Tourism Innovations

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

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

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

Q Score Concept
The Q Score is a metric developed in 1963 by Marketing Evaluations Inc.,a US based company in Manhasset ,New York that determines a "quotient" ("Q") factor or score through mail an online panelists who make up representative samples of the United States. Other popular synonyms include **Q rating**, **Q factor**, or simply **Q**.
Other companies have since created other measures and metrics related to the likability, popularity, and appeal of athletes, celebrities, and brands.Here in this paper i have used it for the familiarity of the various forms of the tourism. Q Scores are calculated for the population as a whole as well as by demographic groups such as age, sex, income or education level. Q Score respondents are given the following choices for each person or item being surveyed: A. One of my favorites. B. Very Good C. Good D. Fair E. Poor F. Never heard of. The score is determined by dividing the total percentage of respondents who answer A by the total percentage of respondents who are familiar with the person or item in question.

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

Objectives

1.To determine the level of awareness about the various forms of the tourism among the respondents.

2.To determine the comparative preference for the forms of tourism among the various respondents.

3.To prepare a conceptual guideline for the Indian tourism companies in promoting a various forms of tourism.

Methodology

The paper consist of both primary and secondary research

I. Analyzing the Demographic profile of the respondents

II .Finding the level of awareness about the various forms of the tourism among the people of Delhi NCR region .

III.The overall ranking of 20 various forms of tourism found out by using the Q score technique.A list of various forms of tourism is selected which is being promoted by the government.

IV.The research design is the conceptual structure within which research is to be conducted.A sample size of 100 individuals ,Both male and female belonging to the NCR region of India

V.Judgment and Convenience sampling is done to select the respondents

VI.Personal Interview method was applied for the data collection from the NCR region people with the help of interview schedule.

Data Analysis and Interpretation

1.Awareness Measure –A respondent is accepted to be familiar if he/she correctly identified the forms of the tourism than that means they are aware ,if not than they are considered than are unaware.

2.Preference Measure –The no of respondents who have rated as on of my favorite form of the tourism to be most promoted in India taken to be shown as the preference of the person.

3.Preference Percentage –

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

4.Calcualting Q score –

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

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

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

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

Table II.General questions about the trips of the respondents

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

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

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

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

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

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

Findings

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

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

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

Limitations

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

Conclusion

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

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