tourism development.

Tourism impacts refer to the marked effect of tourism activities. But term tourism impact has been defined by different researchers. Matheson and Wall (1982, 14) defined "impact" as "the form of altered human behavior that stems from interactions between agents of change and sub-systems on which they impinge".

Tourism impacts are frequently classified into three broad categories:

1. Economic - changes in economic flows both directly and indirectly associated with tourist activity

2. Environmental – changes in the natural and built environment.

3. Social - changes in social, cultural, and political norms of society and associated psychological changes within individuals.

Matheson and Wall (1982,133) suggested that the social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective lifestyles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organizations. According to them, the term, "economic impact" broadly to indicate the primary and secondary impacts, costs and benefits of tourists on destination areas (pp. 6, 12).

Social impacts refer mostly to the effects from the direct contact of hosts with tourists. Societies are exposed equally to negative and positive phenomena from tourism. They have been classified as negative when they contribute to disruption of society's components, and as positive when they upgrade vital attributes (Maria Vounatsou and et al.). Social impacts include the effects of tourism on the social fabric of the community and well-being of the individuals and families. (Lindberg and Johnson, 1997).

Now if we think about the economic impacts, they are considered as changes in local economy because of tourism. As given above, according to Matheson and Wall (1993), economic impacts are changes in economic flow directly or indirectly.

The World Tourism Organizations has listed 6 major areas of economic benefits of tourism:

1) Export Earnings
2) Employment:
3) Rural Opportunities.
4) Infrastructure Investment
5) Tax Revenues
6) Gross Domestic Product

According to Frechtling (1994), studying the economic impact of tourism means analyzing travel's activity impact on resident wealth or income in a defined area. Stynes (1997), on the other hand, said that economic impact analysis of tourism traces the flows of spending associated with tourism activity in a region to identify changes in sales, tax, revenues, income and jobs due to tourism activity. Frechtling (1994) acknowledged that many studies of tourism's economic impact emphasize on travel spending, similar to Stynes' view above.

Crandall (1994) stated that some of Socio-economic impact of tourism includes, i.e. changes in forms of employment, changes in land values and ownership, and improved standard of living. Socio-economic impact can then be defined as the changes in social fabric, which are influenced by economic impacts.

Thus after studying various definitions, though different words are used by various researchers, it can be said that changes in behaviors of locals and local economy of the region because of development of tourism are socio-economic impacts of tourism at the destination. We can identify various factors like changes in employment pattern, standard of living, infrastructure, social behavior, language, and income of locals and many others which should be measured to understand the socio-economic impacts at the any destination.

One of the very useful study about the topic is done by Madhuri Sawant which is "Economic impacts of tourism development: a case study of Ajanta" (2010) stated that Ajanta Ellora development project is funded internationally for conservation, preservation & infrastructure development to motivate the tourist to extend these stay in the region there by augmenting the areas earning from tourism, however the stated objectives relating to socio, economic development were not met. The researcher has probed in the problem related to the awareness about job opportunities amongst the locals, various government schemes & efforts to develop trained manpower to serve the tourism related business however the various other socio economic aspects such as community participation is not mentioned & interactions among stakeholders.

Daulatabad is rural area where significant part of the economy is dependent on tourism business like Ajanta. And development of tourism is expected to boost the rural economy. Thus this study is concerned with the impacts of tourism development at Daulatabad.

Community involvement in Tourism development :

Local community of a destination is an important component of a destination and their role in the development of a destination cannot be ignored. Many researchers have a common opinion that community participation is an important tool to achieve sustainable tourism development at a destination and it is also believed that greater the degree of community participation is, the better development or planning will be. (Dogra and Gupta, 2012).

It is observed that long term of tourism rests on the ability of community leaders and planners to maximize its benefits and minimizes its costs. Here benefits are the positive impacts of the tourism while costs include negative impacts of the tourism. Thus sustainable development of tourism is another aspect of tourism planning and development. In sustainable tourism development the term community based tourism (CBT) plays vital role. CBT is generally small scale and involves interactions between visitor and host community, particularly suited to rural and regional areas. CBT is commonly understood to be managed and owned by the community, for the community. It is a form of 'local' tourism, favoring local service providers and suppliers and focused on interpreting and communicating the local culture and environment.

Following are the attributes of CBT operations:

- Aiming to benefit local communities, particularly rural or indigenous people's or people in small towns, contributing to their wellbeing and the wellbeing of their cultural and environmental assets
- Hosting tourists in the local community
- Managing a tourism scheme communally
- Using a portion of the profits/resources for community development and/or tomaintain and protect a community cultural or natural heritage asset (e.g. conservation)
- Involving communities in tourism planning, on-going decision making, developmentand operations

Thus in community based tourism, community is supposed to involve in each phase of planning and development. Implementing community based tourism in rural areas can boost the sustainable development and growth of the rural tourism.

Research Design:

Problem Definition:

Daulatabad fort is one of the prominent and easily accessible tourist destinations in Aurangabad region but various studies and observations indicates that there is limited economic impact study at Daulatabad fort and its periphery. In case of Aurangabad district it is found that the tourism economy is concentrated in Aurangabad city rather than contributing to rural economy around Ajanta, Ellora & Daulatabad. Hence the researcher is evaluating the socio-economic impacts of tourism at study region. Undertaking this tourism socio economic impact assessment at the sample village will give a more complete picture of how tourism has impacts on the local communities' livelihoods and factors which influence their socio-economic impacts. And much study is done on the Aurangabad, Ajanta and Ellora destinations but there is no study of the impact of tourism development at Daulatabad village.

After reviewing the literature, researcher got the other gap that is related to the interaction among stakeholders. Less involvement of local community in planning and development of tourism also resulted in failure in getting optimum benefits from tourism. Thus study evaluates the participation of local community in tourism planning and development.

Objectives:

1. To study the socio-economic characteristics of the local community at the sample destination.
2. To compare the socio-economic features of households who are involved in the tourism industry with the households who are not involved in tourism industry.
3. To introspect into the role of the local community and the stakeholders in the planning and development.

Hypothesis:

1. There is no difference in the socio-economic characteristics of the people who are involved in tourism with those who are not involved.

2. The local community and stakeholders are not involved in planning and development process of tourism.

Sampling:

For this study Cluster Sampling has been used

Table 02

	Locals who are involved in tourism industry	Locals who are not involved in tourism industry	Total
1	30	30	60

Research Methodology:

Primary data is collected from residents of Daulatabad village by using questionnaires. After the review of literature and survey of the Daulatabad village, 27 various perceived impacts are studied in questionnaire by using 5 point likert scale (Strongly agree, agree, neutral, disagree and strongly disagree).

Questionnaires are divided in 4 parts; first part is Demographic profile of the respondent, second part is related to economic impacts of tourism on the people who are involved in tourist related business. Third part is concerned with socio-economic impacts of tourism development at Daulatabad. Fourth part of the questionnaire is related with the involvement of locals in planning and development of the tourism. For third and forth part responses will be collected from all locals, those are involved in tourism business and those who are not involved in tourism business.

Secondary data is collected from books, journals, official websites, reports etc.

Data Analysis:

For data analysis independent t test is used to compare the socio-economic characteristics of the locals who are involved in tourism business and those are not involved in tourism business. SPSS (Version 14) is used for data analysis.

Limitation of the study:

Illiteracy or very low percentage of literacy and lack of awareness about the tourism among the local residents was major limitation while conducting the survey as it was hard to make them understand the question and perspective of the question.

Conclusions and suggestions:

I. General Profile of the Respondent:

Table 2: General profile of the respondents

Variable	Number of Sample	Percentage of Sample
Gender		
Male	36	85.7
Female	6	14.3
Age		
20–30	15	36
30–40	9	21.4
40–50	10	24
Above 50 Years	7	16.66
Education		
10th	20	47.6
12th	5	11.9
Graduate	5	11.9
Illiterate	12	28.6
Annual Income		
Below 25000	9	30.0
25000–50000	14	46.7
50000–75000	4	13.3
above 75000	3	10.0
Residing Duration		
by birth	37	90.2
Above 20 Yrs	4	9.8

From the above results we can conclude that majority sample were males. Age of the samples mainly lies between 20–50 years. From the sample it is clear that Education level at the Daulatabad is seen low where 47% people were 10th pass, 28% residents were illiterate which acts as hurdle for the development at village. Annual income of the 47% residents is 25000–50000 Rs. And if we see the residing duration of the residents, nearly 90% people are residing at Daulatabad from their birth and remaining are residing since more than 20 years. It is clear that migration rate is negligible.

II. Characteristics of those who are involved in tourism business related activities:

Table 4 : Characteristics of those who are involved in tourism business related activities:

Variable	Number of Sample	Percentage of Sample
Getting enough income		
Yes	11	55
No	9	45
Changed original business		
Yes	4	20
No	16	80
Complementary Business		
Yes	5	25
No	15	75
Since when working in industry		
0–5 Yrs	9	45
5–10 Yrs	2	10

10–15 Yrs	2	10
15–20 Yrs	3	15
more than 20 Yrs	4	20
Expansion of business		
Yes	7	35
No	13	65

Second part of the questionnaire is asked to the residents who are involved in tourism related businesses to study the economic impacts of tourism them.

Survey reveals that there is very close percentage of people who are saying that they are getting enough income and people who are saying they are not getting enough income from tourism businesses. It raises question mark on the satisfactory income of the residents from tourism related businesses.

For 75% people say that there tourism related business is not their complementary business; it is their primary source of earnings. And majority people are working in this industry since 0–5 years which showing that recent development of tourism in area. But the same time if we ask them about the expansion of business, then nearly 65% people say that there is no expansion in business. Along with this the seasonality is again the major hurdle in the development of tourism at the destination. Tourist arrival is more in winter season and it is very less in hot summer (April –June).

Thus survey reveals that residents are not getting satisfactory positive economic impacts from tourism related businesses.

III. Comparative study of Perception of residents who are involved in Tourism businesses and the residents who are not involved in tourism related businesses about the impacts of Tourism Development at Daulatabad :

Table 5 : Perceptions of the local people about the perceived impacts of tourism development at the Daulatabad Village.

Sr. N	Perceived Impact	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Employment generation	33.3	21.4	2.4	26.2	16.7
2	Increase in labor supply	28.6	16.7	16.7	35.7	2.4
3	Increase in investment in area	21.4	11.9	31.0	33.3	2.4
4	Increase in foreign exchange earning	21.4	16.7	40.5	14.3	7.1
5	Increase in recreation and entertainment facilities	26.2	40.5	31.0	2.4	0
6	Public facility development	28.6	45.2	2.4	19.0	4.8
7	Infrastructure development	31.0	38.1	2.4	19.0	9.5
8	Increase in standard of living	23.8	23.8	23.8	26.2	2.4
9	Entrepreneurship development	21.4	31.0	9.5	35.7	2.4
10	Social relation development	11.9	19.0	26.2	40.5	2.4
11	Cultural conservation	14.3	21.4	19.0	42.9	2.4
12	Heritage conservation	16.7	14.3	14.3	54.8	0
13	Increase in cultural activities	16.7	40.5	26.2	16.7	0
14	Increase in pride	28.6	11.9	4.8	31.0	23.8
15	Cultural exchange	19.0	16.7	14.3	47.6	2.4
16	Skill development	26.2	14.3	14.3	42.9	2.4
17	Foreign companies have threatened local business	11.9	33.3	23.8	26.2	4.8
18	Increase in property prices	14.3	40.5	4.8	21.4	19.0
19	Increase in cost of living	9.5	45.2	2.4	21.4	21.4
20	Commercialization of activities	11.9	42.9	26.2	16.7	2.4
21	Increase in crime	47.6	31.0	4.8	16.7	0
22	Increase in social conflicts	31.0	33.3	9.5	26.2	0
23	Social dislocation	19.0	21.4	19.0	35.7	4.8
24	Environmental damage	16.7	26.2	19.0	35.7	2.4
25	Increase in crowding and congestion	11.9	14.3	57.1	16.7	0
26	Increase in litter and garbage	7.1	11.9	0	59.5	21.4
27	Dilution of local language	16.7	16.7	7.1	57.1	2.4

Here we can see that about the positive economic impacts including, increase in labor supply, increase in investment within area, and entrepreneurship development, resident are agreed. But the same time residents (33%) are strongly disagreed with major positive impact of tourism i.e. employment generation. Similarly perception about increase in standard of living shows mix reply as survey 23.8% residents said that they are strongly disagree while 26.2% residents said that they are agree.

About the negative economic impacts (including threat of foreign companies, increase in property prices, increase in cost of living), residents are disagreed. That means survey reveals that there is very negligible negative economic impacts of tourism development at Daulatabad.

Tourism development includes development of public facilities and infrastructure development. But after survey it can be concluded that majority of residents are strongly disagreeing or disagree. That means tourism development at Daulatabad has not resulted in infrastructure and public facility development. Very basic issue is construction of toilet near the monument for tourist needs. There is only one toilet near the fort and which not at all maintained properly but still usage fees is charged. This scenario shows the real picture of infrastructure and development of basic facilities at the destination and village also.

Similarly negative environmental impact is seen at the destination as 35% residents agreed on the environmental damage and 59% resident are agreed on increase in litter and garbage. But if we see the results of the survey about the negative social impacts like increase in crimes, increase in social conflicts, commercialization of activities, are not seen.

Survey includes positive social impacts like heritage and cultural conservation, increase in pride, cultural exchange, improvement in social relation and skill development. Opinions of residents about these are satisfactory as majority people are agreed on these positive social impacts.

Thus it can be concluded that more positive social impacts are seen at the destination than positive economic impacts.

Table 6 : The comparative study of the opinions of the people who are involved in tourism industry and people who are not involved in tourism industry.

Sr. N	Statements	Perceived Impacts Mean		Significance Value of t test
		Respondents working in Tourism related works	Respondents Not working in Tourism related works	
1	Annual income of the respondent	1.9412	2.1538	.543
2	Employment generation	3.5000	2.0000	.001
3	Increase in labor supply	3.2000	2.1818	.009
4	Increase in investment in area	3.2500	2.4545	.028
5	Increase in foreign exchange earning	2.9000	2.5000	.277
6	Increase in recreation and entertainment facilities	2.3500	1.8636	.054
7	Public facility development	2.9000	1.6818	.001
8	Infrastructure development	2.8500	1.9545	.031
9	Increase in standard of living	3.2500	2.0000	.000
10	Entrepreneurship development	3.2000	2.1818	.006
11	Social relation development	3.4500	2.6364	.014
12	Cultural conservation	3.7000	2.3182	.000
13	Heritage conservation	3.7000	2.5000	.000
14	Increase in cultural activities	2.6500	2.2273	.159
15	Increase in pride	3.6500	2.5909	.031
16	Cultural exchange	3.9500	2.0909	.000

17	Skill development	3.6500	2.0455	.000
18	Foreign companies have threatened local business	2.5000	3.0455	.115
19	Increase in property prices	3.5000	2.3636	.007
20	Increase in cost of living	3.5000	2.5455	.025
21	Commercialization of activities	2.8500	2.2727	.059
22	Increase in crime	1.6000	2.1818	.087
23	Increase in social conflicts	2.2500	2.3636	.759
24	Social dislocation	2.6500	3.0455	.308
25	Environmental damage	3.1500	2.5000	.073
26	Increase in crowding and congestion	4.1000	3.0000	.004
27	Increase in litter and garbage	4.3000	3.2727	.003
28	Dilution of local language	3.8000	2.5000	.000

To learn the differences in opinions between people who were involved in tourism related jobs and those who were not, an independent t test is applied.

Result shows that there is significant difference in the opinions about the impacts of tourism development on the people who are involved in the industry to the people who are not involved in the industry about the 18 perceive impacts which are: Employment generation, Increase in labor supply, increase in investment in area, development of public facility ,development, infrastructure development, increase in standard of living, entrepreneurship development, social relation development, cultural and heritage conservation, increase in pride, cultural exchange, skill development, increase in property prices, increase in cost of living, increase in crowding and congestion, increase in litter and garbage and dilution of local language.

Among above impacts last 5 are negative socio-economic impacts of tourism development and for those negative impacts people who are involved in tourism related businesses are more agreed and saying that they are facing these problems.

For positive economic impacts of tourism development people who are involved in industry are more agreed while people who are not involved in industry are saying that they are not getting that much of positive economic impacts.

Thus survey rejects the null hypothesis that there is no difference between the characteristics and perceptions of the people who are involved in the tourism related business and who are not involved in tourism related business.

IV. Community involvement in Planning and Development of Tourism at Daulatabad Village :

Fourth part of the questionnaire deals with the role of the community and development of tourism. Questions were asked about the meetings, workshops, seminars attended by locals regarding to planning of tourism development.

Responses got from the locals about the meeting arranged for the planning of the tourism were not satisfactory. Near about 83.34 % locals said that they have not attended any meeting for planning of tourism yet. According to them, neither a Government organization nor any NGO has arranged any meeting for the planning of tourism development. Remaining small percentage of people said that they have attended meeting before 5-8 years ago which was arranged by India Tourism Office under the "Atithi Devo Bhava Campaign." In that workshop they were given guidelines about the service encounters. Among this small percentage few people said that local government bodies like Grampanchayat, Police bodies help them or assist them many times about the tourism related issues which involve issues like some social conflicts or crimes.

"Sarpanch" (Head of the village Administration) of Grampanchayat, Mr. Sanjay Kanjune, has attended a meeting arranged by MTDC office on 11/01/2013 and it was related to cleanliness at the destination. Thus it is observed that arrangement of meetings and workshops for creating awareness among the locals and to make them understand their role, being the host community, is not satisfactory and resulting in fewer benefits to the community.

About the financial assistance for the tourism development under any scheme, 100% locals said that they have not received any such kind of assistance or directions to gain more economic benefits from tourism.

People were asked that, according to them, whether locals got opportunity in planning and development of tourism or not. For this question 100% respondents said no. this shows the community involvement of local residents in tourism development and raised the issue of the future results of unplanned growth of tourism.

The last question was of opinion of respondent about the overall issue of tourism and development. In the response to the question, many people said that steps should be taken to increase the employment and earnings of the local people through their participation in tourism planning. Women also should get benefits from tourism development. And common problem which was highlighted was construction of toilets and parking facility at the Fort. Thus it shows the development of tourism at the destination; where tourists are still facing the problem of basic services at world famous monument which is very near to city and World Heritage Site of Ellora Caves.

Suggestions :

Based on the above conclusions, following suggestions are given which can be useful for the development of the tourism and ultimately for the development of the Daulatabad village:

1. Problem of co-ordination among the stakeholders of the industry is big hurdle for the development. To overcome this problem, public and private, both partners of the industry should come up with strategic and cooperative tourism development plan which involve local community involvement.
2. Local administrators should also understand the benefits of the tourism development and they should play the leading role to support the tourism development at the Daulatabad.
3. Involvement of the local residents is again the major problem which is raising the problem of unplanned and non-directional tourism development. Firstly awareness must be created among them about the tourism and benefits of the tourism. Along with that there is need of regular meetings and surveys of local residents to understand and to decide the development of the tourism at Daulatabad.
4. Seasonality problem is highly seen in tourism at the destination so development of other surrounding tourism products and alternative tourism forms are helpful.
5. Local Self help groups of women, NGOs should also come forward to achieve the expected tourism development.
6. To increase the economic gains of the region from tourism, homestays and handicraft development are very easy and fast ways.

7. Illiteracy or low education level is social problem at the destination which is hampering the growth of the Daulatabad. Scheme like Hunar se Rojgartak should be implemented for the skill development of residents. It will increase the employment in the region and will make tourism industry truly the engine of the economic growth of the village.
8. Finally, implementation of regular impact assessment mechanism is helpful to understand and control the impacts of tourism development.

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FOOD AND TOURISM: FACTORS INFLUENCING THE TOURISTS IN MALAYSIA

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Abstract

The purpose of this paper is to review the contribution of food to tourism with particular reference to the importance of food tourism and the factors which are critical to its success, highlighting topics for future research.

Paper reaches on the conclusion that the effective and powerful marketing strategies such as travel agents, media advertising and promotional tools should be used with the objective in enhancing Malaysian food in the minds of travelers. Positive word-of-mouth from individual's experience is the most essential in creating a favorable image.

This research will focus on identifying the relationship of each factor that affects customer satisfaction which finally leads to customer loyalty. The factors include food quality, service quality and lastly atmospherics factors. By understanding the significant contribution of each factor, it helps the government to execute effective marketing programs in order to attract more tourist arrival in coming years.

Key Words: Food, Food Tourism, Malaysia

INTRODUCTION

Food is the subject of various types of tourism product and is a common theme in marketing, by businesses and destination authorities. Tourism in which food plays a primary or supporting role is already popular and has good prospects, but there are also challenges for the food and tourism industries to overcome, which vary with location. Food tourism in its diverse expressions greatly benefits from a high extent of recognition and encompasses tremendous prospects.

Johns and Kivela (2006) state that the food intake is pleasing and the "feel good" perception of a destination can act as a "pull factor". This marketing and merchandising tool must not be taken too lightly. Thus, countries like USA, France, Italy, Germany, Australia and Thailand are using food as marketing tools to promote their country as tourist destinations. More to the point, a study confirms that the spending allocated for food consumption can represent up to one-third of the total tourist expenditure (Telfer and Wall, 2000). In 2009, the tourist expenditure pattern illustrated that accommodation is the highest constituent, comprising 31.1 percent, followed by shopping at 28.3 percent and lastly is 17.4 percent that is accounted for food and beverages. Quan and Wang (2004) also suggested that food and beverage can be used as an only attraction or as a secondary motivator that enhances the value of a destination. It is the expense element that tourists are least likely to cut (Pyo, Uysal & Mclellan, 1991). These arguments are reinforced by Lucy Long who states that "culinary tourism is about food as a subject and medium, destination and vehicle, for tourism. It is about individuals exploring foods (and wines) new to them as well as using food to explore new cultures and ways of being. It is about groups using food to 'sell' their histories and to construct marketable and publicly attractive identities, and it is about individuals satisfying curiosity" (Long, 2004 pp.2).

According to Tourism Malaysia (2012), the total tourism arrivals from ASEAN countries stood at USD68 billion. The development provision for this industry has been increasing over the years. The amount of allocation has been increased from Ringgit Malaysia (RM) 605.5 million in the 7th Malaysian plan (1996–2000) to RM1009 million in the 8th Malaysian plan period (2001–2005). In the 9th Malaysian plan period (2006–2010), the allocation reached to RM1367 million (Trade Chakra, 2010).

Significance of the Study

Today, the tourism industry has experienced a tremendous growth and become an important contributor to the Malaysian economy. It has become the second largest foreign earner, after manufacturing. Besides that, studies also show that the expenditures for food and beverage amounts to one third of overall expenditures of the global tourism turnover (Meler & Cerovic, 2003) and people are willing to travel for gastronomy reasons (Karim and Chua, 2009). In Malaysia, there are several studies that have been done regarding Malaysia's Gastronomy due to its growing contribution to the country's economy. This indeed serves as a good preliminary stage for Malaysia's tourism industry. Besides that, the tourism industry contribution is expected to rise to RM38,713 million by 2010 and the total employment is estimated at 822,900 jobs or 8.8% of total employment in year 2001. This amount is expected to grow and reach 1 million jobs by year 2015, which is 9.6% of total employment (Lim & Chow, 2007).

According to Gremler and Brown (1996), it is almost no business can survive without establishing a loyal customer base. Same applies to Malaysia's tourism industry, through the development of attached visitor base; customers are less likely to change their choice of place despite the offerings of the alternatives (Lee, 2003; Wickham, 2000.) Therefore, it is important to understand the factors that drive customer satisfaction and in turn, lead to customer loyalty in order to attract more tourists in coming years.

This research will focus on identifying the relationship of each factor that affects customer satisfaction which finally leads to customer loyalty. The factors include food quality, service quality and lastly atmospherics factors. By understanding the significant contribution of each factor, it helps the government to execute effective marketing programs in order to attract more tourist arrival in coming years.

However, with the efforts that the government has poured in, the total tourist expenditure for food and beverages has indicated a decrease of 0.7% from 18.1% in year 2008 to 17.4% in year 2009 (Ministry of Tourism, 2009, p. 7). Not only that, according to World Tourism Organization (2009), Malaysia is ranked as the 3rd most popular destination in the Asia Pacific region, however, it ranks only 10th in terms of receipts.

In addition, YB Dato' Sri Dr. Ng Yen Yen also said that foreign tourists are very cautious on their spending during their trip in Malaysia and the average time they spend in Malaysia is 6.4 days. Based on this good amount of revenue, Malaysia's tourism industry should develop strategies in order to increase the average days spent in Malaysia as well as to encourage them to spend more during their vacation (Tourism Malaysia, 2012).

The purpose of this paper is to review the contribution of food to tourism with particular reference to the importance of food tourism and the factors which are critical to its success, highlighting topics for future research.

Objectives

1. To study the international tourist consumption behaviour and decisional characteristics in the patronage of the food service businesses in Malaysia.
2. To identify the Malaysian food as a culturally important regional cuisine of Asia.

3. To study the correlation of the dimensions employed by the consumer to illustrate the level of gastronomic satisfaction.

4. To study the validity and reliability of the test or measuring device used in the data collection process.

Methodology

The research is Descriptive based. Data has been collected using questionnaires. 5-point Likert Scale with anchor of (1) 'strongly disagrees' to (5) 'strongly agree' was used in the questionnaire. Target population was the traffic at Malaysia's major points of entrance or exit. Individuals have been used as the unit of analysis for this research project. The individuals analyzed are tourist of non-Malaysian origin.

There are 3 sections in the questionnaire which include section A, B and section C. Section A has been designed for the purpose of gathering the demographic and personal information of the respondents. It consists of determinant-choice question. Section B is designed for the purpose of the independent variables consisting of Service Quality, Food Quality, Atmospherics and Sensory Appeal. A five (5) point Likert scale was used and the respondents were required to indicate how strongly they agree or disagree with each statement Section C was designed for the purpose of dependent variables which included Gastronomic Satisfaction in Malaysia. A 5-point Likert scale was also used. 250 sets of questionnaires were distributed and analyzed using Statistical Package for Social Science (SPSS) software version 16.0.

The main analyses involved are descriptive analysis, scale measurement such as reliability test, and inferential analysis including Pearson correlation analysis, multicollinearity analysis and multiple regression analysis.

Findings

Scale Measurement

This section demonstrates the results of reliability analysis as it is vital in ensuring consistency and reliability of the responds collected from the sample population. In this case, Cronbach's Alpha is used to examine the internal consistency and the result is reliable when the Cronbach's Alpha value is more than 0.6 (Malhotra, 2004). Apart from that, the result has high internal consistency when the Cronbach's Alpha value is close to 1.0 (Sekaran, 2003).

Reliability Test

Independent & Dependent Variables	Cronbach's Alpha	No. of Items
Service Quality	0.871	5
Food Quality	0.826	4
Atmospherics	0.686	3
Sensory Appeal	0.738	3
Gastronomic Satisfaction	0.728	3

Source: Developed for the research

According to Table above all the variables (independent and dependent) are consistent and reliable as each of them has a Cronbach's Alpha value of more than 0.6.

Result of service quality is considered as most consistent and reliable as it has the highest Cronbach's Alpha value which is 0.871 with 5 items measured. On the other hand, atmospherics is deemed as least consistent and reliable as it has the lowest Cronbach's Alpha value which is 0.728 with 3 items measured.

Inferential Analyses

Inferential analyses which include Pearson Correlation analysis, multicollinearity analysis and multiple regression analysis aid in evaluating the individual variables and their relationships with other variables.

Pearson Correlation Analysis Pearson Correlation Analysis

		Service_ Quality	Food_ Quality	Atmos pherics	Sensory_ Appeal	Gastronomic_ Satisfaction
Service_ Quality	Pearson Correlation	1	.838**	.773**	.727**	.765**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	250	250	250	250	250
Food_ Quality	Pearson Correlation	.838**	1	.771**	.773**	.776**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	250	250	250	250	250
Atmos pherics	Pearson Correlation	.773**	.771**	1	.698**	.752**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	250	250	250	250	250
Sensory_ Appeal	Pearson Correlation	.727**	.773**	.698**	1	.734**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	250	250	250	250	250
Gastronomic_ Satisfaction	Pearson Correlation	.765**	.776**	.752**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	250	250	250	250	250

**** Correlation is significant at the 0.01 level (2-tailed).**

Table above shows the result of Pearson Correlation analysis which is used to examine the relationship of all the independent variables towards dependent variable. It is shown in the table that all of the four independent variables (service quality, food quality, atmospherics and sensory appeal) have strong positive relationships (correlation value, r = 0.50 to 0.10) with dependent variable (gastronomic satisfaction). Food quality has the strongest association with gastronomic satisfaction as it displays the highest correlation value, r = 0.776. Contrary, sensory appeal has the weakest association with gastronomic satisfaction as it depicts the lowest correlation value, r = 0.734. All independent variables are statistically significant with dependent variable as they portray the p-value of less than 0.05 level.

Multicollinearity Analysis

Result of Partial Correlation						
Control Variables			Service_Quality	Food_ Quality	Atmos pherics	Sensory _Appeal
Gastronomic_ Satisfaction	Service _Quality	Correlation	1.000	.602	.467	.378
		Significance (2-tailed)	.	.000	.000	.000
		Df	0	247	247	247
	Food_ Quality	Correlation	.602	1.000	.452	.475
		Significance (2-tailed)	.000	.	.000	.000
		Df	247	0	247	247
	Atmos pherics	Correlation	.467	.452	1.000	.327
		Significance (2-tailed)	.000	.000	.	.000
		Df	247	247	0	247
	Sensory _Appeal	Correlation	.378	.475	.327	1.000
		Significance (2-tailed)	.000	.000	.000	.
		Df	247	247	247	0

According to Table above, all the independent variables are not highly correlated among each other as the p-value is less than 0.7 and the correlation value is less than 0.9. In other words, the result is significant and the variables are independent among each other.

Discussions and Implications

Inferential Analysis

Pearson Correlation Analysis

It is clearly shown that all the independent variables (service quality, food quality, atmospherics and sensory appeal) have strong positive relationships with dependent variable (gastronomic satisfaction).

Food quality has the strongest correlation with gastronomic satisfaction with the correlation value, r = 0.776 whereas sensory appeal has the weakest association with gastronomic satisfaction with the correlation value, r = 0.734. All the independent variables are statistically independent with the dependent variable owing to the p-value of less than 0.05 level.

Multicollinearity Analysis

All the independent variables (service quality, food quality, atmospherics and sensory appeal) are not highly correlated among each other due to the p-value is less than 0.7 as well as the correlation value is less than 0.9. Therefore, it is proved that the variables are independent among each other.

The equation is formed as below at 0.5 significant level:

GS=0.366+0.214SQ+0.225FQ+0.2464AT+0.212SA

Whereby:

GS = Gastronomic Satisfaction

SQ = Service Quality

FQ = Food Quality

AT = Atmospherics

SA = Sensory Appeal

There is a significant relationship between service quality, food quality, atmospherics and sensory appeal with gastronomic satisfaction. As such, the hypotheses of H1, H2, H3 and H4 are proved to be supported.

According to the equation, atmospherics have the strongest impact on gastronomic satisfaction due to the highest unstandardized coefficients β at 0.246. It shows that one unit increase in atmospherics level will result in 0.246 unit increase in gastronomic satisfaction level with other independent variables held constant.

On the other hand, sensory appeal is deemed to be the weakest influential variable in gastronomic satisfaction because of the lowest unstandardized coefficients β at 0.212. It shows that one unit increase in sensory appeal level will lead to 0.212 unit increase in gastronomic satisfaction level with other independent variables held constant.

Based on the output generated in Table 4.19, 69.1% of the total variation in gastronomic satisfaction (dependent variable) can be explained by the variation in service quality, food quality, atmospherics and sensory appeal (independent variables) when the adjusted $R^2 = 0.691$.

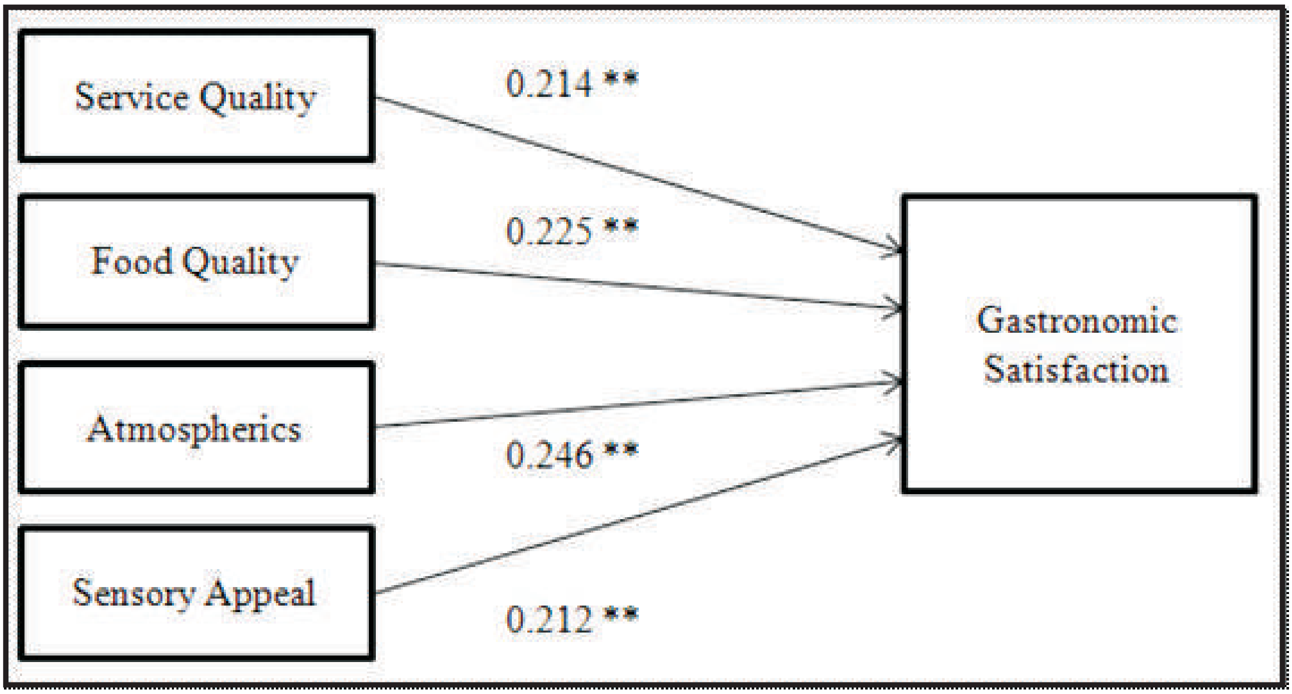
Discussions of Major Findings

Summary of the Result for Hypotheses Testing

Hypotheses	Unstandardized	t-value	Significant Level	Result
H1: Service quality has a positive relationship with gastronomic satisfaction.	0.214	3.080	0.002	Supported
H2: Food quality has a positive relationship with gastronomic satisfaction.	0.225	3.008	0.003	Supported
H3: Atmospherics have a positive relationship with gastronomic satisfaction.	0.246	4.187	0.000	Supported
H4: Sensory appeal has a positive relationship with gastronomic satisfaction.	0.212	3.923	0.000	Supported

Source: Developed for the research

Proven Conceptual Framework



** = significant at 0.05 level

Source: Developed for the research

Conclusion

Effective and powerful marketing strategies such as travel agents, media advertising and promotional tools should be used with the objective in enhancing Malaysian food in the minds of travelers. Positive word-of-mouth from individual's experience is the most essential in creating a favorable image. However, relevant authorities should be able to acknowledge the drawbacks that may restrain attempts aimed at protecting the image particularly the ambient of conditions of restaurants so that the efforts will not be in vain.

It cannot be denied that public and private agents should intervene and cooperate in the configuration of this experience in terms of ambient of conditions, space or function as well as signs or artifacts. Since atmospherics condition is an influential element in this study, restaurateurs should pay more intention to equipment, facility layout, color, music and lighting conditions as these features the highest coefficients. Apart from that, restaurant managers should focus attention to the originality of the gastronomy by serving not only local but also traditional cuisine with a modern twist. A case in point is serving them in a more innovative way.

In addition, it has been accepted generally in the literature that memorable and extraordinary culinary identity is an indispensable asset for any ideal tourist spot (Fox, 2007). It is advisable that managers should pay attention to the critical variables of food quality (taste, food portion, menu variety and healthy food option) which can boost up the gastronomic satisfaction.

It is common that International Organization for Standardization (ISO) certification is indeed a quality management system embraced by several companies (Caro & Garcia, 2007). Hence, this instrument can be served as a diagnostic tool that helps managers in identifying service areas that are weak and in need of close attention. Besides that, managers should emphasize the key dimensions of service quality from an aggregate and a drastic perspective where the benchmark for the industry competitiveness can be discovered.

FOOD AND TOURISM: FACTORS INFLUENCING THE TOURISTS IN MALAYSIA

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Abstract

The purpose of this paper is to review the contribution of food to tourism with particular reference to the importance of food tourism and the factors which are critical to its success, highlighting topics for future research.

Paper reaches on the conclusion that the effective and powerful marketing strategies such as travel agents, media advertising and promotional tools should be used with the objective in enhancing Malaysian food in the minds of travelers. Positive word-of-mouth from individual's experience is the most essential in creating a favorable image.

This research will focus on identifying the relationship of each factor that affects customer satisfaction which finally leads to customer loyalty. The factors include food quality, service quality and lastly atmospherics factors. By understanding the significant contribution of each factor, it helps the government to execute effective marketing programs in order to attract more tourist arrival in coming years.

Key Words: Food, Food Tourism, Malaysia

INTRODUCTION

Food is the subject of various types of tourism product and is a common theme in marketing, by businesses and destination authorities. Tourism in which food plays a primary or supporting role is already popular and has good prospects, but there are also challenges for the food and tourism industries to overcome, which vary with location. Food tourism in its diverse expressions greatly benefits from a high extent of recognition and encompasses tremendous prospects.

Johns and Kivela (2006) state that the food intake is pleasing and the "feel good" perception of a destination can act as a "pull factor". This marketing and merchandising tool must not be taken too lightly. Thus, countries like USA, France, Italy, Germany, Australia and Thailand are using food as marketing tools to promote their country as tourist destinations. More to the point, a study confirms that the spending allocated for food consumption can represent up to one-third of the total tourist expenditure (Telfer and Wall, 2000). In 2009, the tourist expenditure pattern illustrated that accommodation is the highest constituent, comprising 31.1 percent, followed by shopping at 28.3 percent and lastly is 17.4 percent that is accounted for food and beverages. Quan and Wang (2004) also suggested that food and beverage can be used as an only attraction or as a secondary motivator that enhances the value of a destination. It is the expense element that tourists are least likely to cut (Pyo, Uysal & Mclellan, 1991). These arguments are reinforced by Lucy Long who states that "culinary tourism is about food as a subject and medium, destination and vehicle, for tourism. It is about individuals exploring foods (and wines) new to them as well as using food to explore new cultures and ways of being. It is about groups using food to 'sell' their histories and to construct marketable and publicly attractive identities, and it is about individuals satisfying curiosity" (Long, 2004 pp.2).

According to Tourism Malaysia (2012), the total tourism arrivals from ASEAN countries stood at USD68 billion. The development provision for this industry has been increasing over the years. The amount of

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Heritage and Conflict Management: Remapping the Historical Spaces for Destination Tourability

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Abstract

The past is the focus of heritage tourism systems but the politics of identity, representation and preservation that arise in the instrumental use of the past influence the physical, social-cultural and spiritual well-being of people and the sustainability of their cultural facts, spaces and environments. The ongoing evolution of the global heritage movement has been marked by a move away from fabric-centred understandings of heritage, towards a language of 'place', 'values' and 'stakeholders'. Recent initiatives like the Vienna Memorandum and the Seoul Declaration represent important steps in such directions for managing the heritage of urban environments. This paper examines these developments in the context of Srinagar, the capital city of Indian administered Kashmir. With the conflict in the region enduring for more than fifteen years, the city - regarded as one of the most important pre-modern urban landscapes in South Asia - has suffered extensive physical damage. Nonetheless, the city remains the cultural and political heart of a wider collective identity rooted in the Kashmir Valley. As such, Srinagar presents a rich example of a city that would strongly benefit from the insights gained from Seoul and Vienna; an approach that recognises how a sense of 'place' arises through an intimate dialogue between the built environment and the socio-cultural context within which it sits. However, as we shall see, a framework oriented around 'values' and 'context' opens up unfamiliar and difficult questions and challenges. If a city like Srinagar is to be discussed in more holistic, less fabric-based terms, the interfaces between heritage and its wider social values, such as cultural sovereignty, multi-culturalism or democracy require far greater attention than they have received to date.

Keywords: Stakeholder Collaboration, Heritage Management, Destination Tourability

INTRODUCTION

In recent times heritage tourism in India has been witnessing continuous growth, especially among the European and American travelers coupled with nations following Buddhist faith. It has been essentially because of rich and pristine cultural heritage dating back to more than five thousand years of civilizational evolution and cross-cultural influences. Cultural heritage of any tourist destination reflects both tangible and intangible attributes for tourist attractions. In-fact it is a growing tourism market that assumes the values of a desirable portfolio of products whose importance for tourism development cannot be ignored (Prentice 1993a; Prentice 1993b). While this alternative provides economic opportunities for many culture-rich destinations, it may also represent a threat in terms of the potential degradation of a heritage and thus depriving a community of such resources and the benefits of tourism. The relationship between heritage and tourism is frequently characterized by contradictions and conflicts whereby conservationists perceive heritage tourism as compromising conservation goals for profit (Nuryanti 1996). In order to minimize these threats, there is a need for dialogue, cooperation, and collaboration among the various stakeholders involved. If a common ground between the different interested parties can be found, then heritage tourism can be developed in a way that preserves the resources of the local community and is beneficial to all. The ongoing evolution of the global heritage movement has been marked by a move away from fabric-centred understandings of heritage, towards a language of 'place', 'values' and 'stakeholders'. Recent initiatives like the Vienna Memorandum and the Seoul Declaration represent important steps in such directions for managing the heritage of urban environments.

Set against this background, this research examines these developments in the context of Srinagar, the capital city of Indian administered Kashmir. With the conflict in the region enduring for more than fifteen years, the city - regarded as one of the most important pre-modern urban landscapes in South Asia -has suffered extensive physical damage. Nonetheless, the city remains the cultural and political heart of a wider collective identity rooted in the Kashmir Valley. As such, Srinagar presents a rich example of a city that would strongly benefit from the insights gained from Seoul and

Vienna; an approach that recognises how a sense of 'place' arises through an intimate dialogue between the built environment and the socio-cultural context within which it sits. However, as we shall see, a framework oriented around 'values' and 'context' opens up unfamiliar and difficult questions and challenges. If a city like Srinagar is to be discussed in more holistic, less fabric-based terms, the interfaces between heritage and its wider social values, such as cultural sovereignty, multi-culturalism or democracy require far greater attention than they have received to date.

Collaboration in Heritage Management and Tourism

The fragmented nature of the tourism industry creates a recognized need for coordination and collaboration in planning (Hall 2000; Hall 1994; Roberts and Simpson 1999) and many different stakeholders have interests in the tourism planning process (Ladkin and Bertramini 2002). Cooperation and collaboration are major issues in the planning arena. They have been linked to the idea of sustainable tourism development (Bramwell and Lane 1999; Hall 2000; Selin 1999; Timothy 1999), and, in the context of community-based tourism, to integration and participation (Mitchell and Reid 2001; Tosun 2000). Critical to the implementation of the collaborative planning approach is the identification and legitimization of all potential stakeholders, including those who are involved in the planning process (Roberts and Simpson 1999). In destinations experiencing emerging tourism development where interests are not collectively organized, the identification of stakeholders is a complicated task (Reed 1997).

The basic objective is to involve all those affected by the proposed tourism development within the planning process (Jamal and Getz 1995; Mowforth and Munt 1998; Wahab and Pigram 1997). Indeed, bringing various interests together is the first stage in establishing an effective collaborative process (Timothy 1998). While there are many definitions of stakeholders and collaboration, it may be looked upon as a process of joint decision making among autonomous, key stakeholders of an inter-organizational, community tourism domain to resolve planning problems of the domain and/or manage issues related to the planning and development of the domain. (Jamal and Getz 1995).

A further complication is the extent to which the stakeholders involved can represent the local community. Part of this problem lies in the definition of the term "community", which is elusive and vague (Abercrombie, Hill and Turner, 1988). A community can be defined most usefully for tourism in terms of a geographical area, or a group of people with shared origins or interests. If the geographical definition is used, then the community can be defined as citizens within a given locality. If the common interest approach is taken, the business sector is often used to represent the local community, with bias towards economic factors.

Despite these difficulties, the advantages of reaching a consensus within the tourism development process are many. Such a practice tends to avoid the cost of resolving conflicts in the long term (Yuksel, Bramwell and Yuksel, 1999) and mutual participation can provide cost effective solutions by pooling resources (Bramwell and Lane 1999; Bramwell and Sharman 1999; Healey 1997). A further advantage is that stakeholder collaboration adheres to the concept of democracy and Agenda 21 and thus legitimizes activity (WTTC 1996). Politically the collaboration process is more equitable than the conventional approach, as the views of stakeholders are as legitimate as those of an expert (Bramwell and Lane 1999; Bramwell and Sharman 1999; Hall 2000; Hall 1999). Furthermore, it makes use of local knowledge to make sure that decisions are well-informed and appropriate (Yuksel et al. 1999). This adds value by building on the store of knowledge, insights, and capabilities of stakeholders (Bramwell and Lane 1999; Gray 1989; Healey 1997) and gives a voice to those who are most affected by tourism.

A stakeholder has been defined as a person who has the right and capacity to participate in the process; thus, anyone who is impacted upon by the action of others has a right to be involved (Gray 1989). In this context, a stakeholder in the tourism industry is deemed to be anyone who is impacted on by development positively or negatively, and as a result it reduces potential conflict between the tourists and host community by involving the latter in shaping the way in which tourism develops (Swarbrooke 1999; Bramwell and Lane 1999). An additional argument for collaboration is that it engages all interested parties in the decision making process by allowing them to take responsibility, enhance their self-reliance, and their own awareness of the issues—all of which enables them to enjoy a greater degree of consensus and shared ownership (Medeiros de Araujo and Bramwell 1999).

Set against the positive factors, there are a number of negative aspects and challenges to the development of collaboration. These include the added cost to planning and development (Marien and Pizam 1997; Swarbrooke 1999), the identification of legitimate stakeholders (Bramwell and Sharman 1999; Reed 1999; Tosun 2000), and the capacity of the stakeholders to participate (Medeiros de Araujo and Bramwell 1999; Reed 1997; Simmons 1994). Expectations may be raised beyond what can realistically be delivered (Gray 1989), and the power often sits with an established local elite and/or those most "vocal"; the silent majority and any local minorities may often be superseded (Hall 1999; Tosun 2000; Tosun 1998; Taylor 1995).

Addressing power imbalances is well documented by a number of authors (Bramwell and Sharman 1999; Brohman 1996; Jamal and Getz 1995; Marien and Pizam 1997; Roche 1997; Stolton and Dudley 1999; Tosun 2000). In addition, not all interested parties may have the required capability to be involved (Reed 1997) which is a particularly significant problem in less developed countries where expertise might not be available (Brohman 1996). Furthermore, a major criticism of stakeholder involvement is that collaboration theory rests upon the assumption that simply by involving all of the interested parties, that power imbalances can be overcome. This ignores the fundamental constraint of the distribution of power and resource flows (Healey 1998; Reed 1997; Yuksel et al. 1999).

Furthermore, it is important to understand how collaboration works in different cultural and political contexts (Stolton and Dudley 1999). Tosun (2000) found that, in the context of developing countries, there are operational, structural, and cultural limits to community participation. Although not all of these barriers may be present in a destination at any one time, they can be significant difficulties in the implementation of a collaborative approach (Ladkin and Bertramini 2002).

The commitment to implementing a collective planning approach is reflected in the development of techniques that measure the extent of collaboration. Butler (1999), Bramwell and Sharman (1999), Jamal and Getz (1995), Mandell (1999) and Timothy (1998) all successfully conceptualized the different stages. While a detailed examination of these measurements is beyond the scope of this paper and has been discussed elsewhere (Ladkin and Bertramini 2002), essentially each involves a measure to analyze the stages of involvement and network structures that can be used to measure the extent of collaboration.

In the wider arena beyond tourism, the fundamental work of Arnstein (1969) provides a "ladder of citizen participation" in which levels of participation are arranged in a ladder pattern with each rung corresponding to the extent of a citizen's power in determining a plan or program. In Arnstein's model, citizen participation is a categorical term for citizen power, and it is the redistribution of authority that enables those citizens who have been previously excluded from political and economic processes to be included in the future (Arnstein 1969). More recently, Rocha (1997) explores empowerment using the ladder analogy—to clarify the conflicting information on empowerment theory, assisting practitioners and communities to clarify and realize their own goals relating to empowerment. A ladder of community participation specifically for underdeveloped countries has been put forward by Guaraldo Choguill (1996), based on the degree of the external institutional involvement in terms of facilitating or carrying out community mutual-help projects.

Embracing the Complexities of Historic Landscapes-A Case Study of Kashmir Valley

The Vale of Kashmir

The Vale of Kashmir is a deep, asymmetrical basin lying between the Pir Panjal Range and the western end of the Great Himalayas at an average elevation of 5,300 feet (1,620 metres). During the Pleistocene Epoch it was occupied at times by a body of water known as Lake Karewa; it is now filled by lacustrine (still water) sediments as well as alluvium deposited by the upper Jhelum River. Soil and water conditions vary across the valley. The climate is characterized by annual precipitation of about 30 inches (750 mm), derived partially from the summer monsoon and partially from storms associated with winter low−pressure systems. Snowfall often is accompanied by rain and sleet. Temperatures vary considerably by elevation; at Srinagar the average minimum temperature is in the upper 20s F (about −2 °C) in January, and the average maximum is in the upper 80s F (about 31 °C) in July. Up to about 7,000 feet (2,100 metres), woodlands of deodar cedar, blue pine, walnut, willow, elm, and poplar occur; from 7,000 to 10,500 feet (3,200 metres), coniferous forests with fir, pine, and spruce are found; from 10,500 to 12,000 feet (3,700 metres), birch is dominant; and above 12,000 feet are meadows with rhododendrons and dwarf willows as well as honeysuckle.

Kashmir's geographical location partly explains is cultural history. It may be that its natural beauty and temperate climate are the reasons that Kashmiris have a strong tradition in the arts, literature, painting, drama, and dance. Its relative isolation, the security provided by the ring of mountains around it, and its distance from the heartland of Indian culture in the plains of North India, might explain the originality of Kashmiri thought. Its climate and the long winters may explain the Kashmiri fascination for philosophical speculation.

Recent years have seen a major shift within the world of heritage towards understanding ideas of place, landscape and context. This has meant a departure from just conserving individual buildings, in favour of an appreciation of their values and the social, historical and environmental context within which they sit. Such factors have become pivotal to defining the significance of heritage sites.

Two factors can be identified as the driving forces of this shift. Firstly, the expansions of a heritage discourse into ever more complex landscapes, and a gradual recognition of the discordant and competing agendas such environments inevitably deliver. Secondly, a move towards conceiving heritage in less elitist and more democratic terms. As we know, the concept of World Heritage, for example, first emerged in the 1960s as an overwhelmingly 'fabric' based discourse. While the basic premise and concerns of World Heritage have proved relatively robust, concerns about the validity of universalist approaches based purely on expert opinions have continued to grow. In the face of such critiques, there has been a widespread departure from earlier 'top down' models of heritage management in favour of more democratic approaches which valorise concepts like 'stakeholders' or 'values'. These terms reflect a concern for incorporating multiple perspectives, and a plurality of voices. It is now everyday practice for heritage planners to incorporate – and balance – the views of local residents, academics, local businesses, government offices and non−governmental organizations, with the needs of those consuming the heritage: tourists. As a result, the opinions and interests of central government or outside experts are now countered by more localized, everyday perspectives.

This realisation of how places and landscapes are socially realised strongly reflects recent academic debates on the subject, and the emergence of more humanist, phenomenological approaches capable of addressing socio-cultural, symbolic and relative values (Rose, 1993). By paying greater attention to localised environments, such perspectives have discussed ideas of 'place' in order to read landscapes as variegated and specific social settings. In contrast to earlier conceptions of space as abstract, objective and value neutral, notions of place invoke ideas of meaning, social action and ideologically charged regimes of values. In other words, the notion of place captures a sense of how landscapes are made meaningful, encountered and socially actualised. To illustrate this Tilley states 'place is a centre for action, intention and meaningful concern…fundamental to group and individual identities' (1994:18). And as Duncan and Duncan remind us, 'the web like character of places and landscapes means that they are capable of sustaining multiple meanings, and that multiple narratives criss-cross and thread through them' (1988).

Not surprisingly, this analytical progression towards spatial multiplicity has also given rise to an understanding of landscapes as inherently political (Macnaghten & Urry 1998; Bender 1993; Prazniak & Dirlik 2001). Bender, for example, discusses how certain voices and values pertaining to Stonehenge have been marginalised in the face of institutionalised and hegemonic value systems. She demonstrates how Stonehenge has been encapsulated within certain institutional frameworks, in this case English Heritage, in an attempt to establish a normative historiography which legitimates a particular form of governance and ownership over the land (Bender 1993 & 1999).

Similarly, in her description of the Acropolis in Athens as a material heritage layered with multiple framings and historical narratives, Yalouri (2001) demonstrates how the need to re/present the site for both national and international tourism has created a tension around the selective presentation of memories and their mode of narration. By discussing the relationship between identity, place and history in terms of memory, Yalouri switches attention to the ways a place like the Acropolis is continually constituted and reconstituted. In this respect, as lieux de mémoire (Nora 1988), landscapes conceptually emerge as the medium through which multiple temporalities are simultaneously remembered and forgotten and Yalouri's account thus identifies the complex political web arising from a discourse of heritage attempting to encapsulate intersecting local, national and global memories of place.

Of course, the issues Yalouri, Bender and others raise are politically and emotionally charged the most when heritage sites have some association with war, trauma or atrocity. When heritage and the events of war or conflict come together the interface between the two is mediated in one of two ways. Firstly, heritage can be a tool for commemorating past conflicts, a mechanism for prolonging the memory of destruction, suffering or the loss of lives. This invariably takes the form of either custom-built memorials or the preservation of iconic structures which attempt to capture past horrors. But heritage sites can also become associated with war and conflict in a second way: by becoming embroiled in the conflict as it takes place. Among the many places that have been symbolically and/or physically fought over the Dome of the Rock in Jerusalem or Babri Masjid in Ayodhya are two notable examples.

To date these two ways in which episodes of war and conflict, past and present, interface with heritage has been negotiated by conservationists and architects through a fabric based discourse, which, in part, creates a disconnect between the material culture and its immediate social context. In the case of memorials, monuments or preserved structures, these are set aside from the everyday as places to visit. Their symbolic value depends upon being demarcated as depopulated, museumified spaces. The Tuol Sleng museum in Phnom Penh or the Hiroshima Peace Memorial Museum are vivid examples of this process. For those sites that form part of the contours of a conflict, they do so precisely because they are part of the everyday. To overcome this the heritage industry thus imparts a value system that transcends the context of the dispute. Assertions of 'outstanding universal value' remove a heritage site from its immediate context by elevating it to a higher socio-cultural plain. Notions of 'civilisation' or 'humanity' are the tools by which the heritage industry attempts to depoliticise and thus safeguard. The fate of structures like the Dome of the Rock in Jerusalem versus the Buddhas of Bamyan illustrate the degree to which these attempts succeed or not.

In both cases then, the heritage industry has utilised a scientific, fabric-centred discourse of heritage to isolate and de-contextualise. Indeed, the examples of the Acropolis, Stonehenge, The Bamyan Buddhas, and Tuol Sleng cited above all support the argument presented here that the relationship between heritage and 'difficult' histories has been largely restricted to the construction of preservation of specific, stand-alone sites, whether it be buildings, monuments, engineering structures or archaeological ruins. The language of the Vienna Memorandum and Seoul Declaration, however, clearly calls for greater contextualisation, and a far greater emphasis on viewing heritage as a socio-material relationship. In moving in such directions, these initiatives not only pull heritage into more overtly politicised terrains, but also attempt to do so in the highly complex, dynamic and everyday spaces of cities. As densely populated, historically layered environments, today's cities draw upon their material and social fabric to express a multitude of values -including social equity, multi-culturalism, cosmopolitanism or nation-building. Invariably, it is these very values that define the city as place. If a language of historic urban landscapes is to incorporate such values, then it must embrace and negotiate the challenges that arise when the expression of such values is either being oppressed, denied or a source of enmity and conflict. These unfamiliar philosophical and logistical challenges are nowhere more apparent than in a 'place' like Srinagar.

Srinagar – Perhaps the Most Threatened yet Valuable Destination in India

The World Monuments Fund (WMF) has declared the old city of Srinagar as 'perhaps the most threatened yet valuable site in India', placing it on its 2008 List of Most Endangered Sites. As the capital city of Indian administered Kashmir, and the political, economic hub of the Kashmir Valley, Srinagar has a rich and extensive vernacular heritage. Situated in a mountainous valley, and oriented around the Jhelum River and many lakes, most notably the Dal Lake, the city has a unique material culture comprised of houseboats, wooden bridges, mosques, bazaars and hundreds of wooden houses. It is also home to some of the finest and most elaborate Mughal gardens in the region.

Records indicate that Srinagar has existed as a settlement from at least the third century BC. Not surprisingly, the built environment today reflects a long, complex history of shifting religious, cultural and political influences. Around the time the city was established, Buddhism was being introduced to the Kashmir valley by emperor Ashoka. By the end of the fourteenth century Hindu and Buddhist rule came to an end across the Kashmir Valley as the region came under the control of various Muslim leaders, including the Mughal emperor Akbar. It later came under the influence of the Sikhs and then the Hindus, after the treaty of 1846 between the British and the Dogra rulers of neighbouring Jammu. The Dogra rulers discriminated in various ways against the Muslim populace, and the anger against this rule intensified when the Dogra ruler Hari Singh acceded, under pressure, to India in 1947 – when the country gained independence and was partitioned. With India reneging even on the limited promises of autonomy, and with support from Pakistan, the movement turned violent in 1989. For the next 16 years, the valley was caught in a web of intensive and horrific violence. The situation has been returning to 'normalcy' over the last decade, though the political situation remains largely unchanged.

Srinagar, as a physical space, remains unique in various ways. Set at a high altitude in a mountainous valley, a lot of the architecture of the city is oriented towards either the Jhelum river or one of the lakes. There are wooden bridges and bathing areas (ghats) along the river, apart from the numerous old and beautifully crafted houseboats that, while they are a favourite of the tourists, are also home to many residents of the city. The long, joint rows of timber and masonry structures, with their sloping roofs and carved windows and doors, create a cityscape that is quite different from any other. At the crossroads of various civilisations, Srinagar has a rich cultural past that is reflected in its many mosques, shrines, temples, grand houses, gardens and bazaars. As Langenbach states: Srinagar, and other cities and villages in Kashmir are distinguished today for more than their monumental buildings and archaeological sites –they are unique in the world for their vernacular residential architecture. It is an architecture generated out of a distinctive use of materials and way of building, but in the modern world it is being rapidly displaced by reinforced concrete and other modern materials and systems.

Located in an area prone to earthquakes, the traditional, vernacular architecture of Srinagar is also noted for its resilience to seismic activity. In describing this earthquake resistant vernacular construction, Langenbach identifies two distinct styles: taq and dhajji dewari. Although not specifically a Kashmiri term, taq refers to a type of buildings that employ a system of ladder-like horizontal timbers bedded into masonry bearing walls. These timbers ensure the brick, mud or stone of the walls are held in place and tied into the wooden floors. Whereas the Persian term, dhajji dewari, literally meaning 'patch quilt wall', refers to a style of paneled construction comprised of tightly packed wood and masonry (Langenbach, 2007). Characterised by hundreds of structures built from these two construction styles, the 'old city' remains a remarkable example of a large, relatively intact, historic urban landscape; one that endures as a dynamic 'living' city characterised by residences and shops in use today having been passed on through generations.

It should also be noted that, in other respects, the 'old city' remains similar to other old urban settlements in south Asia. It is a crowded space characterised by narrow, winding lanes and buildings abutting each other, with a mix of residential, commercial and religious structures. The city consists of many mohallas (quarters or neighbourhoods), demarcated variously by trades and communities. Some mohallas are identified as Shia Muslim or Hindu, and the streets and bazaars are often distinguished by the predominance of one trade like silverware or spices or utensils.

The ongoing conflict has had a paradoxical impact on the architecture of the old city, with some areas being destroyed while others have actually been preserved by the war. The political and economic isolation of the region since the early 1990s has meant Srinagar has not witnessed the modernization and 'concretization' that has become commonplace in other Indian cities. However, this isolation, along with the ongoing conflict and resultant economic 'poverty' has also meant the old city lies in a bad state of disrepair with hundreds of buildings literally crumbling away. The civic infrastructure too has been neglected through this period, and the river and the lakes need to be urgently revived. The reclamation of waterways has also occurred at a more rapid pace, and with roads being built over canals, it becomes a challenge to interpret the overall layout of the city today. Quite simply, as one of the most important historic cities in South Asia, an urban landscape of immense cultural and architectural significance, Srinagar urgently requires far greater attention than it has received to date.

At this point it is worth considering the prevailing factors that have contributed to the neglect of Srinagar as a heritage site, as they will undoubtedly continue to inhibit the development of any heritage discourse in the coming years. Since 1990 the city has been the site of sustained violent conflict. The conflict has still not been resolved, and the Kashmir valley remains tense with regular incidences of violence. Naturally the preservation of the past is considered a relatively low priority for both residents and local bureaucrats who are understandably more concerned with the everyday challenges of living in a conflict zone. Moreover, as a pivotal political and symbolic hub of the Kashmir Valley, Srinagar acts as an epicentre of the disputed territory of Jammu and Kashmir. This means that the material culture of the old city is a place that constantly reminds residents of past hostilities and enmities, bereavements and regrets. As we shall see shortly, the governance and stewardship of the built environment have contributed to the contours of the conflict.

Currently administered as part of India, Srinagar falls under the remit of the country's national heritage programme. However, in recent decades the principal focus of the heritage movement in India has been directed towards the monuments and religious structures of 'classical' eras. While organisations like the India National Trust for Art and Cultural Heritage (INTACH) have endeavoured to widen the scope and time frames of the heritage discourse in the country, vernacular, wooden architecture less than two centuries old remain low on the list of conservation priorities. In the case of Srinagar, this means that whilst the World Monuments Fund have identified what they refer to as the 'Srinagar heritage zone', no such legal or policy frameworks exist on the ground. In 2005 INTACH completed a cultural resource mapping report, and although this has provided a comprehensive documentation of the heritage of the city and its environs, little progress has been made towards developing some sort of legislative or protective framework.

The political situation in Kashmir also creates major obstacles for interventions by the international heritage community. As an important step towards any future policy UNESCO produced a lengthy report in 2007 entitled Guidelines for Preserving the Earthquake-Resistant Traditional Construction of Kashmir. However, any move towards adding Srinagar to the their World Heritage List or List of Endangered Sites would require its nomination by the state-party, i.e. India. For Kashmiris seeking autonomy for the region, or its accession to Pakistan, any collaboration between Delhi and a United Nations organisation such as UNESCO would be politically charged. Indeed, any such interventions would likely be seen as an attempt to further integrate Srinagar within an Indian national heritage, and as such be regarded as a threat to the cultural and political sovereignty of the region.

Clearly, the all-enveloping context of the Kashmir dispute presents a series of significant obstacles to the development and implementation of any effective heritage programme. This does not however mean that progress cannot be made. The recent initiatives undertaken by INTACH, UNESCO and WMF noted above indicate the real urgency for raising awareness and resources for heritage conservation. However, as the following sections illustrate, if Srinagar is to be understood and valued as an Historic Urban Landscape, rather than merely a set of architecturally significant buildings, a move towards notions of 'place' and 'personality' or 'character' open up new analytical and pragmatic challenges.

Foregrounding the Context

For the residents of Srinagar the violent period of the conflict is a continual reference point. Discussions on most matters veer to the situation pre-militancy as compared to post-militancy. It was – and is – a conflict that has affected all sections of society and physically impacted the built and the natural environment in various ways. This is apparent all around today: in the accelerated reclamation of the Dal lake, in the bunkers and the sandbags on nearly every road, and even in the surge in construction activity in the suburbs – that ironically is fuelled by money made by some sections in the conflict. The 'old city' though has been the area most affected.

As the physical and ideological hub of the movement against the Indian state, it bears many scars from the violent decade. Most of the demonstrations and police action centred on this area, and many structures also suffered extensive damage from battles between militants and the police, and between different militant factions. A few prominent Sufi shrines were gutted, amidst conflicting allegations between the militants and the armed forces. However even as the 'old city' was emerging as the focal point of the conflict, it was losing its vitality as the social and commercial centre of the valley.

A critical event here was when, as a direct consequence of the conflict, many Hindu residents living in and around the old city fled in early 1990. Perhaps most significantly, the departure of Kashmiri Pandits −a Hindu minority indigenous to Kashmir valley and strongly in favour of Indian rule −altered the fabric of the city in various ways. After a spate of selected killings and deadly threats being issued by the Islamic militants, most Kashmiri Pandits abandoned their houses and fled en masse from the valley over the course of a few days. Many of them had occupied high positions in the bureaucracy and in educational institutions, and their social and cultural impact was always disproportionate to their numbers in the valley. They had a significant presence in Srinagar's old city – and some of the most beautiful houses belonged to them. Many neighbourhoods have been strongly affected by the exodus of the Pandits, and in various ways they have lost their original character and purpose, despite not having changed much physically. Officially, tenuous hopes are still being held that the Pandits will return, and so in a sense any redevelopment is in abeyance. However, the Pandits are highly unlikely to ever return and they have begun selling their houses over the last couple of years. In many cases, the houses are being bought by their erstwhile Muslim neighbours, who need the space to accommodate their growing families and start new businesses. To some the abandoned houses also represent a commercial opportunity, waiting to be exploited. In consonance with the needs of the new owners, many houses are being altered substantially, often beyond recognition.

The situation is complicated further by a deep ambivalence that characterises many reactions to the flight of the Pandits. With most Muslim families in the city too having suffered deeply through the conflict, they may on the surface seem unbothered about the Pandits' plight. However, almost any discussion on the issue evokes a sense of sorrow −and even guilt at their helplessness to reassure their neighbours and friends, and prevent them from leaving at the time. There is nostalgia in Kashmir today of a time when different communities lived together harmoniously. The loss of the Hindus is bemoaned in various ways; it is a loss of a way of life as remembered. This also gets intertwined with a general sense of despair and sorrow in the valley, and is seen by the Kashmiris as an indication of troubled times. However, concurrently all the residents of the city also feel a need to move on, and to begin rebuilding their lives. The rows of abandoned, dilapidated Pandit houses, unlikely to be ever reoccupied by their owners, are a poignant sight, and to many in Srinagar the continuous reminder is also painful. Coupled with the shortage of housing space in the old city, this results in the desire to reclaim and possess these old houses. If these aspirations are respected and duly considered, the challenges to conservation are many. There are signs that as new owners take occupation of these properties structural changes are made for practical re-organisation reasons, and to symbolically assert their new ownership as part of a greater Muslim urban space. Such moves that create a rupture between the past and present represent a major obstacle for conservation.

Across the city, the Indian army has also occupied a significant number of historical structures over the last 16 years to accommodate the large number of troops in the valley. Throughout this period these structures have remained off limits for local residents. Among these are the many Mughal inns and other fortifications, including the prominent fort of Hari Parbat in the heart of Srinagar. The fort is perched on the top of a hill and commands a good view of the city, which makes it a strategic vantage point. As part of recent efforts at normalisation, the army has just begun to cede control over the fort. Kashmiris have consistently resented the occupation of these structures, which for them are tangible embodiments of their rich past. There has also been little involvement of Kashmiris in even the small efforts at conservation undertaken by the Indian government and its armed forces. The Vienna Memorandum clearly advocates 'a vision on the city as a whole with forward-looking action on the part of decision-makers, and a dialogue with the other actors and stakeholders involved' (p3). Such an approach seems particularly appropriate for the layered socio-cultural histories of Srinagar. However, in a situation of continued conflict and tension, how can such a dialogue be fruitfully undertakenfl With an ever-shifting political landscape and a multitude of voices, whose position should be privileged is a question that will need to be confronted in some way. Moreover, how can calls for restoration and preservation be made relevant to a population living in a conflict zone, struggling to lead a 'normal' lifefl

Despite such obstacles, the distinct cultural identity of Srinagar and its pivotal role within the history of the Kashmir valley strongly point towards the importance of establishing a heritage discourse that captures the 'character' and 'life' of its urban environment: the elements which together constitute its distinct sense of place. As we have seen however, Srinagar equally illustrates the significant challenges that arise when that sense of place is politically charged and associated with a violent conflict. Indeed, for many of the residents of Srinagar, its character has become intimately tied to a quest for cultural and political sovereignty; a Kashmiri identity distinct from neighbouring India and Pakistan, and one that has become intimately linked to years of violent struggle.

Negotiating Regeneration and Modernity

The dominant mood in the valley today is of gloom – it is the sadness that comes from the trauma of nearly two decades of violence, and that has been made worse by the realisation that it has largely been futile. The Kashmiris have not gained any major political concession, and are no closer to autonomy than they were in 1989 – and many of them hold the militants responsible, as much as the Indian and Pakistani governments for this mess. The need to now move on and rebuild their lives is thus constantly expressed. The consciousness of what it has 'cost' them is made more acute by the rapid economic development in India through precisely this period; and economic development that has physically and socially transformed many cities. There is a strong desire now to catch up, and go the way these cities have gone – with shopping malls, concrete houses, and industries. Regeneration and modernisation thus leads to another set of challenges. If these aspirations are to be respected, if it is seen as a 'place' inextricably tied to the dreams and hopes of its residents, then any heritage policy will have to contend with these shifting needs. And the changes wrought through 'development' have their history too.

As noted, since the beginning of the violence the city has been incubated from rapid economic development. As such it provides a rare example in the subcontinent of a pre-modern city that has not been overcome by concrete and steel. But with stability new conflicts arise, and old ones raise their head again. It is clear that while the violent conflict has impacted the city in various ways, it is not the only reason for the neglect of Srinagar's traditional architecture. Many of the issues around the conservation of Srinagar's 'old city' are not much different from those facing other old city centres across India, and precede the conflict by decades. Vernacular architecture was neglected earlier too. Many structures were allowed to go to ruin, in other cases they were rebuilt in a new style, and encroachments were not controlled. This has been the general story through out India: there is lack of urban planning, and when people sell out or renovate their houses or shops, the aspiration is invariably towards the new – with concrete replacing wood and masonry. The strong desire to modernise leads to the old often being equated with 'poor' and 'backward'. The consciousness of heritage is also often missing, and the maintenance of old structures comes at considerable cost. There are also logistical problems with materials not being available and skills in various crafts having been lost. In the case of Srinagar for example, discussions with the owner of the Jalali Haveli, a Persian style grand mansion located near the old city, indicated that he is currently unable to secure the craftsman capable of repairing the intricate woodwork of the windows. Not surprisingly then, in the rapidly transforming urban centres of India, it has been very difficult to preserve old structures. The decisions are not just difficult for individuals; governments too have tended to override calls for preservation. A notable instance here is the large stone-lined Nalla Mar Canal, that was distinctive for the arched bridges and the many fine, old houses lining its sides. In the 1970s, it was covered over with a road built on top. The bridges and most of the houses were demolished too. When discussing Srinagar's heritage today, many older residents lament its destruction. In this respect, we can see the 'conflict of progress versus preservation' was apparent in Srinagar long before the political conflict turned violent (Langenbach 1982).

Given the years of violence such issues and tensions receded into the background. However, with some semblance of 'normality' being restored, they are re-emerging with a stronger force. In essence the complex situation in Srinagar today is characterised by two distinct and divergent trends. On the one hand there is a desire for maintaining the unique political and cultural identity of the city and the Kashmir Valley. Equally, however there is a widespread desire for economic and social mobility –for modernisation and a sense of inclusion in the wealth and prosperity enjoyed elsewhere in India. Any understanding of Srinagar as a Historic Urban Landscape needs to account for, and negotiate, such competing forces.

Discussion and Conclusion

There is no bigger proof of abject lack of appreciation for the historic character of the Srinagar city among the present day planners especially engineers. There would always be a need for modern bridges in an expanding city like Srinagar. But dismantling a historic structure to make way for a new facility only reflects the shear ineptitude and insensitivity towards the heritage of the city.

Srinagar attracted men of commerce, crafts, religion and letters over the centuries. Like other historic cities, the city became synonymous with work, housing, culture and, most of all social advancement. In the process, city has undergone a transformation by which new urban culture progressively took root, with new trends and architecture. This happened around or on the influx of Syeds from Iran and other parts of central Asia in 15th Century.

Their arrival was followed by the rule of Sultan Zainul Abidin who had a deep appreciation of highly evolved urban culture of Central Asian cities. These influences brought a new kind of influence to the city, a Central Asian city tapestry comprising karkhanas, Ziarats, hammams. At a later stage Kashmir was exposed to official theocracy under the quasi independent rule of Mirza Haider Dughlat, a cousin of Humayun, the Mughal ruler of Hindustan. The city lived under this influence for a very long period, leading at times to uncertainties and ascendance of forces of destabilization. He also consolidated the forces of urbanization, a process initiated in earlier part of 15th century. The end of sultanate period and advent of Mughal rule did not affect the settlement pattern of the city. However, Nagar Nagar, the Mughal city created around Hariparbat, for the first time remained out of bounds for the common city dwellers. The decline of Mughal rule had a disastrous impact on the life and character of the city leading to its visible impoverishment.

Over the course of history the city got organized into mohallas and residential areas based on occupations. As more and more members of the family became associated with traditional crafts and skills, mohallas developed as a close knit community. Similarly clan or family based mohalas also grew in the core areas. By 19th century the city had mohallas bearing names like Qalamdanpora, Sheeshgari Mohalla, Banduk khar Mohalla, Bhand Mohalla, Bhan Mohalla, Razdan Kucha, Mir Mohalla etc etc. Ziarats, temples and shrines also became the focal points around which large habitations were established.

The river front and the areas along the canals like Nala Mar witnessed continuous array of houses with projecting wooden balconies, intricate lattice work and widow screens facing the water front. A significant urban feature of the water front was in the form of ghats. The ghats served as landing places for the transportation. Till early seventies most of the rations viz rice, flour and sugar used to be sold through public distribution system at these ghats. The ghats acted as nodal centers attracting both Hindus and Muslims at the break of day for ablution followed by bathing and washing during the day. Even today there are forty-four ghats on Jehlum which can be revitalized for leisure and pleasure usage.

There are many urs and festivals that provide occasion for festivities. Sadly the festivals like Badam wari, community singing during Ramadan and on the arrival of spring have waned. The city is fast losing its character. The loss of traditional linkages of personal and community network in the city marks the breakdown of the social fabric. However one of the redeeming features that hold some promise for linking the city to its glorious past is the architectural elements abounding in the core areas of the city in Ziarats, houses, monuments and other vernacular structures.

The relationship between heritage and tourism is well documented and it is generally assumed that culture and tourism are interdependent. Tourism to site of cultural and natural significance has existed at least since the time of Greek antiquity as reflected by the Hellenistic world's invention of the Seven Wonders of the World. The growing interest in cultural resources opens new perspectives for the economy in culturally rich destinations like Srinagar which in turn provide the tourism industry with challenges of managing heritage facilities and attractions, and for public agencies. Despite the intimate relationship between heritage and tourism in Srinagar, there is recognition that the ideological and institutional context of heritage tourism is fundamentally different from that of general tourism.

The approach of heritage organizations is to protect and preserve, while tourism has the overriding aim of becoming a profitable business in Srinagar. Therefore, the management is often characterized by a series of conflicts where conservationists perceive heritage tourism as compromising conservation goals for the benefit of profit. There is also reluctance by some managers to accept that heritage can be given an economic value. Some scholars identify two main reasons why this is likely to be the case. The first is the association of pricing with commodification and that heritage cannot have a measurable commercial economic value. The second is the managers' ideals of the mission of the heritage sector whereby nobody should be excluded from the experience of visiting heritage sites on the grounds of cost.

However, irrespective of the opinions of the different interest groups, the high costs involved in the conservation of cultural heritage make the revenue from tourism indispensable in Srinagar. Furthermore, the dynamism of culture in its different forms and expressions finds both incentives and genuine support in tourism. Consequently, the perceived mutual benefits drive both sectors towards common economic goals, and tourism, at least theoretically, offers the opportunity to generate income for the local community while simultaneously supporting the preservation of its culture in Srinagar.

Fundamental to developing a successful symbiotic relationship between tourism and heritage in Srinagar is the need to involve all stakeholders in the development of the cultural resource, as there is a recognition that many of the problems are due to a lack of interaction. The concept of stakeholders is becoming increasingly important in heritage management and planning, especially the community as owner and custodian of heritage. It is crucial that managers involve the community to increase the quality of planning and reduce the likelihood of conflict, to ensure that sound plans remain intact over time, increase the community's ownership of its heritage through education and other awareness creating campaigns, and to enhance the community's trust in heritage management.

The tourism/heritage relationship includes several challenges for Srinagar. First, there is a clear need to establish channels of communication, as a lack of them provides a pathway towards uncontrolled and destructive development. The previous studies propose five levels of participation and decision making power, ranging from the least to the most involvement. These are imposition, petition, advice, representation, and equality. Second, there is the need to find the balance between conservation and the use of heritage sites for tourism in Srinagar. The widespread belief that the development of heritage sites for tourism purposes results in the commodification of culture is a legitimate concern. Third is the issue of tourism activities generating income for heritage conservation. Tourism is perceived to be one of the core income-generating activities for many heritage sites.

However, the upkeep and management of the sites are often enormous and most of the money from tourist admissions often finds its way into other government projects. This, combined with global economic changes reducing state revenues, results in a need to find additional sources of income (for example, visitor centers with shops and a restaurant and sponsorship). Responding to these challenges, new actors from the nongovernmental and private sectors are playing a greater role and there is expanding participation by the local population. There is still the issue of optimizing the economic benefits for the local community from the tourism/heritage relationship in Srinagar. It has been questioned whether tourism actually supports and contributes to the resources on which it depends. Stakeholder involvement by the local community in the planning process is seen as one of the ways in which this can be achieved in Srinagar.

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ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN TOURIST BUYING BEHAVIOR

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Abstract

A customer passes through a series of stages while taking a decision in order to purchase a product. Buying of Travel and tourism products, which predominantly consisting of 'services' is considered a high involvement exercise and hence the need for reliable, timely and specific information is very high. The recent developments in Information and Communication Technology (ICT) has presented new dimensions as well as opportunities for information seekers, and the potential buyers constitute a group among them who may depend on such tools and solutions for gathering information. The rapid upsurge in use of ICT by people from all walks of life opens up new vistas for deeper investigation particularly to understand the nature and the types of the role/s played by such media in the whole process of decision making, especially in the case of potential tourists, which is rarely discussed. In this context, an attempt has been undertaken with the intention to examine the roles of ICTs in the buying behavior process of a potential tourist. A Delphi study was undertaken in order to discuss the influence of ICT in the decision making process of potential tourists, in a detailed and more authentic manner. The analysis reveals that the influence is not just at the stage of information search alone; rather they play several roles with different purposes at different stages in the whole process of tourist buying behavior.

Keywords: ICT, Information and Communication Technology (ICT), Tourism, Tourist, decision making, buying behavior, Potential Tourist.

INTRODUCTION

The decision that a buyer makes in order to purchase a product, by and large is rather an intricate affair. Consumer buying behavior; the broader term which predominantly involves purchase decision making can be defined as the collection of activities directly involved in obtaining, consuming and disposing of products and services (Pelsmacker & Janssens 2007; Baker and Abu-Ismail, 2004; Solomon, 1996: Engel et al., 1995; Horner and Swarbrooke, 2003; Andreason, 1965; Foxall and Goldsmith, 1994). Many studies held over the last several decades have established the fact that the buying decision process, in general, involves a number of sequential stages beginning with identification of the 'need' for buying a product and ending in the aspects associated with post purchase behavior (Schiffman & Kanuk, 2009). Consumers are influenced in their buying decision making process by many internal and external motivators and determinants in the process of selecting the products. Tourism is considered a sector consisting mainly of service products (Cooper et al., 2007) and hence buying behavior in Tourism is considered a high involvement exercise as tourism products are relatively highly intangible-a feature that makes the process of choosing the most suitable alternative a difficult one for the consumers (Nankervis, 2001).

Information and Communication Technology (ICT-the integrated form of Computer based technologies and Communication Technologies) has been playing a vital role in the recent developments in all spheres of business (Buhalis, 2003; Turban, et,al, 2008). Poon (1993) defines ICT as the collective term given to the "most recent developments in the mode (electronic) and the mechanisms (computers and communication technologies) used for acquisitions, processing, analysis, storage, dissemination and application of information". This modern era has been featured with increasing rate of miniaturization of devices and the paradigm shift from desktop to hand held devices, and the same are finding increasing relevance in the parlance of tourism as well. The phenomenal advancements and democratization in the use of ICT made ripples in management and marketing of businesses. ICT has varied dimensions and a diverse range of tools that are used in the context of businesses (Kalakota & Whintson, 2004). Most of the ICT tools used for business related communication are featured with seamless connectivity and interactivity, including the ability to access information anytime and anywhere, with the appropriate digital equipment.

It is evident that the new interactive media are making boundaries fast disappearing, and cross−cultural interaction becomes increasingly convenient. Such advancements pave the way for a new 'cyber culture'. This role of ICT in terms of buying behavior can be viewed from different perspectives like customer's and supplier's. For example, a Potential customer in Tourism develops an image of a destination through various ICT tools (Nankervis, 2001) along with depending on many of such tools while making buying decisions. On the other hand, marketers, for instance, create images with the help of media and keep on persuading a potential buyer, using various forms of media (Marlina et al., 2010; Kotler et al., 2009).

Against this background an attempt was undertaken aimed at identifying various events and occasions associated with buying behavior of an outbound tourist where the interactive ICT tools have influence in different ways and manners, and to find out the roles that are being played by them in tourist buying behavior. For the same, a Delphi study has been executed so as to converge the opinions of experts pertaining to this study.

1.2. Buying Behavior, Tourism and ICT

Buying decision making forms the core of consumer buying behavior and in certain cases, both are used interchangeably as well. Learning buying behavior is of value for businesses, particularly for the marketers, essentially in the context of product design and marketing mix strategy formation. In short, it examines why people buy the product and how they make their decision (Horner & Swarbrooke, 1996). Many view it as the process of selecting the suitable product and using those products according to the identified need by the consumer (Tirmizi et al., 2009, 522; Pelsmacker & Janssens, 2007; Solomon, 1996; Andreason, 1965; Foxall & Goldsmith, 1994). In this process, it has been pointed out that the consumer makes judgments while choosing the right option (Peter & Olson, 1999; Loke, 1995). It is viewed from different other dimensions also in the literature (Klein & Yadav, 1989). For example one dimension of it is about the emotional involvement of consumer, which defines it as 'the mental, emotional, and physical activities that people engage in while selecting, purchasing, using and disposing of products and services in order to satisfy needs and desires' (Wilkie, 1994).

Leon schiffman and Leslie Kanuk consider buying behavior as “the process of making purchase decisions based on cognitive and emotional influences such as impulse, family, friends, advertisers, role models, moods, and situations that influence purchase”(Schiffman & Kanuk, 2009). The consumer itself is sometimes described from the perspective of information search and decision making aspects. For instance, Lycourgoos Hadjiphaniss and Loizon Christou (2006) view a consumer as the problem solver involved in the objective directed activities of searching for information and finally arriving at carefully considered judgmental evaluations. It is also viewed from the perspective of how individuals make decisions to spend their resources with the objective of consuming items (Schiffman & Kanuk, 2009). Engel, Blackwell and Miniard (1995) are of the opinion that it is a process by which a consumer chooses to purchase or use a product or service. Motivations and determinants constitute another aspect of concern in some descriptions on buyer behavior. The model suggested by Howard and Sheith (1969), which points out that consumer behavior is the product of the objectives (rational) as well as subjective (emotional) element and highlights the role of consumer satisfaction, which consumer seeks in relation to the purchase of goods and services, along with the need to clearly understand the motivational force which guides the purchase behavior. In the model suggested by Solomon (1996), transaction process was given increased emphasis and it describes that the same involves many different actors with varying roles to play.

As stated earlier, buying behavior has ideally been considered a process of sequential stages such as need recognition, search for information on various products according to these needs, formation of alternative choices, evaluation of alternatives, act of purchase and consumption and post purchase behavior (Foxall & Goldsmith, 1994; Kotler et al., 2003; Horner & Swarbrooke, 2007). The number of stages may differ according to different authors. For instance Leon Schiffman and Leslie Kanuk (2009) distinguish consumer decision making into three distinct interlocking stages: the input stage, the process stage and the output stage. In this, the first stage deals with consumers' recognition of a 'need' for a product and the following stage focuses mainly on how consumers make decisions. The last stage includes the process of purchase behavior and post purchase evaluation. Christopher Lovelock and Jochen Wirtz have indentified the buying behavior process into three stages such as pre-purchase stage, service-encounter stage and post-encounter stage. The pre-purchase stage deals with decision making, which involves awareness of need, information search, evaluation of alternatives and making choices. The next stage includes 'moments of truth' and most importantly the service delivery. The third consists of evaluation of service performed during service delivery and further intention formation (Lovelock & Wirtz, 2007). Though, different authors have identified stages in different ways, almost all such concepts, in one way or other, focus on the same activities.

The above discussions point to the fact that the initial stages of consumer buying behavior demand information search, i.e., information has a crucial role in the process. Their search is for relevant product information and response to products, which may consciously meet their needs (Lawson, 1997; Zaicjkowsky, 1991). Even the earliest models evolved on buying behavior also suggest the significance of information. For example, the models of buying behavior suggested in 1960s, especially by Andreason (1965), recognize the importance of information in the buying behavour process along with the importance of consumer attitudes. The importance of information search has gained momentum and increased importance in this era of high end technology. Obviously, the role of interactive ICT tools has the remarkable significance, in this context. Such tools enable consumers to find out more information about products and services more easily, efficiently and, more importantly, from the comfort of their homes (Schiffman & Kanuk, 2009). Studies in the context of role of ICT in buying behavior seem rare, where as the studies on the derivative of it, such as online buying behavior are relatively more.

The experience of buying and consuming tourism products, especially a holiday package will be very different from the purchase of common products like Car, food, etc. It is likely to dedicate much more time and involve more careful consideration and selection especially when the cost is very high. In addition to the determinants in buying behaviour of common products, tourist destination selection includes a number of other factors (Yale, 1995). For example, health status of the traveller as well as his family members may have to be considered by the potential tourist while he takes a decision for travel. VISA requirements for travelling to a foreign country can be considered as another factor. Also the destination reflects the holidaymakers' personality, which may make the decision making further complex. Horner and Swarbrooke (2007) made an attempt to list the reasons for the high involvement in purchase decision making in Tourism and it involves: high consumer commitment; high levels of insecurity linked to intangibility; strong influence of other people in decision making; long-term decision; high level of information search, and high level of emotional significance. A tourist's destination choices are confronted by factors like the 'interval of time' which elapsed between purchase and consumption, 'High cost of holiday', and difficulty of 'knowing what to expect' in a distant, unfamiliar place (Laws, 1997).

There are many models describe buying behaviour in Tourism as well. For example Middleton and Clark (2001) presented an adapted model called the 'Stimulus-response' model. It is based on four interactive components, in which the main component is shown as 'buyer characteristics and decision processes'. Some others like, Wahab, and others (1976), and Mathieson and Wall (1982) suggested models almost similar to the models discussed above, with a series of a sequential stages in the decision making process. There are many other studies and opinions on the way consumers make decision and consume the product but due to the space constraints, many are not being discussed.

Tourist has to consider various aspects while taking a decision. These can be considered as different decisions to be taken care of while the tourist in the stage of decision making. Horner and Swarbrooke (2007) further illustrate that, the decisions for a tourist include aspects related to: which destination (country, region, resort) to choose; which mode of travel (like scheduled air, charter air, ferry, rail, coach, car, bus) to use; which type of accommodation (Eg. serviced or non-serviced) to choose for stay; duration of the holiday; at which time of the year will the holiday be taken; should go with package tour or independent travel, and if choosing package tour, which operator to contact. Due to the complexity of making the decision and the inherent characteristics of the tourism products, information need in each stage for a potential tourist is remarkably high (Cooper et al., 2008; Middleton, 1994; Gilbert, 1991; Swarbrooke and Horner, 2007). It has been stated that the information provided to a tourist by the industry becomes part of the information that determines a holiday-maker's expectations as well (Cliff & Ryan, 2002). Destination Image is a key factor in Tourist Buying Behavior (Pierce, 1982). Information is a valuable concept in image understanding and the destination choice process (Marlina, et.al, 2010).

The tourist will go for internal as well as external information sources (Dileep, 2011; Gursoy & Mc Cleary, 2004). Tourists use external information sources as an initial step while planning their holiday travel (Goossens, 1994). Influence of external information sources also vary in terms of preferences of tourists (Milman & Pizam, 1995). Many sources of information are there, that have different degree of relevance for different people. For example, 'Word of Mouth' is an important source of information for travel decision making and is highly relied information as well (Oona & Michai, 2011). At the same time the official website of a destination may be more reliable source of information for a potential tourist compared to a website of a commercial tour operation firm.

As discussed before, when relevance of information increases, the role of ICT will also increase. Information Technology is the life blood of tourism industry (Sheldon, 2003) as the components of it are at the forefront of users of new information and communication technology, especially for the dissemination of information for both informing as well as for persuading the consumer. ICT is reported to have an influence in one way or other, in the decision making process of a tourist. For instance, a recent study and a consequent declaration of White paper titled 'Corporate Travel: Convergence of Travel and Technology 2012' by Thomas Cook India Ltd., reveals that the Travel Purchase cycle has been undergoing a rapid transformation, with innovation in supplier distribution, fast changing aspiration and expectations and the emerging influence of social media. The influence of social media is also on selection of channel, products and brands (TCIL 2012). For example the internet has the capacity to support all dimensions of information search for operational, spatial and temporal services (Hadjiphanis & Christou, 2006). The first aspect of it refers to the variety of product information sources the consumer chooses to use as part of their investigation for goods and services. The second one, spatial, is related to internal and external information sources. The third one refers to the time between a consumer's initial thoughts about buying the product and the actual purchase itself. The internet offers various technology solutions in the form of search tools such as search engines, browsers and intelligent agents and the use of book mark, etc., all of which go to support the operational, spatial and temporal dimensions of consumer's information search (Hadjiphanis & Christou, 2006). The role and relevance of technology changed over the past two decades. The latest tools offer increased opportunities and scope for the latest and more relevant information sources for the tourist (Andereck & Caldwell, 1993; Capella & Greco, 1987; Snepenger & Snepenger, 1993), though the sources of information may be different for different people (Molina et al., 2010).

The above discussion makes it a point that tourists, similar to other consumers pass through various stages while making a decision to go for a tour and there are many aspects to consider in the process. Tourists, due to the inherent characteristics of the products that are going to be consumed, require large amount and varied types of information and hence ICT have an important role to play. There are some contradictory views to the concept of decision making as an ideal process consisting of sequential stages. Such views revolve around the idea that all decisions made by tourists are not a result of a formal decision making process (Swarbrooke & Horner, 2007). For instance, in the case of last minute sale of an airline ticket or in the case of an Incentive holiday provided by a corporate firm for its employee, there may be different processes or stages in the buying behavior. Though such views are there, the literature greatly supports the concept of buying behavior as discussed. Hence, the study is followed on the basis of the theoretical framework which consists of buying behavior with stages such as: need recognition/arousal of travel stimuli, information search, formation of alternative choices, evaluation of alternatives, selection of the most suitable, consumption, and post purchase actions.

1.3. Research Methodology

Having a descriptive research approach, the study is undertaken using both primary and secondary data. Extensive literature review was undertaken in order to collect the secondary data. A theoretical framework was formed so as to proceed with the investigation. A Delphi study was employed in order to examine the events and occasions associated with buying behavior of a tourist where the interactive ICT tools have influence in different ways and manners, and to find out the roles that are being played by them in tourist buying behavior. The Delphi technique is usually undertaken as a group communication process that aims to achieve a convergence of opinion on a specific real-world issue (Dalkey, 1972). A pilot study was undertaken on a rather small sample consisting of 46 Omani (sultanate of Oman) tourists and the findings paved the basis for framing 25 variables to form the questionnaire that was used as the instrument for the survey. These variables have been put forward before 40 experts in order to obtain their degree of agreement or disagreement in a five point scale, which includes strongly agree, agree, no opinion, disagree and strongly disagree (Likert's scale). Respondents have been drawn carefully from different areas and they mainly include travel and tour professionals, travel technology professionals as well as tourists. Three rounds of survey have been undertaken to get consensus on all the variables. There are different tools that can be used to analyze the data in Delphi study and of which Mean and Interquartile range constitute some suitable tools (Hill & Fowles, 1975; Eckman, 1983; Jacobs, 1996). Though percentage was calculated, median as well as interquartile are taken and the interquartile range has been considered for consensus of the experts.

1.4. Findings and Analysis

The analysis of the data from the pilot study is as follows. As mentioned before, 50 respondents have been approached for the survey and among them, forty six have responded well. Among those, sixty three percent of them are men and the remaining are women. Regarding the age group, twenty one (45 %) are in the age group between 21 and 25, and 11 (24%) are in between 26 and 30 years of age. Eight (17%) are in the age group between 31 and 35, two are between 36 and 40 and the remaining (4) are less than 20 years. This means that the majority of them belong to the age group between age 21 and 30 yrs. Regarding occupation, 12 (26%) of them are students, 16 (35%) are government employees, 6 (13%) are working in the private sector, 2 (4%) are unemployed, 6 (13%) have own business and four belong to other categories. All of them are educated. Majority are bachelor degree holders (20-40%), followed by post graduates (12) and diploma holders (8) and six are having education up to grade 12. Among the respondents, thirty three (72%) have travelled more than twice to foreign countries for visiting. The responses against the variables given in the questionnaire are discussed in brief, due to have brevity and also the detailed discussion on various roles is there in the next section. Regarding the use of social networks by them, all other than ten (22%) have an account in a major network like facebook. Also, when they travelled outside the country, except three of them, all have carried mobile phones during the holiday period. Regarding the variable on dependence of Websites for getting information, except 8 percent of them, all have visited different websites during the process of their decision making for travel. More than 90 percent of the respondents opine that ICT tools in one way or other was depended by him or her at the time of decision making. They have visited websites for getting details about various tour options, facilities available, climate conditions, places to visit and the like. Even when they interacted with friends over social networks, that gave innovative ideas for holidays as well as inspiration for taking trips to particular places. Internet has been used extensively for gathering information regarding travel and holidays by the vast majority of them. They could gather different types of options for taking tour, to stay, to travel, as well as to shop. Indeed, some of the sites they visited were useful for comparing prices as well as the quality of the services of various hospitality and tourism products. This process helped most of the respondents (87%) to take a suitable decision for taking a tour. Also, even after decision making, they sought the assistance of various ICTs in order to interact with friends, service providers, etc. In addition to the above events and occasions where ICT intervention can be sought, through the questionnaire, an attempt has been done to find out the major information sources of the Omani tourists (rank one represents maximum number of first preferences by respondents) while taking the decision to travel and the findings is furnished in table 01

Table 01
Major Information sources for Omani tourists

Sl. No.	Information Source	Preference
1	Websites/web portals	I
2	Friends and Relatives	II
3	Social Networks	III
4	Mobile Communication Tools	IV
5	Tour Operators/Travel Agencies	V
6	News Paper/Periodicals	VI
7	CD ROMs/DVDs	VII
8	Travel Guides	VIII
9	Television Services	IX

Source: Self survey

The table 01 reveals that latest ICT tools are of high importance as source of information in tourist decision making. Here, one thing noted is that Travel Guide books are of lowest priority as a source of information compared to the western societies, where travel guide books constitute very relevant source of information for tourists. The findings that are discussed above and the literature review paved the way for framing the variables in the questionnaire, which was the instrument of data collection as part of the Delphi study.

1.4.1.1. Influence of ICTs in Tourist Buying Behavior

As all of us are aware, ICT developments have impacted almost all spheres of human life. The influence of ICT is increasingly significant in business processes and the rapid evolution and expansion of social media over the past a decade or so is creating new waves in interpersonal interaction. This has greatly benefices travel and tourism sector as well. As a result of the emergence of this new 'soft force' called social media, a more structured influence is realigning and recasting the behavioral aspects and decision making of travelers and tourists (Thomas Cook, 2012). In order to get a general view on this perspective, the first section was structured in a way to get the view of the experts on the influence of ICT on buying behavior of tourists, in general. All the variables gained consensus of the experts in second round itself

(Table 02)
Influence of ICT in Travel Buying Behavior

Sl.No	Variable/Statement	Mean	Inter quartile range
1	The Tourism purchase process is undergoing a rapid transformation along with technological advancements	3.8	1
2	As the power of computing shifts from the desktop to the handheld devices, tourists also increasingly use latest applications and utilities	3.2	1
3	ICTs influence all stages of buying behavior, in one way or other, of a tourist	4	00
4	Potential tourists make use of ICT tools directly as well as indirectly	3.6	2

The Tourism/travel purchase process is undergoing a rapid transformation, with innovation in supplier distribution, fast changing aspiration and expectations and the emerging influence of ICT, particularly of Social media. Computers as well as mobile telecommunication devices are getting more and handier, which denotes a shift in the type of devices used by people for various purposes. Palmtops or tabs and mobile phones with new and newer applications are in place, replacing Desktops. These give increased usage of such devices, especially for communication and entertainment purposes. Community of all sorts, especially travelers and tourists are now using Apps, Social Media, and other latest technology solutions to plan their tours/holidays as well. Convenience, ease, as well as simplicity are driving influences for the purchase decision. Taking into consideration of the changing scenario in the application of interactive ICTs, it can be stated that they, by and large, have a significant role in all stages of buying behavior of a tourist, in one way or other.

The influence/dependence on ICTs by the potential tourist can be either Direct or Indirect. For instance, potential tourist's search over Internet for information in order to take travel decision can be considered Direct influence. On the other hand, the same person may use ICT tools to communicate with 'Friends and Relatives' with the intention of getting information on destination or accommodation options. In this case, ICTs act merely as communication tools as the source of information is not technology related. Here, the influence or dependence of ICT can be termed Indirect.

Roles of ICTs in different stages of Tourist Buying Behavior are discussed below.

1.4.1.2. Need identification

This section consists of four variables which were formed with the objective to get consensus on the influence of ICTs as a stimulator or identifier of Need for travel. Need identification or stimuli recognition is considered the first stage in the buying behavior process. The experts have come to a consensus on all the issues raised (Table 03), in two rounds of survey.

Table 03
Identification of Need for travel

Sl. No	Variables/Statements	Mean	Interquartile range
1	ICT tools have the potential to influence one to think of taking a taking a holiday	4.2	2
2	Internet based promotion techniques may give a travel stimulation	3.6	1
3	Social Networking sites sometimes enable one to identify travel ‘need’	3.2	0
4	In total, ICT tools may help to identify/ stimulate the ‘need’ of a person to go for a tour/holiday	3.8	1

Internet influence on people in this regard can be in the form of 'stimuli arousal' (Middleton and Clarke, 2001) or sometimes referred to as 'need recognition' (Mathieson and Wall, 1982). There can be many instances to mention as how Internet takes this role. For example, when one potential traveler is using a social network, he may be forced to see the travel stories, comments, photos, and videos of visits made by friends or relatives. A friend can simply highlight his/her awesome experience which he had while he/she visited a resort. This can pose an appeal to one for a need identification/arousal. Sometimes, whilst one surfs through various sites, he/she may subject to watch VR images, photos and videos of some attractions. In certain other cases, the potential traveler may go through some travel sites/blogs also. All such can cause an arousal of need for travel or identification of a need in order to take a holiday. In addition to Social Networking sites, other major Internet based tools such as online ads, other visual displays, travel related blogs, websites with travelogues or travel stories, and the like, are also some of the major tools that influence potential tourists during the stage of need recognition. This gives the inference that the latest interactive ICTs are of some influence for the potential tourists in identifying the need for travel.

1.4.1.3. Information Search

The use ICTs as a source of Information for taking a suitable decision is the focus of this section, which includes five variables (Table 04) with different dimensions. The need for travel has always been fulfilled with guidance and information. The technology tools enable the transition from published guides to electronic maps and web pages. Internet is considered the most convenient and economical form of technology tool for a consumer for intensive information search. Potential tourist can depend on Internet for getting information on various tourism options, like destinations and attractions to visit, facilities available, transport and accommodation options, tour packages available, and the similar information relevant to the tour. Information is the most vital element in any sort of travel itinerary, whether it is on the choice of a hotel, an airline, the destination, or the tour itself.

Table 04
Search for Information

Sl No	Statements/Variables	Mean	Inter quartile range
1	Internet offers the most convenient and economical medium for information search.	2.8	00
2	Websites constitute one of the most popular sources of information	3.2	1
3	ICT tools can also be used for information search from non ICT sources as well	3.6	2
4	Latest handheld devices like Tabs makes information search more easy and convenient.	3	2
5	In total, ICTs, act as a major information source for potential tourists	3.8	00

The amount of information one can access through internet is extensive and this makes the Internet the most popular information search tool for the potential tourist. Information is available on Internet in various websites, which are available in plenty. Some of them give authentic information where as some others give superficial or sometimes unreliable information. The study done by Thomas Cook (Tour Operation Company) reports that that a single site is unable to provide all of the travel information and potential tourist chooses to visit multiple web sites; for instance, around 67% of the respondents of that study visited a minimum of two sites and around 35% visited three sites in search of travel information (Thomas Cook, 2012). As far as Internet is considered, in addition to the text based searches, new trends are emerging like map based interactive search, video based content and natural language interface. To get more reliable information for a potential tourist, he/she can interact with friends and relatives for required information on various tour/travel options/tourism products using ICT tools, which denotes the indirect dependence on ICTs. Peer groups, social communities, etc. are also provide very reliable information sources for a potential tourist. As technology is advancing, the devices used for searching information are getting smaller and smaller and handier as well. This gives them more ease in order to access Internet or to get more information from various sources using ICTs. This discussion clearly demonstrates the point that ICTs constitute one of the most important sources of information for a potential tourist while taking a decision to travel.

1.4.1.4. Formation of alternatives

As per the theoretical framework, soon after gathering information from various sources, the potential consumer may opt for forming alternatives. This aspect is the focus of the next section. Two variables were (Table 05) given in order to gather opinion. First variable−advertisements/ other visual displays / travel related blogs / travel stories on websites may have influenced tourist in identifying the destinations and attractions to visit−has obtained consensus in the initial round itself. Similar to information search, due to enormity of information availability, the potential tourist can seek and form alternatives as per his/her needs and interests using website based information and services. In fact there are so many websites with Recommender Systems or with tour planning softwares as well (Dileep 2011; Buhalis and Licata, 2002), which can enable a potential tourist to identify the options that he/she likes. This reveals that cyber tools can play a crucial role in the identification of different destination and attractions, a stage that can be labeled as the 'formation of alternatives'.

Table 05
Formation of alternatives

Sl.No.	Statements/Variables	Mean	Inter Quartile range
1	Online promotions may help one tourist to find out various options on travel and tourism activities	3.2	1
2	ICT tools, especially Internet has the potential for providing travel options for a tourist to make enough alternatives for travel/tour	3	1

The following variable−'Internet has the potential for providing travel options for a tourist to make enough alternatives for travel/tour' was also included for the response with a different dimension of the above objective. As gained consensus in the initial round itself, it further cements the opinion that Internet is a key tool with regard to the formation of alternatives in the process of decision making.

1.4.1.5. Evaluation of Alternatives and Selection

The formation of alternatives is followed by evaluation of alternatives. Here, in order to get the opinion of the experts on the use of ICTs pertaining to the evaluation of alternatives formed and for the selection of the most suitable alternative according to his/her needs and wants, four variables were given (Table 06). All the opinions were given consent by the experts in two rounds. The first variable deals with the use of Internet as a medium for comparison of alternatives. After gathering travel options or tour alternatives, one potential tourist can take the help of ICT tools like Internet to compare the options/alternatives by visiting websites of different companies to see the prices, facilities, ratings, etc. Travel experiences shared on social sites also help customers weigh out their travel choices. The rate of accessing Internet for gathering information in order to compare products and services, is on the increase. This gives the inference that even after the 'information search' and 'formation of alternatives' stages, the respondents may depend on Internet and some other ICT tools for evaluation of the alternatives. The potential tourist will be using the internet for evaluating the price, product features, benefits of each option, and the like. There are many websites where customers can rate the performance of the products they consumed and tourism product rating sites are commonly seen in Cyber space.

Table 06
Evaluation of Alternatives and Selection

Sl. No.	Statements/Variable	Mean	Inter Quartile range
1	Following formation of alternatives, a potential tourist can take the help of ICT tools like Internet to compare the options/alternatives	4	1
2	The help of friends and relatives can also be obtained in evaluating the alternatives, with the support of ICTs	3.8	00
3	Customer ratings about hotels and other tourism products in the Internet can be taken for evaluation	3.6	2
4	Altogether, ICTs are useful for a potential tourist to compare and to select the suitable option	28	1

Usually, 'Friends and Relatives' is also an important source of information, reliable advices and suggestions. Here also, emails, social networks, mobile devices and the similar latest interactive tools are used in order to get the opinion to compare the available options. Here, ICTs take the indirect role in the buying behavior process. The next variable is an extension of the first one and it is about the use of Internet to evaluate the alternatives once the potential consumer gathers information and forms the alternatives. Consumer ratings and opinion sharing are common in the hospitality sector. As hospitality sector consists of intangible products, featured with variability in service performance; the curious potential consumer may go in order to find out the opinions of past customers in the relevant websites. Going through many of such comments and opinions would give a hint about the quality and performance of the product. The last variable in this section is a summary of former two variables. Altogether, this analysis reveals that ICTs are useful for a potential tourist to compare various travel/tour options and to select the suitable option while a tourist takes a decision to travel or tour.

1.4.1.6. Consumption

The influence of ICT tools in buying behavior does not end either by information search or by making a choice of what to buy. Through this section, an attempt was done to gather the opinion on dependence or use of latest interactive technology tools during the process of consumption of the tourism and hospitality products. In three rounds of survey, consensus was gained. While consuming those products, tourists are in a strange environment and that makes them seeking accurate, latest and reliable information for a better feel and hassle free consumption. This aspect is the focus of the variables in this section. The first variable −the tourist, while travelling can use ICT tools for communicating with the industry like hotels, tour operator, airline for various purposes including for further clarification or making changes, etc.− is one dimension of ICT use while consuming the tourism product. It is inevitable for a tourist to have interactive communication with organizers, service providers, principals, and other related industries, especially due to the inherent characteristics of the tourism products. For example, while tourist is on a holiday, he/she may try to get information from hotel employees/tour escorts/guides over mails or mobile phones for some additional information or for further clarification. Also in the case of package tour, it is better to have or may become essential to interact with one another, particularly when it is an affinity group. Here ICTs have a role to play. This denotes that the tourists even at the stage of consumption of the products also depend on latest interactive technology tools as part of the consumption of the product. Also, the tourist may get in touch with family members to know their health status or any other personal information, using latest interactive technologies. Such information may be vital for him/her to minimize the risk of consumption and to enjoy the experience with peace. In air transport, for instance, the ICT integration is very high and its effective integration and utilization helps a tourist to facilitate the consumption of the product smoothly. These were the essence of the two variables given. The inference is that, the role of ICT tools turn out to be facilitative.

Table 07
Consumption stage

Sl. No.	Statements/Variable	Mean	Inter Quartile range
1	While on tour, tourist can make use of ICT tools for communicating with the industry	3.4	00
2	Also, the tourist can use ICTs to interact with other tour members, tour leader, etc.	3.2	2
3	In addition, the tourist can communicate with people back home and workplace using ICTs, while on tour	4	2
4	The tourist, while on tour can make use of ICT tools for entertainment/pleasure purposes as well.	3.2	2
5	Altogether, ICTs can be useful for facilitating the consumption of the tourism products as well as for enhancing the experience of tourist	3	1

The fourth variable in this section also deals with dependence on ICTs during consumption, but from a different perspective. The variable−tourist, while travelling or in the course of tour, can use different ICT enabled entertainment options whenever they are not engaged in other activities (Eg: play online games while onboard flight, chat with friends while in hotel room, etc), was included with that objective. Interactive ICT tools like PDAs, social networks, digital games through internet, internet based magazines, etc. can be used by tourists while travelling in a train or flight or while taking rest in hotel rooms. Or they can enjoy simulated environments. This helps them to enjoy better instead of spending the time idle. It denotes that the tourist experience is enhanced further due to the use of ICT tools, and this forms another dimension of the use of latest ICT tools in the consumption stage. The last variable is rather the combined quintessence of other four variables and it reveals that ICTs can be useful for facilitating the consumption of the tourism products as well as for enhancing the experience of tourist.

1.4.1.7. Post-consumption stage

In the post-consumption stage also, technology tools have the role to play, like, while sharing the digital photos through social networks, using ICTs to preserve the precious memories through video clips, photos, etc. This was the variable given and consensus was obtained in the first round itself. Customer offers feedback to the industry, provide ratings in websites on services and products used, etc. Some of the tourists write travel stories, travelogues, and publish in websites. All such also constitute a kind of use of ICTs in the post consumption stage. This gives the inference that in the post consumption stage as well, ICTs have role and relevance.

Table 08
Post Consumption Stage

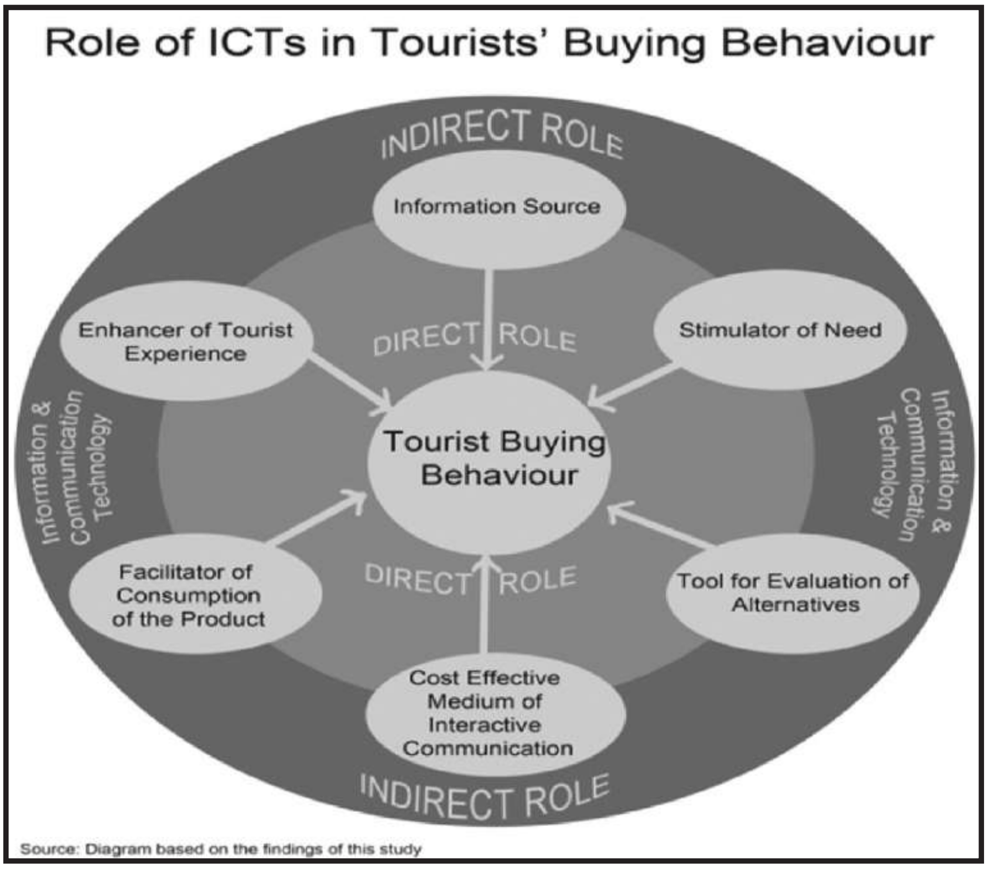
Sl. No.	Statements/Variable	Mean	Inter Quartile range
1	After the tour, the tourist m ay use ICTs to sustain memories, to share the experiences, etc.	3.4	1
2	Tourists can offer feedback etc using ICTs	3.8	1

1.5. Summary of Findings and Conclusion

ICT has an inevitable role in each and every business activity and the role of it in travel buying behavior is rather an obvious factor. Tourism is a sector dominated by intangible products which makes the information need extremely high for the tourist in various stages of decision making, and consequently the relevance of ICT is also very high. Against this context, this study was undertaken in order to examine the roles of ICTs in the decision making process of a potential tourist using Delphi technique. The study reiterates the fact that ICTs have multidimensional roles in the buying behavior of outbound tourists. The influence of it is not just in the stages of decision making, rather it extends beyond that, even up to the post-consumption stage as well. Summary of the findings is as follows;

- Tourists make use of ICTs for different proposes throughout the process of buying behavior.
- ICT tools have significant role and impact in every stage of buying behavior of a tourist. In the first stage, some of these tools act as a stimulator of travel needs. In the information search stage, he/she extensively depends on ICT tools. This is followed by dependence on tools like the Internet for the formation of alternatives as well as for evaluation of alternatives. This will eventually result in making the choice with regard to travel. In consumption stage, the tourist takes the help of latest communication tools in order to consume the product rather more easily and conveniently, as well as for enhancing the touristic experience. In addition, in the post consumption stage, the dependence on ICTs can be seen in sharing information, in giving feedback, and recollecting as well as in sustaining memories.
- The dependence of a tourist on ICTs in the process of buying behavior is both direct and indirect. 'Direct' is ubiquitous when a potential tourist depends on such tools as the primary source of information. Eg: A potential tourist searches internet to find out various destination options. 'Indirect' represents an occasion when he/she depends on other information sources like friends and relatives, but communicates/interacts using ICTs.
- In addition to the direct and indirect dependence on ICTs, as part of buying behavior, the

Figure 10



tourist depends on such tools as a 'facilitator' of consumption of the product and 'enhancer' of tourist experience. For example; during the travel process, a tourist can use interactive ICT tools for watching movie, playing games, or the ordering of food when he/she is in the hotel room, and the like. The roles of ICTs such as 'enhancer' of consumption experience ('tourist experience') and 'facilitator' of consumption are quite significant and drags increased attention as these roles may not be of much relevance in the context of products which are tangible in nature.

- The roles of ICTs in the buying behavior of a potential tourist, based on this study can be summed up as the following (shown in figure 01)
  - Stimulator of Needs
  - Information source
  - Tool for evaluation of alternatives
  - Cost effective Medium for interactive communication
  - Facilitator of consumption of the product
  - Enhancer of tourist experience

Hence, the above discussions state that the role of ICTs is in many ways: a stimulator of need, information source, tool for evaluation of alternatives, and a cost effective medium for interactive communication. It also facilitates the consumption of the product and enhances the tourist experience. The findings have few limitations, particularly due to the following reasons. The study is rather based on opinion of experts mainly. The influence of each area of ICT, say, social networking sites has not been examined in detail. In addition, the study has been done from the theoretical background that the travel decision making takes place as a process of sequential stages as suggested by models of buying behavior. This may not be the same for many, like in the case of business tourism or last minute decisions of an executive for travel. Hence, the generalization of the findings is limited with the above reasons.

The study opens up further areas for research like ICTs usage pattern by tourists while making a decision to travel, use by different age groups, by people who belong to different educational, social or cultural backgrounds. How they are used by different types of travelers, differences in use by those who have different buying behavior processes, and the like. Also, areas like the depth of use and depth of influence of ICTs, how each ICT tools are influencing tourists in their decisions to travel and the like are there to explore and analyze further. Also, comparative studies between different regions with the above focus can also be taken up for further researches.

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CUSTOMER RELATIONSHIP MANAGEMENT IN TOURISM INDUSTRY IN PUNJAB

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Abstract

The present study is undertaken to find out the factors affecting implementation of customer relationship management (CRM) in the tourism industry of Punjab. The study was based on data collected form 118 enterprises with the help of e–mail & interviews. A structured questionnaire was administered to collect data about the managerial areas of CRM as well as characteristics of the hotels, restaurants and travel agents. The questionnaire used 5–point likert scale and statistical tools like Factor analysis and correlation & regression analysis were used for data analysis. The result of the study reveal that infrastructure, business dynamics, customer relations and quality factors affect CRM. The study observed that inadequate budget, lack of management support act as biggest hurdle in implementation of CRM in tourism industry in Punjab. The study provides an insight into the shortcomings leading to erection of CRM and provides suggestion to the tourism industry in Punjab to overcome these shortcoming and barriers.

Keywords: Customer relationship management (CRM); Punjab; factor analysis

INTRODUCTION

Developing lasting relationship with customers is a sine qua non for successful survival of any enterprise. Favorable inclination of a satisfied customer manifests itself not only in repeated transactions but also recommendations through word of mouth. Tourism industry is facing a stiff competition in India. Availability of a number of players has reduced the switching costs to such an extent that customer do not feel hesitant in choosing some other tour operator or agent. The competitor may provide them a better, quicker and cheaper option. It is thus paramount for enterprises in tourism industry to develop a lasting relationship with the customers. A customer relationship management program can be developed around quality services. Present study is an attempt to find out the factors affecting implementation of customer relationship management (CRM) by the tourism industry in Punjab.

Managing customer relationships in an organized manner as an essential element of business strategy; requires integration of tools, software, databases besides efficient use of available recourses. The focus of CRM philosophy is to enhance growth prospects through continuous interaction, monitoring changing needs and aspirations of the customers, integrating feedback system into organization's decision making process. Thus, CRM aims at developing unified policies, processes, and strategies to facilitate customer interactions. A good CRM programme must include operational component on how the data would be collected from the customer; analytical component on how the collected data would be analyzed, intelligence component on managerial tasks which have to be performed based and collaborative component on how to enhance log term interactions with the customers.

Moreover, Globalization, increasing competition and advances in IT has made the companies to focus more on managing customer relationships in order to maximize its revenues. Therefore, there is a major change in the way companies organize themselves, as businesses switch from product– based to customer–based structures. A key driver of this change is the advent of CRM which is underpinned by information and communication technologies (Ryals & Knox, 2001).

CRM is the key competitive strategy that the business houses need to tackle to meet the needs of the customers and to integrate a customer centric approach throughout the organization. With the help of IT, businesses are now able to come closer to the customer and maintain long-term relationships. Thus, deploying CRM initiatives has become very common.

Concept of customer realtion is not new and has been well recognized for a long time by various management gurus such as Peter F. Drucker. Customer relationships play a key role in the competence development and businesses are now accepting CRM as a major element of the overall business strategy. To survive in the global markets, customer has to be given utmost important and long term relationships need to e maintained. It is known that it takes up to five times more money to acquire a new customer than to get an existing customer to make a new purchase. Moreover, a dissatisfied customer causes much more harm than benefit gained from a satisfied customer. It is therefore no surprise that CRM is an important topic of conversation in business world (Feinberg, Kadam, Hokam, & Kim, 2002).

CRM focus on managing the relationship between a business and its current and prospective customer base as a key to success (Gebert et al., 2002; Falk, 2004). All members of the organization must understand and support the shared values required for CRM (Rygielski et al., 2002; Piccoli et al., 2003).

To be effective, a CRM strategy must encompass and integrate all customer-facing activities. It should ensure that no matter where, when, or how a customer interacts with the company, the contact is personalized, consistent, and demonstrates that the company knows and values that customer. Business benefits include (Andrade, 2003):

1. Gathering and integrating information on customers.
2. Nurturing and maintaining company's customer base.
3. Developing a closer relationship with customers.
4. Increasing customer satisfaction.
5. Declining customer acquisition costs.
6. Ensuring sustainable competitive advantage.
7. Maximizing profitability due to increased sales.
8. Increasing customer loyalty as a result of more personal and efficient service.
9. Enabling micro-segmentation of markets according to customers' needs and wants.
10. Collaborating with customers for joint value-creation.
11. Acquiring well-accepted outcomes of data-mining activities.
12. Supporting effective sales efforts through better management of the sales process.

Consequently, rapid changes on the competitive environment have forced enterprises to rethink the way they do business. Therefore, CRM is considered an effective option (Feinberg et al., 2002). But, because of globalization and developments in information technologies, CRM applications are becoming more multifunction (Karimi, Somers, & Gupta, 2001).

REVIEW OF LITERATURE

Zeithaml et al. (1988) identified an exhaustive list of factors affecting the magnitude and direction of four gaps on the marketer's side of their service quality model. The gaps were namely, a) Difference between consumer expectations and the management perceptions of consumer expectations; b) management perception-service quality specification gap; c) service quality specification-service delivery gap; d) difference between service delivery and external communications. Zeithaml et al. (1996) developed a conceptual model of impact of service quality on behaviour of customers in terms of their retention. Results of the study revealed a difference in the quality intentions with different behaviours.

Day and Van Den Bulte (2002) has defined CRM as a cross-functional process for achieving a continuing dialogue with customers, across all their contact and access points, with personalized treatment of the most valuable customers, to increase customer retention and the effectiveness of marketing initiatives.

Bull (2003) highlighted complex and holistic process involved in CRM implementation as well as integration of information technologies through a case study of UK-based manufacturing company. He recommended participative leadership, sourcing, targeting and evaluation strategies for its effective implementation.

Lindgreen & Antioco (2005) recommended five phases of CRM programme development i.e. testing, founding, building, doing and ongoing. Xu & Walton (2005) examined how analytical CRM systems are implemented with a focus on strategic application to support customer knowledge acquisition and how such a system can be developed. They developed a conceptual model of an analytical CRM system for customer knowledge acquisition. Findings of the study revealed that CRM systems were dominated by call centres. The application of analytical CRM was found to be low, and the provision of such systems was limited to a few leading software vendors only.

Nguyen et al. (2007) viewed customer relationship management (CRM) as an information system that tracks customers' interactions with the organization and allows employees to instantly pull up information about the customers. Findings of the study revealed that CRM system stores all information about the customers in a database and uses this data to coordinate between various functions of a business organization so as to work smoothly to best serve their customers' needs. They recommended strategies for successful implementation of CRM and also discussed barriers to CRM in e-business and m-business.

Johns & Perrott (2008) investigated how technology has dramatically altered the way businesses operate in a business-to-business (B2B) context and has had profound influences on services, altering the way services are delivered. The paper explored the impact of the use of internet banking on business relationships. Findings revealed that the relationship is dependent on perception of extent of technology used.

Ada et al. (2010) investigated how hotels are implementing customer relationship management (CRM) practices in their organisation. Researcher conducted interviews with 45 hotel managers from 17 hotels. The study revealed that all the hotels were practicing CRM in their organization in one or another goal. However, the most commonly cited goal for CRM is customer retention. Evaluation and control are perceived as very important activities The study can prove to be a source of information for industry practitioners to compare and benchmark their practices and to obtain useful CRM ideas.

Chiang (2012) established customers' markets and rules of dynamic customer relationship management (CRM) systems for online retailers. The paper was an attempt to proposes a procedure to discover customers' markets and rules, which adopts the recency, frequency, monetary value (RFM) variables, transaction records, and socioeconomic data of the online shoppers to be the research variables. The study came out with eight RFM markets and six rules of online retailers. Framework proposed by the researcher can support the mangers decision making and device ways to retain the customers within the organization.

METHODOLOGY

For the present study, both secondary as well as primary data were used. A questionnaire was developed and pre-tested. Many studies were used to design the questionnaire for the tourism enterprises (Peppard, 2000; Ryals & Knox, 2001; Kim & Kim, 2005). The questionnaire consisted of 25 items, scored on a 5-point Likert scale with an agree/disagree continuum (1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree). The 25 item

CRM instrument had reliability (Cronbach's a) of 0.814. A sample of 200 respondents was collected, but out of which 118 responses were valid and thus analysed. All the respondents were the enterprises into tourism industry in Punjab. In this study, factor analysis was used to analyze the relationships among variables. The basic idea of factor analysis is to combine several variables into a smaller set of independent variables without loosing the essential information from the original dataset. When factor analysis is conducted, the first step is to examine whether the dataset is appropriate for factoring. The following steps can be undertaken (Andersen & Herbertsson, 2003):

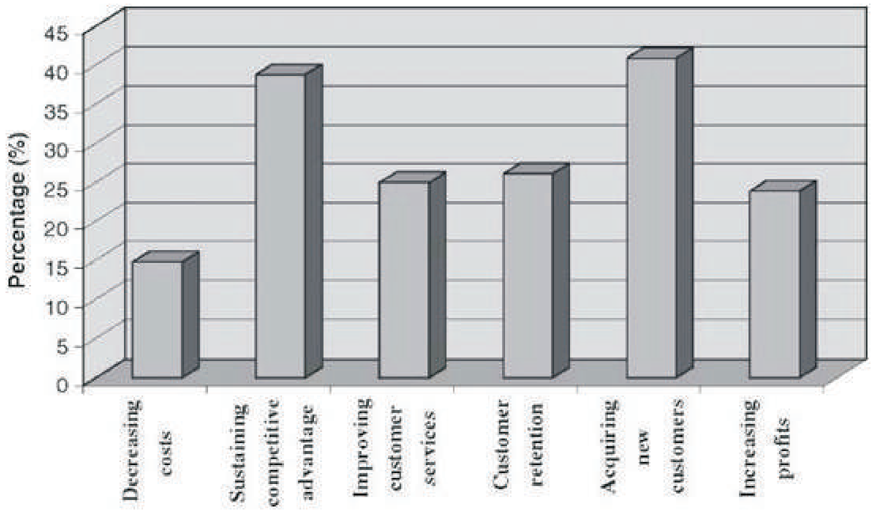
a) Examine the correlation matrix: High correlations indicate that variables can be grouped into homogenous sets of variables, and they are thus appropriate for factor analysis.

b) Examine Kaiser−Meyer−Olkin measure of overall sampling adequacy (KMO) for each variable: The KMO measure provides a means to assess the extent, to which the indicators of a construct belong together, i.e. a measure of the homogeneity of variables.

c) A regression analysis is used to examine the relationship between variables obtained by factor analysis. Furthermore, we calculated means and standard deviations for each variable and a correlation matrix to test the relationships between variables.

RESULTS

Before indicating the factors influencing the customer relations by using factor analysis, Kaiser−Meyer−Olkin (KMO) measure of sampling adequacy was 0.719, which is higher than 0.60, the acceptable limit. Therefore the assumptions for carrying out the factor analysis were met.



Six factors were extracted in the unrotated factor solution with eigenvalues over 1. These six factors explain 76.2% of the variance. However, interpretation of the factors that are not subject to rotation is rarely significant. Two of the items were rejected due to their low communalities in the first rotated solution to improve the factor analysis. 9 non−significant variables that have low loading values were not included in factor analysis. After analyzing the remaining 16 factors, 4 factors having a factor loading of 0.50 and eigen value greater than 1 were obtained. These four factors explain 74.5% of the variance, which is an acceptable percentage. The compromise is worthwhile because the factor solution is easier to interpret.

A varimax rotation was applied which converged in 8 iterations. According to the accepted guidelines for identifying significant factor loadings, 0.30 was accepted as the cut−off point for interpretation purposes. The factors which had the highest loadings were taken first into account while naming the factors. Therefore, four factors were identified as the main dimensions under−lying CRM in the tourism sector. The factors are:

FACTOR 1: Communication–distribution infrastructure.

FACTOR 2: Business dynamics.

FACTOR 3: Customer relations.

FACTOR 4: Innovation and quality

Mean and Standard Deviation were also calculated (table 2) along with correlation analysis (table3) for the four factors. The correlation analysis revealed that there was a significant relation between customer relations and other two variables (communication– distribution infrastructure and business dynamics) at the 0.05 level. A significant relation was also found between customer relations and, innovation and quality ($p<0.01$). Finally, a significant relation was observed between innovation and quality, and other three variables (communication–distribution infrastructure, business dynamics and customer relations) at the 0.05 level.

A regression analysis was used to examine the relationship between the other three factors (communication–distribution infrastructure, business dynamics, innovation and quality) and customer relations as dependent variable. When considering communication–distribution infrastructure, business dynamics, innovation and quality in its entirety as independent variables, the results show that business dynamics and communication–distribution infrastructure have a significant positive relationship with that of customer relations in tourism sector (R2 = 0.284). The results from regression analyses in Table 4 suggest that the overall model was significant. The interrelation of the three independent variables was taken into account, and the R2 (0.284) was significant at the 0.000 level. That means that 28.4% of the variance in customer relations was significantly explained by the independent variables. Among three independent variables, business dynamics is the most important in explaining the variance in customer relations as the highest beta (b) value was 0.406. Namely, business dynamics were found to significantly predict customer relations (t –4.199; p –0.00). This result supports our prior assertion that business dynamics can be a critical factor for customer relations in small–and medium–sized tourism enterprises. The second–ranked variable was communication–distribution infrastructure, with a beta (b) of 0.196.

THE BARRIERS TO CRM

When analyzing Table 5, it is seen that the most important barriers to CRM in the tourism industry were inadequate supporting budgets, lack of senior management commitment to CRM, and poor communication. Moreover, there were other important barriers including an absence of complementary customer management skills, inefficiencies in business process, lack of end–user input at the service/design stage, a lack of standardization, and inter–departmental conflicts, apart from the lack of cultural readiness.

CONCLUSIONS

The study of CRM has got an immense potential in the tourism industry, especially after the information and telecommunication revolution. Tourism services are available o customesr at their doorstep. Present study was designed to identify factor influencing implementation of CRM in tourism industry in Punjab. Correlation analysis revealed that there was a significant relation between customer relations and other three variables (communication–distribution infrastructure, business dynamics and, innovation and quality). From regression analysis, it was observed that business dynamics and communication–distribution infrastructure had an important impact on customer relations in the tourism sector. Business dynamics was a crucial factor for customer relations in small–and medium–sized tourism enterprises. It can be concluded from the study that the most important barriers faced by the tourism industry are inadequate supporting budgets, lack of senior management commitment to CRM, and poor communication.

APPENDICES

Table 1 Results of factor analysis to CRM

Factors	Factor loadings	Initial eigenvalues	Variance explained (%)	Cronbach's a
Communication-distribution infrastructure		6.684	44.559	0.950
Distribution channels' effectiveness	0.686			
Database, data mining	0.790			
Sales force automation	0.778			
Utilizing travel agencies and tour operators	0.840			
Designing CRM oriented web sites	0.902			
Business dynamics		1.733	11.550	0.844
Business image	0.786			
Business activity quality	0.841			
Intent of gaining competitive advantage	0.697			
Customer relations		1.634	10.893	0.789
Staff training and behaviors	0.767			
Long-term customer relations	0.648			
Acquainting customers with utilizing products and services	0.749			
Idea of customer retention	0.606			
Innovation and quality		1.131	7.539	0.747
Globalization and recent advances in information technology	0.590			
Idea of gaining new customers	0.644			
Product and service quality	0.863			
	74.541			

Extraction method: Principal component analysis, Rotation method: Varimax with Kaiser normalization, Rotation converged in 8 iterations

Table 2: Means, standard deviations and correlations of scales

	Mean	Std. deviation
Communication-distribution infrastructure	2.792	1.023
Business dynamics	3.572	0.781
Customer relations	3.128	0.641
Innovation and quality	3.931	0.518

Table 3: Correlation Analysis

	Communication-distribution infrastructure	Business dynamics	Customer relations	Innovation and quality
Communication-distribution infrastructure	1.000			
Business dynamics	0.224*	1.000		
Customer relations	0.311**	0.477**	1.000	
Innovation and quality	0.212*	0.239*	0.253*	1.000

Correlation is significant at the 0.01 level (2-tailed). Correlation is significant at the 0.05 level (2-tailed). *$p< 0.01$. ** $p< 0.05$

Table 4: The results of regression analysis for customer relations

Variable	Standardized regression coefficients (Beta)	Std. error	*t*-values	Sig.
Communication-distribution infrastructure	0.196**	0.060	2.040**	0.045
Business dynamics	0.406*	0.079	4.199*	0.000
Innovation and quality	0.114	0.119	1.187	0.239
Adjusted R^2			0.258	
R^2 Square			0.284	
Std. error of the estimate			0.552	
Significance level			0.000	
Durbin-Watson			1.790	
Constant			1.045	

Dependent variable: Customer relations. *p< 0.01. ** p< 0.05.

Table 5: The barriers to CRM

The barriers to CRM	Strongly disagree (%)	Disagree (%)	Neither agree nor disagree (%)	Agree (%)	Strongly agree (%)	Mean	Std. deviation
Inadequate supporting budgets	0.0	8.0	15.9	33.0	35.2	4.03	0.95
Lack of senior management commitment to CRM	6.8	5.7	13.6	36.4	31.8	3.85	1.17
Poor communication	1.1	6.8	22.7	37.5	22.7	3.81	0.94
An absence of complementary customer management skills	4.5	9.1	20.5	33.0	23.9	3.68	1.12
Inefficiencies in business process	2.3	17.0	15.9	39.8	17.0	3.56	1.07
Lack of end-user input at service stage	1.1	17.0	26.1	28.4	20.5	3.53	1.06
A lack of standardization	0.0	13.6	36.4	25.0	12.5	3.41	0.92
Inter-departmental conflicts	9.1	10.2	21.6	40.9	10.2	3.37	1.15
Lack of cultural readiness	22.7	23.9	27.3	14.8	1.1	2.41	1.08

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STRESS AND JOB SATISFACTION AMONG WOMEN WORKERS IN STAR HOTELS OF DELHI: AN ANALYSIS

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Abstract
Previous researches have negatively linked stress and job satisfaction. Recent researches confirm the occurrence of stress-related illnesses nearly twice as high for women than men. The purpose of the study was to determine the kind of relationship that exists between levels of stress and job satisfaction among women workers in star hotels of Delhi on the basis of their marital and parental status. The responses of 230 women workers from 40 star hotels of Delhi to a structured questionnaire were analyzed. Chi-square test did not support the hypotheses. Results showed that women workers face domestic stress predominantly and hence the upward mobility of their career is put on hold. Further research is directed towards evolving stress management techniques for married women workers especially for those having parental status.

Key-Words: Stress – job satisfaction – women workers – work/life balance – star hotels – Delhi.

INTRODUCTION

Today's fast paced lifestyle calls for managing high levels of competition, stress, tension and work/ life balance as reported in (www.timesascent.in, 2009). The high price to pay for this lifestyle wreaks havoc on human minds and results in stressed out individuals. People are not able to manage all the demands on them and buckle under pressure according to (Pandey& Kala, 2008). There is a need to understand that stress brings failure and failure brings more stress which becomes a vicious cycle, eventually resulting in falling performance as emphasized in (www.timesascent.in, 2009). Lagging behind in performance can be an issue to the individual (Rajasekhar, 2011).As further pointed out by the author, the individual member goes through humiliation as he is not able to match the performance level of others and since performance alone is the key for any hike one gets in salary or winning an award, under performance at work leads to low level of morale and job satisfaction.

Organizations as of now, search for intangible qualities in candidates that add value to the organization. Positive attitude is certainly topmost according to (Srikrishna, 2011). The author thereafter points out that companies probe to get deeper insights into desirable 'personal traits' during interviews in contemporary scenario.Stress literature supports that continuous stress can lead to body-mind disorders and also raise the level of job dissatisfaction among employees (Pandey& Kala, 2008; Rajasekhar, 2011).

Although men and women both have proved their mettle in the corporate world globally but the fact remains that women are in the minority and invisible to quite an extent in leadership roles in India (Hamid, 2008). (www.medicinenet.com, 2011) emphasizes that the road for illness and job failure is set for most women in India who aspire to achieve and succeed in their career because they end up balancing work/life challenges that turn into demands and relaxation turning into feelings of stress. (Taj, 2010) states the reasons for this illness and failure as the pressure of social and role constraints imposed upon them by society, family and quite surprisingly by women themselves. This is because women in India are still juggling between being 'man on the job' and the otherwise conventional role of a homemaker. There is no kudos for her exemplary performance at work unless she is a perfect wife, mother and daughter and so on. Another social reality in India that needs to be mentioned here is that there is an increased need for women's earnings consequent upon rise in family expenses. She has been readily accepted as cobreadwinner but not yet unburdened from her exclusive domestic responsibilities (author's personal observation).

Research regarding stress and job satisfaction in hospitality industry in India is an understudied topic. Delhi, the capital city of India, has witnessed tremendous boom in hotel industry in recent years especially after hosting Commonwealth Games in 2010. Keeping in mind the increasing requirements of tourists and the considerable shortage of rooms across Delhi, the Government of India has approved an array of hotel projects at Delhi (www.indianrealtynews.com, 2011). As the competitive pressure increases with increasing number of hotels at Delhi, the hotel staff is bound to face plenty of stress in the wake of tighter deadlines, heavier schedules, new projects, pressure to perform at peak levels all the time, expansion of technology resulting in heightened expectation of productivity, constant alertness and following a non-failing star hotel work culture. Owing to the fact that stress owes its origin to a myriad of life and employment related issues, Indian working women already buckling under the twin pressure, as supported by various researches (Hamid, 2008; Taj, 2010; and www.medicinenet.com, 2011) are bound to face a tough time in star hotels at Delhi.

The study aims to identify the dominant stressors that influence Delhi star hotels' female staff's job satisfaction. Therefore, this study was conducted in order to establish some ways and means that result in reducing stress and increasing job satisfaction of women workers in star hotels at Delhi. For this purpose, the following hypotheses were formulated:

H_o1: There will be no significant variation among the responses of women workers in star hotels at Delhi on the basis of their marital/non-marital status regarding stress and job satisfaction.

H_o2: No variation will be observed among the responses of women workers in star hotels at Delhi on the basis of their parental/non-parental status regarding stress and job satisfaction.

Method

The present study is based on primary and secondary sources both. Secondary data have been collected from relevant articles and write-ups appearing in leading business dailies of India. Journals and periodicals have been thoroughly scanned to collect relevant literature in the Indian scenario. Various informative websites, souvenirs and conference proceedings on the subject of stress management, women's studies and human resources in the Indian backdrop added substance to this work. Primary data, collected through personal observation, discussions and interviews with different categories of women workers in star hotels of Delhi gave new dimensions to the study. The study is further based on the structured questionnaire served to different categories of women workers in star hotels at Delhi. Forty hotels under study were located mainly in the airport and city area and few in suburban Delhi. The data presented here are from 230 women working in star hotels at Delhi who responded to the questionnaire especially designed to investigate the dominant kind of stress that affects their level of job satisfaction. Though it was extremely challenging to get responses from a large sample from so many hotels but personal contacts with different managers of various hotels and continuous liaison with the hospitality industry personnel by the researcher proved fruitful. The questionnaires were distributed to women workers through their departmental heads and they were asked to return the filled questionnaires in the same manner. Out of 280 questionnaires distributed, surprisingly 236 were returned. 6 were rejected on the basis of inadequate information. In order to monitor the variation among responses of different categories' respondents, chi-square test was used according to requirement and suitability. For the purpose of this study, women workers in star hotels of Delhi were categorized as follows:

A: Unmarried

B: Married, without children

C: Married, havingchildren

It is worth mentioning here that response to the study was encouraging and leads to believe that women in India are slowly learning to become vocal about what they want and deserve both at home and workplace.

Results

Column 1 of Cumulative Table presents responses of different categories' respondents working in star hotels at Delhi regarding domestic occupations hindering good performance at hotel. The calculated value of chi square is higher than table value. Hence null hypotheses are rejected.

Column 2 of Cumulative Table provides information regarding conflict between workplace rules and procedures and domestic commitments. In the table, chi square tests reveal that calculated value of chi square is greater than table value. Hence null hypotheses are rejected.

Responses of various categories' respondents are given in column 3 of cumulative table regarding domestic responsibilities and job challenges in star hotels at Delhi. Table shows that calculated value of chi square is greater than table value. There are significant variations among the responses from different categories. Hence null hypotheses are rejected.

Responses of different categories of respondents regarding requirement for more support at home for being more efficient at work are given in column 4 of cumulative table. It is evident from table that calculated value is greater than table value. Variations in responses of the respondents are noticeable. Null hypotheses are rejected.

Column 5 of cumulative table provides responses of the respondents under review with regard to extreme stress symptom of the feeling of being caught in a vicious circle. In table chi square tests make it evident that calculated value of chi square is greater than table value. Null hypotheses are rejected.

Statistical information regarding overload of home and hotel responsibilities is provided in column 6 of cumulative table. Result of chi square tests given in table show that calculated value of chi square is greater than table value. Variances in the responses of different categories' respondents under reference are significant. Hence null hypotheses are rejected.

Column 7 of cumulative table gives an account of responses of respondents under study regarding acute stress symptoms (restlessness & insomnia). Chi square results as presented in table make it noticeable that calculated value of chi square is greater than table value. Therefore, null hypotheses are rejected.

Responses of the various categories' of respondents under study pertaining to negative feeling of lack of maximum input at work are enlisted in column 8 of cumulative table. Chi square results given in column 8 of cumulative table show that calculated value of chi square is greater than table value. There are significant variances among the responses of different categories' respondents under review. Hence null hypotheses are rejected.

Column 9 of cumulative table gives an account of responses of respondents pertaining to low sense of achievement/low self-esteem indicating low level of job satisfaction. Chi square statistics given in table show that calculated value of chi square is greater than table value. Variances in the responses of different categories' respondents are significant. Hence null hypotheses are rejected.

Column 10 of cumulative table presents statistical information regarding women workers' feeling to work harder to get adequate recognition. The results of chi square tests in table indicate that calculated value of chi square is greater than table value. Variation among the responses of different respondents is significant. Hence null hypotheses are rejected.

Thus both null hypotheses are rejected @ 5% level of significance.

Discussion

It is evident from column 1 of cumulative table that category 'B' and 'C' have registered high degree of domestic stress and most of them find it difficult to manage domestic and professional responsibilities without any stress. However, employees of the other category are facing lesser domestic stress as they have lesser domestic responsibilities. From the responses of the respondents of various categories as evident from column 2 of cumulative table, category 'B' and 'C' have confronting domestic and professional commitments. On the other hand, remaining categories less affected by work/life conflict.It is clear from the statistical information that majority of category 'B' and 'C' find it difficult to face the challenge of their hotel job and domestic responsibilities due to heavy workload at both the fronts. Column 3 of cumulative table reveals that women employees of other category rarely face such a conflicting situation.It is evident from the responses in column 4 of cumulative table that women workers from category 'B' and 'C' strongly feel that their efficiency at work could be more if they can get more support from home. Therefore it is indicative that domestic stress is adversely affecting the workplace responsibilities of most of the married women workers in star hotels at Delhi. The other category under reference is less affected by domestic stress. However, it is universal that domestic stress and workers efficiency are negatively correlated. Column 5 of cumulative table shows majority of category 'B' and 'C' feel that they are caught in a vicious circle. Degree of stress is highest in case of category 'C'. It is lowest in case of category 'A'. Column 6 of cumulative table reveals that married women workers are more stressed than unmarried women workers. Furthermore, category 'C' is more stressed than category 'B'. Category 'A' has also shown some symptoms of work related stress. Column 7 of cumulative table shows that 81 respondents from category 'B' have registered their responses that they are unable to sleep. 60 respondents of category 'C' are facing the problem of restlessness and insomnia. Category 'A' has shown least symptoms of stress. The degree of stress in married women workers is more in comparison to unmarried women workers. The same is true in case of category 'B' and category 'C'. From column 8 of cumulative table, it is discernible that majority of category 'B' respondents show signs of low level of self-esteem and job satisfaction. Category 'C' has also registered the same pattern of feelings regarding job satisfaction and self-esteem. It is interesting to note that maximum respondents under reference have shown low level of job satisfaction and self-esteem both. It is discernible from column 9 that majority of unmarried women workers in star hotels at Delhi have registered negative responses regarding low level of job satisfaction. However, 75% women workers in category 'B' have agreed that they feel held back in their professional life. 57 women workers in category 'C' have expressed similar views. The majority of women workers under category 'B' and 'C' have agreed that they feel held back in their professional life. It is an indicative fact that women workers of other two categories except category 'A' are experiencing low level of self-esteem and low level of job satisfaction.

Work performed by workers is one of the greatest motivational tools. Responses of women workers of different categories working in star hotels at Delhi reveal some very interesting facts in column 10 of cumulative table. Out of 52 unmarried women respondents, 29 felt that they need not work harder to get adequate recognition. Very few unmarried women respondents have agreed that they are required to put extra efforts to get adequate recognition for their work. However, majority of respondents under the categories 'B' and 'C' have agreed that they need to work harder in order to get adequate recognition for their work.

Conclusions

Column 1 of cumulative table indicates significant variations among the responses, further indicating that different categories of respondents experience different degrees of stress and job satisfaction both. Column 2of cumulative table indicates confronting domestic and professional responsibilities of married women workers whereas unmarried women workers face lesser conflict between hotel rules, procedures and domestic commitments. From column 4 of cumulative table, it can be inferred that level of stress and degree of job satisfaction is dependent on marital and parental responsibilities of women workers. From column 4 of cumulative table, it may be deduced that married women workers are more prone to domestic stress affecting hotel responsibility than unmarried women workers. It is further discernible that more than 50% of category 'C' respondents are of the opinion that their efficiency at hotel may be enhanced if they can secure more domestic support. From column 5 of cumulative table, it can be inferred that degree of stress symptoms is dependent on the married/unmarried status of women workers and their parental responsibilities. From column 6 of cumulative table, it is indicative that, predominantly, domestic responsibilities affect domestic and work related stress both which may result in low level of job satisfaction. Column 7 of cumulative table shows variance in responses with regard to stress symptoms which are affected by marital and parental responsibilities of women workers.Column 8 of cumulative table indicates that job satisfaction and self-esteem are dependent on domestic and workplace stress. From column 9 of cumulative table, it can be concluded that marital and parental responsibilities both are responsible for low self-esteem, low sense of achievement and low level of job satisfaction. From column 10 of cumulative table, conclusion may be drawn that the stress of domestic responsibilities may lead towards work/life conflict, low self-esteem and low level of job satisfaction mainly among married women workers in star hotels at Delhi. From the above discussion it may be deduced that marital and parental status of women workers in star hotels at Delhi have a significant effect on the level of stress and job satisfaction experienced by them. Literature review has made it clear that success in the hotel industry demands time and undivided attention. Results of the study confirm the difficulty in coping for married women, especially those having children. It is in fact a battle ground for them to compete for recognitions and promotions amidst significant family responsibilities.

Future Research

Literature regarding working women in the Indian scenario supports that women still face gender-bias and continue to do the softer jobs. This is evident in the results of the study. Secondly, they have to struggle hard to prove their worth at home and workplace is substantiated by the result of the study that all married women workers have reported overload of responsibilities owing to their status as working women. The success of a woman is mapped by the way she keeps her house and not the housekeeping she does at the hotel. Further research needs to be done to evolve effective stress management techniques for married women workers in star hotels at Delhi and especially for those who have parental/managerial status or both.

Suggestions

The results of the study have clearly indicated that married women workers in star hotels at Delhi report greater feelings of stress and lower level of job satisfaction than the unmarried women workers. Therefore, following ideas should be given attention by married women workers, especially those having children:

Since almost all married women workers having children feel overburdened with massive responsibilities, the tool that can rescue them is delegation at workplace and at home both. (Carnegie, as cited in Radhika, 2010, P. 2) “The secret of success is not in doing your own work, but in recognizing the right man to do it”. Honing of personal and professional skills may make them a perfect fit in the role of a home-maker and career-woman both. (Chanania, 2010) reported that today's readily changing world requires agile employees who can quickly confront change and thrive despite the heady competition. (Buhler, as cited in Chanania, 2010) emphasis upon flexibility, agility and responsiveness as the critical skills to be successful in the dynamic environment.Married women workers are strongly advised to develop agility in their attitude. They have to realize that there are no set ways of doing things at home and at hotel. There can always be new ways of delivering workplace, domestic and parental responsibilities. Married women workers have to innovate constantly, learn self-discipline, learn creative problem-solving techniques and develop flexible attributes. As informed in (www.timesascent.in,2009), the factor to be counted is the way one delivers commitments and how one is able to make a difference. A contented personal and professional life is not a utopian concept. The problem with women workers generally is not with the dream to actually create a perfectly balanced personal and professional world but with making that dream an obsession. Married women workers need to understand and identify the realms of possibility and that which may be an impossibility to achieve. (Nangia, 2010) states that there are phases when one needs to give one's all to work and when one needs to step back with equal confidence and give due importance to one's personal life. (Mill, as cited in Nangia, 2010) feels that, it is possible to be content with life even though 'dissatisfied' so long one has the proper balance of pleasure, quantitatively and qualitatively. So married women workers need to learn how to manage personal and professional roles simultaneously without being excessively stressed. They need to 'adapt' themselves as per situation.

Attaining success at work and life both is all about balance. Efficiency is the key to success at work and in life both. In a guest-focused environment in hotels, one has to be result oriented and this requires married women workers to work smart. This is the age of working smarter rather than working harder. (Gupta, as cited in Nair &Taj, 2009) states that being smart is all about working in collaboration, remaining focused, encouraging seamless sharing of information and benefiting from the abounding creativity and knowledge available.

Working smart at hotel and home is important as it accelerates the accomplishment of goals set forth at both the fronts. Married women workers have to use the power of knowledge, leverage their key learning and innovate to win the tasks at hotel and home both. With an array of negative emotions (low self-esteem, feeling of lack of maximum input at work, feeling of being caught in a vicious circle), married women workers experience due to professional and personal life demands, the need to address this issue becomes imperative as negative emotions can have a negative impact on job performance and eventually job satisfaction. Emotions are contagious and can travel from one person to another within the workplace or at home. Married women workers need to learn to segregate negative emotions at workplace and negative emotions at home and carve out an 'emotional management strategy' for both the fronts. To be in control of such emotions, they need to become master of emotions. Married women workers should try to inculcate an open culture at home where they can express their worries regarding hotel and home both. Similarly at star hotels also, they can try to inculcate similar culture where they can share their worries and issues on an informal platform amongst peer group or other colleagues. If married women workers feel cushioned with the support of family and colleagues then it can bring down their stress level considerably and probably increase their job satisfaction.

Heavy schedules and tighter deadlines at hotel and home both are telling on the health of married women workers. They are becoming prone to restlessness and insomnia. The major cause identified in the study for these problems is domestic stress. In the Indian context, as reported by (Raj, 2011) the work force does not pay attention to techniques to avoid stress and reluctantly seek medical help. Stress levels can be controlled through effective relaxation techniques. In order to build physical and emotional resilience, married women workers need to take charge of their emotions and time both. They have to become conscious of their state of mind and spend time on activities that can help in beating fatigue. Such activities can be:

- Indulging in physical exercise/yoga/sports which aid good health and positivity of attitude. This can be done either at home or even at the hotel.
- Allotting a relaxation time for them in daily schedule, and indulging in activities that can provide a sense of joy and happiness. It could be listening to music, reading a book or gardening. Such activities can make the married women worker a well oiled engine to meet the rough road ahead.
- Humor is said to be a great stress reliever. Sharing jokes, reading funny storybooks or watching comedy shows on television can be a good idea. Even watching cartoon channels with children at home can be an effective way to recharge them. Married women workers have to choose the best stress buster that suits them in order to ease their stress. Achieving work/life balance is difficult but maintaining it is even more difficult. This requires an impeccable 'time-management strategy' to be carved out by married women workers. They are advised to:
- Follow an action plan. When one is better organized, one's efficiency increases. Making a daily schedule, making a list of activities and prioritizing them should be done on regular basis. Married women workers are suggested to plan in advance to deal with impending additional responsibilities like an official get-together, a parent-teacher meeting, overtime required at hotel or helping the children prepare for their annual examinations. It is always good to make the most of time whether at hotel or at home. Carrying personal problems to work and thinking about work at home is the worst thing to do. Spending quality and fruitful time at hotel and home both is strongly advised to married women workers. Being away from hotel for a long time is an equally restricted idea like working late every day or every weekend.

- Better time-management can be displayed by securing family support. Married women workers should make their children more responsible and should not hesitate to ask for spousal help in domestic chores. In Indian context, even today, home is the special or at times exclusive responsibility of the woman. Married women workers need to influence this mindset and tending the house should become the joint duty of both the partners. They should learn to make a simple thing like laying out the dinner table, an enjoyable and continued family affair. Married women workers should suggest the Human Resources (HR) department of their hotel to have:
- Employee Counseling Cell/Employee Assistance Programs with a woman counsellor on board for assistance in sorting out work/life conflicts amongst women employees. If women workers get a chance to voice their personal/professional concerns in a confidential manner then they can feel relaxed. Also they can get sound advises from a counsellor that can help them sort out their day to day issues. Married women workers are recommended to try and secure top management commitment and support for such programs.

(Raj, 2011) emphasizes that the use of stress busters can keep one stress free to a great extent and goes on to elaborate that a better response to life situations and at work can come out of people even under pressure when they know that they can fight out their stress levels. The same is strongly recommended to married women workers in star hotels at Delhi.

Limitations

The data presented in this study is based on responses received from women working in specific departments of star hotels. Hence it is quite possible that similar nature of work among the respondents evoked similar responses. Also the lifestyle of people at Delhi being quite similar owing to its metropolitan status makes it possible again those same kinds of stressors are acting upon women workforce. Hence again there is similarity in responses.

Summary

The results of the study point towards the gender-specific problems and needs of married women workers in star hotels at Delhi that can be instrumental in reducing their level of stress level and increasing their level of job satisfaction. Work/life balance is the biggest challenge and married women workers have to create their own path. (Taj, 2010) reports regarding Indian women that major roadblocks for women who aspire to achieve and succeed in organizations are the presence of social and role constraints imposed upon them by society, family and women themselves. Though a few challenges still remain, working women in India in general are bogged down by the dual role-play and star hotels of Delhi are no exception.

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Cumulative table of responses and chi-square results

S. No	Statements	Responses' from	No. of Respondents	Always	Almost always	Often	Seldom	Never	Pearson test df= 8 Value	Asymp. Sig. (2-sided)
1.	**Domestic Stress**	A: Unmarried	52	02	08	12	14	16	**50.320^a**	**.000**
		B: Married, without children	96	33	32	21	09	01		
		C: Married, having children	82	18	19	19	16	10		
2.	**Job Stress**	A: Unmarried	52	02	08	12	14	16	**50.320^a**	**.000**
		B: Married, without children	96	33	32	21	09	01		
		C: Married, having children	82	18	19	19	16	10		
3.	**Domestic and Job Stress**	A: Unmarried	52	02	04	12	16	18	**60.577^a**	**.000**
		B: Married, without children	96	33	32	21	09	01		
		C: Married, having children	82	18	18	17	17	12		
4.	**Domestic Stress Affecting Workplace Responsibility**	A: Unmarried	52	02	03	09	28	10	**67.309^a**	**.000**
		B: Married, without children	96	32	29	21	13	01		
		C: Married, having children	82	23	25	17	10	07		
5.	**Extreme Stress Symptom**	A: Unmarried	52	02	05	15	16	14	**42.040^a**	**.000**
		B: Married, without children	96	31	30	20	10	05		
		C: Married, having children	82	16	22	22	12	10		
6.	**Overload of Responsibilities**	A: Unmarried	52	02	05	15	16	14	**42.040^a**	**.000**
		B: Married, without children	96	31	30	20	10	05		
		C: Married, having children	82	16	22	22	12	10		
7.	**Stress Symptoms**	A: Unmarried	52	02	05	15	16	14	**42.040^a**	**.000**
		B: Married, without children	96	31	30	20	10	05		
		C: Married, having children	82	16	22	22	12	10		
8.	**Negative Feeling of Lack of Max. Input at Work**	A: Unmarried	52	02	03	03	14	30	**71.682^a**	**.000**
		B: Married, without children	96	21	27	24	15	09		
		C: Married, having children	82	08	24	25	15	10		
9.	**Low Sense of Achievement/Low Self-esteem**	A: Unmarried	52	02	03	03	14	30	71.682^a	**.000**
		B: Married, without children	96	21	27	24	15	09		
		C: Married, having children	82	08	24	25	15	10		
10.	**Feeling of Lack of Recognition for Work**	A: Unmarried	52	02	03	03	15	29	67.520^a	**.000**
		B: Married, without children	96	21	27	24	15	09		
		C: Married, having children	82	08	24	25	13	12		

Source: Compiled and computed from the responses to questionnaire

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