CHAPTER II
DESIGN OF THE STUDY

Need for the Study

It is universally acknowledged that tourism emerged as a fast growing industry. It provides ample opportunities to exploit higher to unexplored potentials to contribute their mite for the growth and development of a region / country by simultaneously generating multi sector employment and income propagation. Apart from the anticipated economic gains from tourism it provides positive impetus to foster and develop cultural advancements both within the country and among the countries of the world; cultural affinity promotes peace and prosperity for co-existence of people among the nations of the world.

The present study aims to explore the abundant tourist potential in Hyderabad Tourism including Chowmahalla Palace, Region of Andhra Pradesh. The study also intends to assess the impact of tourism on the economy of the district.

Objectives of the Study

The study among other things aims to achieve the following objectives

1. To identify the factors responsible for growth of tourism and the strategy for boosting tourism in India.
2. To review the contributions of UNESCO for the development and protection of ruins of Hyderabad Tourism including Chowmahalla Palace.
3. To enquire into the availability of infrastructure in the form of basic facilities to attract both inland and foreign tourists.
4. To clarify the gaps between the tourist’s expectations and the services provided by the local authorities.
5. To evaluate the extent of growth of tourism in the study region and its further
prospects.

6. To know the impact of globalization on tourism with reference to income and employment in the nation.

Hypothesis

Hypothesis are the tentative statements, the validity of which remains to be tested. Hypotheses are conjectures, invalidated pre assumptions that provide direction to any research study. The central and state Governments of the nation bring in many policies and packages, for the tourism development will attract large number of visitors every year that contributes to the revenue to the exchequer.

Thus, tourism development is considered as one of the important components of economic/cultural development of the nation. Now UNESCO is making all respondents to develop Hyderabad Tourism Including Chowmahalla Palace, the heritage centre with a focus to develop the tourist centre and to attract visitor to give a development of this region.

The present study aims at analyzing the factors of the respondents impact of the tourism. And hence the research takes into consideration relational hypotheses as the basis for formulating the following hypotheses:

\( H_01 \) Development of Tourism in the nation and tourist factors have no significance in terms of creating basic facilities like conveyance, hotels, resorts, guides, and security and banking facilities will attract selected all respondents opinions impact of tourism.

\( H_1 \) Development of Tourism in the nation and tourist factors have significance in terms of creating basic facilities like conveyance, hotels, resorts, guides, and security and banking facilities will attract selected all respondents opinions impact of tourism.

\( H_02 \) There is no significant of globalization and the free of economic policy of the
nation contributed new opportunities for the development of tourism in India, selected all respondents opinions are growth of tourism.

\textbf{H}_2 \text{ There is significant of globalization and the free of economic policy of the nation contributed new opportunities for the development of tourism in India, selected all respondents opinions are growth of tourism.}

\textbf{H}_3 \text{ Even after the UNESCO’S intervention in the Hyderabad Tourism (including Chowmahalla Palace), heritage centre to build have no significant the basic infrastructure/facilities, yet the visitor finds the paucity of certain facilities like security, conveyance, boarding etc, which hampered the development of tourism in the study area, selected all respondents opinions are impact of tourism.}

Development of tourist spots in the nation will bring positive impact on the development of the region in terms of income and employment generation.

\textbf{Methodology}

The present study was based both on primary and secondary data. The primary data was collected through survey method. The relevant information and data have been collected through canvassing a well designed questionnaire/schedule, among the selected samples from various agencies operating in the field of tourism. We have prepared separate questionnaire /schedule for getting information from Tourists, Hoteliers, businessmen, and
transport Agencies. The well – structured questionnaires / schedules were pre tested to know its relevance to collect the required information from the respondents.

The secondary data pertaining to the study has been collected from the various agencies and sources like district statistical office, Department of Tourism, Government of Andhra Pradesh, Archeological Department, Hyderabad Tourism Including Chowmahalla Palace Development authority, various websites and APTDC.

The methods of personal interview, discussions and observations are also adopted extensively in this study to understand the ground realities of the problems.

The primary information collected was tabulated systematically and converted into tables. The relevant statistical tools were used to interpret and analyze the data collected from the primary sources. We have used the graphic methods to make the presentation and analysis more effective.

For the purpose of gathering secondary data on the topic books, articles, reports, newspapers, bulletins, CD ROMs, microfilms, journals, magazines tour broachers, and publications of APTDC were relied upon.

Scope of the Study

The proposed research work intends to study the impact created by tourism development on the economic conditions of the people in the study region only i.e. Hyderabad Tourism Including Chowmahalla Palace. The study also quantifies the contribution of globalization on tourism development in the recent days and its impact in the study area. It also aims at studying the changing trends in number of visitors visiting the world heritage centre from different parts of the globe.
The research study also encompasses the tourism policy of Government of India, vision, mission, objectives and goals, policy statement of Departments of AP in general Hyderabad Tourism including Chowmahalla Palace, in particular. It also includes passenger transportation, accommodation, travel agents, marketing mix and the like. Since it is a case study, all gamut’s of APTDC’s product, pricing, promotion, place, people strategies have been dealt with thoroughly. Besides tourists, NGO’s environmentalists, green police attached to APTDC form part of the study for carrying out the appraisal of marketing strategies of the corporation. Tourism sector contribution to economic development, employment generation, foreign exchange reserve, government exchequer, growth of products, surrounding areas and other sectors in AP is touched upon. Technology intervention in tourism sector is also one of the important parameters of the study.

**Sampling**

Sampling is a way of drawing sample units from the universe/Sampling frame to constitute the sample size. Simple Random Technique is adopted to select the sample for this study. The sample size adopted for the study is as follows.

- Researcher has selected 25 hotels as sample out of 43 hotels in around Hyderabad. The hotels here mean all the lodges, hotels, and resorts catering to the boarding and lodging requirements of the visitors
- Thousands of inland and foreign tourists visit Hyderabad every day. The visitors are more during the season months between November to May every. The Researcher has taken the sample of 230 visitors, both inland and foreign visitors, who have visited Hyderabad during the years from June 2011 to May 2012
- There are good number of Auto Consultancies, APTDC Busses and Taxies who are catering to the conveyance requirement of visitors to Hyderabad. The Researcher has taken the sample of 10 Auto Consultants/ Taxi owners for the study purpose
There are good numbers of shops in Hyderabad and Secunderabad. Hyderabad has many handicraft emporiums, where the both inland and foreign tourist shows interest to buy rare handicraft articles/ornaments. Tourism promotes local markets. The study relates to the various constituents of the local market and socio-economic significance. Hence the Researcher has taken the sample of 20 business of sample of shops including handicraft emporiums for the study.

The respondents consists of the chairman, managing director, chief transport officer, chief marketing officer, chief administrative officer, general manager hotels, commercial manager hotels, and 10 tour guides. Obviously, non-random technique of judgmental sampling was used in selecting the above respondents.

To know the implications of attractions, facilities and accessibility in relation to product mix, the respondents who had already experienced the package tour services and found onsite were chosen to constitute the sample size of customers related to APTDC at Hyderabad. Accordingly, 150 domestic tourists and 80 foreign tourists have been drawn on the basis of random sampling. Further five officials from Department Of Tourism (DoT), Government of AP and 10 travel Agents attached to APTDC located in different parts of the state were drawn. Besides 20 tour Destination Authorities and Five Non- Governmental organizations including environmentalists have been considered.

Thus, the overall sample size is 300 consisting of 5 officials from Department of Tourism, 20 officials from APTDC, 150 domestic tourists, 80 foreign tourists, 10 tour guides attached to APDTC, 10 travel agents of APTDC, 20 tourist Destination Authorities and 5 NGOs including environmentalists. The composition of sample size is shown at table 2.1.
Table 2.1
Composition of Sample Size:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Respondents</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DoT, Government of Andhra Pradesh</td>
<td>05</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>APTDC</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>Domestic Tourists</td>
<td>150</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>Foreign Tourists</td>
<td>80</td>
<td>27</td>
</tr>
<tr>
<td>5</td>
<td>Tour Guides</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Tour Agents</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>Tour Destination Authorities</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>NGOs &amp; Environment</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Plan of Analysis

Hypotheses testing means subjecting hypotheses to an approximate empirical scrutiny and statistical test to determine the model fit. The collected data were analyzed with the help of statistical tools and techniques including parametric and non-parametric ones. The tools used are – arithmetic mean, percentages, Correlation, Factor Analysis, ratios, ‘t’ test and multi-variety analysis. Further SPSS package technique was availed to make accurate and rigorous analysis of data whether necessary. To make the data presentable in an effective way, tables, charts, graphs and diagrams have been made use of.

Limitations of the Study

The study was conducted considering its own limitations that the findings of the study may not be universal to apply to different situations and locations, the major limitations of the study are:

1. The present study was confined only to the problems and prospectus of Hyderabad Tourism Including Chowmahalla Palace the internationally recognized tourist centre. The other places of interest have not been covered in the study

2. The primary information collected is pertaining to the period between 2010 and 2013. The existing environment in the study period has made an influence on the researcher
to draw the inferences on the various aspects of the study

3. The findings and observations of this study cannot be generalized for all such cases in the terms of geography, style of living, mode of conveyance, status of the tourist spot

4. The researcher has relied upon the information given by the tourists, Auto consultancies, Taxi drivers, Hoteliers and Businessmen while canvassing the questionnaire

Operational Definitions of Concepts

There are certain parameters or terms, which are used often in the thesis. These terms are redesigned to sit the present study. The simple meaning of the terms is hereby arrayed for the purpose of convenience and easy understanding.

<table>
<thead>
<tr>
<th>Services</th>
<th>Activity, benefits, or satisfactions which are offered for sale, or provided in connection with the sale of goods.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
<td>It is the temporary short-term movement of people to destinations, outside the places where they normally live and work and their activities during the stay at these destinations, it includes movements for all purposes, as well as day visits or excursions.</td>
</tr>
<tr>
<td>Tourist</td>
<td>It is a person who makes journey for the sake of curiosity, for the fun of travelling, on the health ground, or just to tell others that he has traveled. A person, who earned money in his domicile, spends the same in the tourist destinations he visit.</td>
</tr>
<tr>
<td>Foreign Tourist</td>
<td>Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours.</td>
</tr>
<tr>
<td>Domestic Tourist</td>
<td>Any tourist having residence in India (including NRI’s) visiting tourist spots in AP for the purpose other than for earning a living and staying in the state for more than 24 hours.</td>
</tr>
<tr>
<td>Strategy</td>
<td>Refers to long term game plan to achieve corporation’s objectives</td>
</tr>
<tr>
<td>Tourism Marketing Mix</td>
<td>Consists of seven P’s – product, Price, Promotion, Place, People, Physical evidence and Public relations applicable to APTDC.</td>
</tr>
<tr>
<td>Appraisal</td>
<td>Evaluation of the performance of APTDC of all fronts</td>
</tr>
</tbody>
</table>
### Appraisal Techniques
Refer to quantitative and qualitative standards or best practices or benchmarks evolved on the basis of cost-benefit analysis.

### Products
Tourist destinations of APTDC.

### Tourism Strategy
To match the APTDC’s strengths with market opportunities, to avoid threats posed by competition and environmental changes; and to remedy weaknesses in the APTDC’s organization and operation.

### Tourism product Mix
Has three major components
- a. Attractions or destinations
- b. Facilities
- c. Accessibility

### Facilities
Include accommodation, catering, entertainment, recreation and the like.

### Accessibility
Includes good roads, airports and the like.

### Tour Operator
Agency who undertakes the identification, development of tourist destinations, offers standardized and quality controlled package tours.

### Travel Agent
Is a person who sells package tours for commission on behalf of tour operators? At times, his co-ordinates transport and accommodation facilities. A channel for distribution of package tours.

### Package Tour
Is a conducted tour designed to fit the requirements of particular group of travelers?

### Escorted Tour
An experienced tour guide accompanies the tourists, handling all basic details from hotel reservation to tour schedule.

### Corporation
Refers to APTDC state tourism Development Corporation. (APTDC).

### Adventure Tour
A tour designed around an adventurous activity such as rafting, hiking, or mountain climbing.

### City Tour
A sightseeing trip through a city, usually lasting a half-day or a full day, during which a guide points out the city’s highlights.

### Day Tour
An escorted or unescorted tour that lasts less than 24 hours and usually departs and returns on the same day.

### Eco – Tour
A tour designed to focus on preserving the environment, or to environmentally sensitive areas.

### Group Tour
A travel package for an assembly of travelers that has a common itinerary, travel date, and transportation Group tours are usually prearranged, prepaid and include transportation, lodging, dining and attraction.
admissions.

<table>
<thead>
<tr>
<th><strong>Itinerary</strong></th>
<th>A list of tour’s schedule and major travel elements.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Multi-Day Tour</strong></td>
<td>A travel package of two or more days. Most multi-day tours are escorted.</td>
</tr>
<tr>
<td><strong>Tariff</strong></td>
<td>Official publication compiling rates of fares and conditions of service.</td>
</tr>
<tr>
<td><strong>Tour Brochure</strong></td>
<td>Is a document bound in the form of a booklet, contains comprehensive and detailed information about a destination with color photographs.</td>
</tr>
<tr>
<td><strong>Tourist Circuit</strong></td>
<td>Important tourists’ spots connected in a particular route and identified as a tourist circuit by the department of Tourism, AP.</td>
</tr>
<tr>
<td><strong>Tourism Industry</strong></td>
<td>Comprises three major sub-industries – tour operator and travel agencies; the accommodation (hotelling and catering) sector; and passenger industries. It is one of the major service industries in the world. As a composite industry, it produces a wide range of product and services. It is also called an industry without smoke, education without classroom, integration without legislation, diplomacy without formalities.</td>
</tr>
</tbody>
</table>

**Design of the Study**

The study contains seven chapters. The chapters and its contents are as follows:

1. **First Chapter:** It refers to the introduction of tourism, world travel tourism, current scenario of Tourism in India, History of Andhra Pradesh and Hyderabad involved in this chapter.

2. **Second Chapter:** It reveals the Need for the study, objectives, hypothesis, methodology, scope of the study, limitations of the study, plan of analysis, demographic information of the tourists and socio-economic background of the respondents.

3. **Third Chapter:** It includes with the literature review of articles, books, thesis and other research work on the study subject.

4. **Fourth Chapter:** Its review of the profile of Hyderabad Tourism including Chowmahalla Palace, a historical place, UNESCO and recent developments
programmes.

5. **Fifth Chapter:** It’s given the impact of tourism in Andhra Pradesh with special reference to Hyderabad Tourism Including Chowmahalla Palace. It deals with the impact made by tourism on income and employment of the people, change in the business opportunities and socio-economic development in the study area.

6. **Sixth Chapter:** It explains expectations of visitors and the existing facilities/resources in Hyderabad Tourism including Chowmahalla Palace and surrounding places that includes Problems faced by the tourists lodging/boarding facilities, Conveyance/communication, medical facilities and other facilities.

7. **Seventh Chapter:** Its gives the findings of the study, suggestions, and conclusion.