CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY
INTRODUCTION AND RESEARCH DESIGN OF THE STUDY

Introduction

Tourism is one of the oldest, biggest and fastest growing industries in the world. Tourism in the contemporary world is a term applied not only to travel undertaken for pleasure but entails a multi-billion dollar business that caters to the tourist’s need for transportation, accommodation, food, entertainment, recreation, health and social contact. The role of society is very important in the travel and tourism industry as society will act as “Hosts” and a tourist will acts as “Guest” and in India guest is “God” (Athithi Devo Bhava). ‘ATITHI DEVO BHAVA’ is more practiced whole heartedly in rural India. People also traveled to participate in large scale feasts, fairs and festivals in different parts of the country. In such a background, a cultural tradition was developed where ‘Athithi Devo Bhava’ (the guest is god) and ‘Vasudhaiva Kutumbakam’ (the world is one family) became bywords of Indian social behavior. 1.1 Mahatma Gandhi, in his famous speech during the Lahore session of the Congress in 1929, said, “India lives in her villages”. 1.2 It is relevant even today. After decades of progress and an astonishing invasion of technology the tourism and hospitality industries are significant segments under the services sector of the Indian economy.

Tourism plays an important role in employment generation and the economic growth of the any country. It is accepted as a potent engine for inclusive socio economic progress. Through its forward and backward linkage it has great ability to create employment opportunities in the economy. There is great scope for profuse


employment generation and not only in the tourism but related sectors like accommodation projects, food oriented projects, amusement parks, water sports etc.\textsuperscript{1,3}

Tourism has emerged as a dominant economic factor not only that in India but in international level as well. With its economic and other advantages, tourism can certainly play a determining role in the development of poorer economies which suffer from an adverse balance of payment situation, a high degree of social backwardness, besides other environmental problems. Naturally, tourism planning and development is now increasingly claiming the attention of researchers from different disciplines ranging from Geography, History, and Sociology to the Economics, Commerce, Management and Environmental Sciences.\textsuperscript{1,4}

Tourism is deemed to include any activity concerned with 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. Tourism with its multidimensional activities has evolved into one of the largest and lucrative industries of the new millennium. Tourism creates a host of downstream activities, which have the capacity to substantially involve a large number of people.\textsuperscript{1,5}

Apart from generating income, being a labour intensive sector, it generates employment and self-employment and promotes the overall development of the tourist destinations. Furthermore, with the increase in international tourists, the hosts country

\textsuperscript{1.3} Ministry of Tourism In India, Annual Report 2015-16; New Delhi, 2016, pp.3-4.

\textsuperscript{1.4} Thaker, M. S. Problems and Prospectus of Tourism Industry in Gujarat; Rajkot, Gujarat, \url{http://etheses.saurashtrauniversity.edu.in} 2004, pp.10-12

\textsuperscript{1.5} Joshi, V.M , Development and Marketing of Tourism in Maharashtra; IJMBS, Vol. 4, Issue 4, Spl-1 Oct - Dec 2014, pp. 21.
is in a position to earn valuable foreign exchange. Tourism has, now a day’s become a social necessity. Modern means of transport, paid holidays, leave travel concessions, reservation facilities, eagerness to know about different kinds of civilizations, cultures; ICT technology, air connectivity and electronic media are main reasons for the support in travel from one place to another. Everyone has realized the significance of tourism as a source of income, employment and a major factor for an economic development.\textsuperscript{1.6}

In India as in rest of the world tourism has emerged as one of the largest industries in terms of gross revenue and foreign exchange earnings. The tourism industry stimulates growth and expansion in other economic sectors like agriculture, horticulture, poultry, handicrafts, transportation and construction. It also gives a momentum to the growth of service exports. It is a major contributor to the national integration process in the country and catalyst preserver of the natural and cultural environments. To promote international and domestic tourism in the country the Department of Tourism was formed by the Govt. of India. It provides infrastructure, information aimed at promotion of tourists sites in the world market, carries out publicity campaigns and formulates policies and programmes for the promotion of tourism in India. The Indian Institute of Tourism and Travel Management, The National Council for Hotel management and Catering Technology etc. provide professionally trained personnel to the industry.\textsuperscript{1.7}

\textsuperscript{1.6} Sharma, J. K., Tourism Planning and Development; Kanishka Publisher, Distributor, New Delhi, 2000,p.17 .

Tourism presents a picture of booming growth. From humble origins in the nineteenth century, tourism has expanded rapidly since the early 1950’s. International tourists arrivals have increased from 25 millions in 1950 to an estimated 476 millions in 1992. About 60 per cent of this travel is for leisure purposes. International Tourists receipts reached USD 1,075 billion worldwide in 2012 from USD 463.8 in 2001 in International Tourists Arrivals, France continues to top with 83 million visitors in 2012 and it is third in International Tourism Receipts with USD 54 billion. The United States ranks 1st in receipts with USD 126 billion and 2nd in arrivals with 67 million. Chinese traveller’s spent a record USD 102 billion on international tourism in 2012. Regionally, South East Asia is the fastest growing region for both Travel and Tourism’s contribution to GDP and Employment growth. 1.8

The World Tourism Organization estimates domestic travel numbers to be ten times the international total. Domestic tourism is also growing rapidly. The WTO estimates that tourism could be the world’s largest single industry. In the developed world, there has been a rapid growth in disposable income. Tourism is the world’s oldest industry and one of the largest and fastest growing industries today. Tourism has witnessed continued expansion and diversification. Many new destinations have emerged. International tourists arrivals have shown uninterrupted growth from 25 million in 1950 to 278 million in 1980, 528 million in 1995, 683 million in 2001 and crossed one billion mark in 2012 with 1035 million tourists and it expected to reach 1.4 billion by 2020 and 1.8 Billion by 2030. 1.9

1.8. www.untwo.com
1.9. UNWTO Tourism Highlights; 2013, pp.10-11.
The total export value from international tourism amounted to US $ 1.4 trillion. Income generated by international visitors on accommodation, food, and drink, entertainment, shopping and other services and goods reached an estimated US $ 1.232 billion in 2015, an increase of 3.6 % and international tourists arrivals increased by 4.4 % in 2015, reaching a total of 1,184 million.  

In the tourism sector in East Asian countries like Thailand, Malaysia, Singapore etc are a head of India. The year 2015 witnessed a growth of 4.5 % in Foreign Tourists Arrivals (FTAs). in India, this growth is equivalent to the medium growth rate of 4.5 % witnessed in International Tourists Arrivals, globally FTAs during 2015 were 80.27 lakh as compared to the FTAs of 76.79 lakh during 2014. The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2015 were Rs.1,35,193 crore with a growth of 9.6 %. The Ministry of Tourism has set up a Web based Public Delivery System for recognition of the Travel Trade Service Providers with the objective of easing the process of filing the applications by the Travel Trade Service Providers seeking recognition from this Ministry and also to bring in transparency in granting the approvals This online process has also been integrated with the payment gateway with effect from January, 2016. Tourism has become the world’s largest industry, generating wealth and employment at present in various countries including India. India’s size, natural, geographic, cultural and artistic diversity offers enormous opportunities for the travel and tourism industry. The Tourism sector is promoted by many agencies like Ministry of Tourism, Ministry of Foreign Affairs, Central and state Government agencies, Tourism corporations, many tourism promoting institutes, Tourism promoting companies industries and NGO’s. 


Tourism is not only a growth engine but also an employment generator. According to the Economic Survey of 2015-16, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. In India, this sector is direct contribution to gross domestic product (GDP) is expected to grow at 7.8 per cent per annum during the period from 2016 to 2023. The year 2015 witnessed a growth of 4.5 % in Foreign Tourists Arrivals (FTAs) in India, this growth is equal to the medium growth rate (4.5%) witnessed in International Tourists Arrivals, globally FTAs during 2015 were 80.27 lakh as compared to 76.79 lakh during 2014. The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2015 were Rs.1, 35,193 crore with a growth of 9.6 %. The Ministry of Tourism supported the initiative regarding the implementation of Tourists Visa on Arrival enabled with Electronic Travel Authorisation (ETA) (renamed as e-Tourists Visas) was strongly supported by the Ministry of Home Affairs and Ministry of External Affairs and Ministry of Civil Aviation for implementing the programme. The Government of India launched the e-Tourists Visa on 27.11.2014. During January-December, 2015 alone a total of 4,45,300 tourists arrived on e-Tourists Visas. 150 countries are eligible for e-tourists visa as on 26.02.2016. This facility is now available in 16 airports as on 26.02.2016. The Government of India, on November, 2015, has also revised the e-Tourists Visa (e-TV) fee in four slabs of 0, US$25, US$ 48, and US$ 60. Presently e-TV application fee is US$ 60 and bank charge is US$2 which is uniform for all countries. There is no bank charge for zero visa fees. It is estimated that in 2016, Foreign Tourists arrivals in India will be 11.24 million, domestic tourists visits 1451.46 million and foreign exchange earnings US $330.3 billion and total generation 1462.7 million. 1.12  

India has been recognized as the land of natural beauty. For developing countries like India, ecotourism serves as an ideal industry for fostering economic growth and conservation. The developing countries, as it have endowed with natural resources are now experiencing a dramatic increase in the number of visitors. As mass tourism often ends up with destruction of natural resources, ecotourism can reduce the negativities associated with mass tourism and thus help in conservation. Based on Ecotourism Policy and Guidelines developed by the Indian Ministry of Tourism in 1998 and the Ministry of Environment and Forest June, 2011 the State Governments have framed ecotourism policies to facilitate tourism programmes in protected areas of the country. At present, India has 661 protected areas with 100 National parks, 514 wildlife sanctuaries, 43 conservation reserves and four community reserves in different geographical zones.¹³

**Concept and Definition of Tourism**

Tourism is a service industry, consisting of transportation, accommodation and hospitality. The term tourism and travel are often used interchangeably though literally there is a difference. A person who indulges in tourism is known as tourists. Tourism is a multi-faceted phenomenon which involves movement to and stay in destinations outside the normal place of residence.¹⁴

The Austrian economist Hermann Von Schullard (1910), defined it as, “Sum total of operations, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region.”¹⁵

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¹³ Bani Chatterjee and Madhumita Das, Eco Tourism in India : An Example of Bhitarkanika Wildlife Sanctuary; Yojana, May, 2015, pp.42-43.

¹⁴ Donald Cowell W., The Marketing of Services; CAM Foundation and Institute of Marketing, London, 1984, p.25

In 1936, the League of Nations defined a foreign tourists as “Someone traveling abroad for at least twenty-four hours”. Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.” 1.16

Hunziker and Krapf (1941), defined tourism as "The sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.” 1.17

One of the principal findings that came out of conference resolutions of the World Tourism Organisation, (1991) was a definition of tourism as: “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited.” 1.18

**Hospitality**

‘Hospitality’, too, is used by different people in different ways. The act or practice of being hospitable; the reception and entertainment of guests or strangers with liberality and goodwill’. ‘Hospitality that is the concern of the hospitality industry, also sometimes referred to as ‘commercial’ or ‘professional’ hospitality: the provision of accommodation, food and drink for people away from home for reward’.

The word ‘hospitality’ can be defined as the provision of food, beverages and accommodation. In order to trace the usage of word, there is a need to investigate it from two different contexts to clarify the concept of ‘hospitality’. Firstly, through the academic perspective and secondly, through the professional and industry perspective.


1.18. [www.unwto.org](http://www.unwto.org)
Tourism as an Industry

The Tourism sector is one of the one of the emerging service industries in India. The report of Ministry of Tourism, Govt. of India indicates that tourism is a very fast growing service industry contributing almost 6 % to GDP and also providing employment to many people. So the tourism industry may treated as one of the best enterprises. It is the back bone of many allied industries like lodging and boarding, hospital, transport, site seeing, textiles, handicrafts products etc. It is expected that by the end of 2020, tourism in India could contribute Rs.8,50,000 Crores to the economic development of the country. 1.19

The Tourism sector is also one of the significant contributors to foreign exchange earnings in the country. Information technology plays an important role in growth of tourism industry. The e-Tourists Visa has helped to meet one of the long standing demands of the tourism industry. “Visa-on-Arrival” was initiated by the Government of India in January, 2010 for citizens on tour of five countries i.e., Finland, Japan, Luxembourg, New Zealand and Singapore for visiting tourism purpose. 1.20

At present the Andaman and Nicobar Islands tourism industry has not in large scale as compare to mainland but slowly it is progressing by making investments in infrastructure development and making proper tourism policy, un employed and educated youths are encouraged by setting up tourism enterprises under various subsidy schemes introduced by the Andaman & Nicobar administration. There are training and

EDP programmes conducted by the local administration for promoting private entrepreneurship in the tourism. 1.21

**Concept of Tourism Marketing**

Generally marketing is considered a human activity satisfying needs and wants through exchange processes. The application of marketing principles in the tourism industry is meant to facilitate the formulation of a marketing mix on the basis of consumer behavioral profile. Here the marketing strategies simplify the task of stimulating demand since the services are generated on the basis of the demand of customers. The sound marketing principles in tourism are based on establishing an effective communication system with actual and potential tourists. 1.22

The tourism marketing is multi faceted objectives and all these should of satisfy the consumers, generate profits, making possible operational economy, project a fair image and also to face the stiff competition in the tourism field. Successful tourism marketing is based on studying the consumer’s behavioral patterns. It helps organizations to spell out organizations objectives, plan and develop the products, identify the market segments as such seasonality, price the product, sell the product, advertise the product and sales plan campaign to promote the products and services etc. 1.23


Marketing is getting the right goods and services to the right people at the right places, at the right time and at the right price through the right communication and promotion measures.  

According to Philip Kotler “Marketing is a social managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”.  

According to the American Marketing Association “Marketing as the performance of business activities that direct the flow of goods and services from producer or consumer or user.  

According to Burkart and Medik Opine “ Tourism marketing activities are systematic and coordinated efforts extended by National Tourists Organizations or tourists enterprises at international, national and local levels to optimize the satisfaction of tourists groups and individuals in view of sustained tourism growth”.  

Tourism Potential in India

India is the visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals hold abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life sanctuaries and landscapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks

and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, Ayurveda and natural health resorts and hill stations also attract tourists. The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. India is a country that has intrigued travellers and tourists for a very long time. It’s rich cultural heritage and traditions have always left a lasting impression in the hearts of travelers from the beginning.¹²⁸

The Tourism sector is one of the largest employment generators in India and inclusive growth of the less-advantaged sections of the society. The main objective of the tourism policy in India is to position tourism as a major engine of economic growth and harness its direct and multiplier effect on employment and poverty eradication in a sustainable manner by active participation of all segments of the society. Apart from Marketing and promotion, the focus of tourism development plans is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The travel and tourism sector creates more jobs per million rupees of investment than any other sector of the economy and is capable of providing employment to a wide spectrum of job seekers from the unskilled to the specialized, even in the remote parts of the country.¹²⁹

**Government’s Initiatives in Promoting Tourism in India**

The Government of India has launched two new schemes; Swadesh Darshan and PRASAD in a Mission Mode. The broad objectives of the Swadesh Darshan scheme are to develop circuits having tourists potential in a planned way promote the

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¹²⁸. [www.tourism.gov.in](http://www.tourism.gov.in)

cultural and heritage value of the country. Enhance the tourists attractiveness by developing world class infrastructure in the circuit destination, follow community based development and a pro-poor tourism approach, promote local arts, cultural, handicrafts, cuisine etc. Besides its objectives under Swadesh Darshan Scheme, the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme also aims to achieve the objective of integrated development of pilgrimage destinations in a planned, prioritized and sustainable manner to provide complete religious tourism experience and harness pilgrimage tourism for its direct and multiplier effects on employment generation and economic development. During 2015-16 the Ministry sanctioned an amount of Rs 150.77 Crore and Rs.1330.82 crore under the schemes of PRASAD and SWADESH DARSHAN respectively. The objective is to ensure development of tourism infrastructure through Central Financial Assistance of the Ministry to the Central agencies like the Archaeological Survey of India (ASI), the Port Trust of India, ITDC, Ministry of Railways, etc. who can built the assets. The Scheme for Products Infrastructure Development of Destinations and Circuits (PIDDC) has been delinked from the Union support from the current budgetary support for the scheme for the states. However, a provision of Rs. 20 crores has been made for the Union Territories only during 2015-16.  

**Ministry of Tourism and its Objectives**

The Ministry of Tourism is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments, Union Territories and the Private Sector for the development and promotion of tourism in the country. This Ministry is headed by

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the Union Minister of State for Tourism (Independent Charge). The administrative head of the Ministry is the Secretary (Tourism). The Secretary also acts as the Director General (DG) Tourism. The office of the Director General of Tourism (now merged with the office of Secretary (Tourism)) provides executive directions for the implementation of various policies and programmes. Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one subordinate office i.e. Indian Institute of Skiing and Mountaineering (IISM) and Gulmarg Winter Sports Project. The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in India are responsible for providing information service to tourists and to monitor the progress of field projects. The Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation and the following autonomous institutions: a) Indian Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS) and (b) National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management. 1.31

The Ministry works in close collaboration with the various Ministries and Departments of the Government of India viz. Finance, External Affairs, Culture, Civil Aviation, Urban Development, Road Transport & Highways, Railways, Port Trust of India etc.; various State/ Union Territory Governments and various stakeholders and associations namely, Federation of Indian Chambers of Commerce and Industry (FICCI), PHD Chamber of Commerce & Industry (PHDCCI), Associated Chambers of Commerce & Industry of India (ASSOCHAM), Confederation of Indian Industry (CII),

1.31. www.tourism.gov.in
Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Indian Tourist Transport Association (ITTA), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators of India (ATOI), Federation of Hotel & Restaurant Association of India (FHRAI), Hotel Association of India (HAI), Indian Heritage Hotel Association (IHHA), Indian Convention Promotion Bureau (ICPB), Experience India Society, India Tourism Development Corporation (ITDC), World Travel & Tourism Council – India Initiative (WTTCII), World Wildlife Fund (WWF), Indian Railway Catering and Tourism Corporation (IRCTC), Federation of Associations of Indian Tourism and Hospitality (FAITH) and All India Resort Development Association (AIRDA) etc. 1.32

Tourism industry plays a major role in any country’s economic development. It helps significantly to the country for creating the employment opportunities to the large number of people. Moreover, it is also one of the important engines to attract more foreign exchanges with its potential. Tourism is a major economic activity in terms of income generation, employment creation, foreign exchange earnings, infrastructure development and interchange of cultures and people. It comprises of sub-industries such as airlines, airports, hotels, manufacturing, tour operators, travel agencies, credit card companies, convention and visitor business, car rental business and other travel related services. Tourism depends on the prevailing economic conditions in major generating markets. As economies grow, a large proportion of their income will be spent on tourism. Inversely, as disposal income falls, tourism spending will tend to decrease. In general, increase in international tourist arrivals results into rise in economic output as measured by Gross Domestic Product (GDP).

Andaman & Nicobar Islands – Tourism Potential and Prospectus

Both international as well as domestic tourism offer the best prospects for these Islands in the short as well as long term, for earning substantial amounts of revenue. Tourism not only generates employment it also upgrades human skills. The infrastructure created for and by tourism is also used by other sectors of the economy, and vice versa. Since tourism is a composite of several service providers who may be in the public or private sectors, it cannot be viewed in isolation. 1.33

Department of Tourism & Andaman & Nicobar Islands Initiatives to Promote Tourism in the Islands:

Department of Tourism under the Andaman & Nicobar and Nicobar Administration is the nodal agency for formulating tourism policies and plans for promoting tourism activities in the Islands. The Department coordinates the activities of various agencies, stakeholders, NGO’s, Andaman Chamber of Commerce, Representative of Political parties and elected representative of various local bodies, the Private Sector, the Tourism Agencies, the Tour Operators, the Boat operators, Association of Hotel Industries etc for the development and promotion of tourism in the Union Territory. 1.34

The importance of tourism is borne out by the vision statement of the Andaman & Nicobar Administration which states that very limited scope for industrial activity on the Islands due to the decline in the wood based industry pursuant to the Supreme Court judgment dated May 7, 2002 has led to tourism being identified as a thrust sector for


1.34. www.and.nic.in
economic development, employment and revenue generation in the Islands by keeping in view the fragile ecology and limited carrying capacity of the Islands.  

Statement of the Problem

The Andaman & Nicobar Islands have a unique combination of rich beaches, rising hinterland and dense equatorial forests. The heavy rainfall and location account for the forest cover over 92% of the land with nearly 86% of the land being reserved for tribal reserve area and protected forests, National Parks and Wildlife Sanctuaries and 11% of the territory is occupied by the mangroves forest which is one of the richest in the world and the remaining 8% of the land subject to multiple pressures for cultivation, settlement, basic social infrastructure and resettlement of forest encroachers etc and leaving little space available for modern tourism development in the Islands.

As per the Supreme Court of India Order dated 7th May, 2002 for the closure of all private wood based industries and the saw mills were closed down by private agencies at Rangat, Bakultala, Long Islands, Diglipur, Mayabunder, Port Blair and South Andaman District as a result unemployment problems have arisen in these Islands. In this initiatives Tourism has been identifies as key trigger for economic development, revenue and employment generation in the Islands. Keeping in view the fragile ecology and limited carrying capacity of the Islands, the objective of the A & N Administration is to strive for the promotion of sustainable tourism that would be eco-sensitive and economical.

Andaman & Nicobar Islands have a coastal line of 1600 Kms covered under the Coastal Regulations Zone (CRZ-I, CRZ-II, CRZ-II CRZ-IV and CRZ-IV) and this is

1.35. Honorable Supreme Court judgment , Union of India Vs. Govardman ,dated May 7, 2002.
restricting development activities in the Islands. Andaman & Nicobar Islands by virtue of their location hold security considerations for the country. The Andaman & Nicobar Administration imposes restrictions on the entry of foreigners to the Nicobar District. Mainland tourists and local people are advised not to vitiate the Nicobar tribal’s culture and traditions. Tourism offers considerable scope for public-private partnership in sustainable development of the region.

The economy of the A & N Islands is primarily dependent on forests, fishing, agriculture handicrafts, small scale forest based industries, tourism industry, minerals and energy resources. Cooperative Societies, Self Help Groups (SHGs) etc. are the chief engine for the people of the Union Territory but till it to be developed tourism sector on a large scale.

There is no doubt that A & N Islands is a tourist paradise. The Islands are full of natural beauty and an exotic collection of flora and fauna, which may attract tourists from mainland and worldwide. The innumerable tourist spots of Andaman & Nicobar Islands can support a flourishing tourism industry. With the growing population promotion of tourism is the only means to address the growing unemployment problem, revenue generation through foreign exchange earnings and full utilization of local resources can alone promote positive economic development in these Islands and to what extent the tourism service providers promote tourism activities in the Islands is one of the factors to be considered for development of the Islands. Hence, attempt is made to analyze marketing of tourism services in the Islands. The problems faced by tourists and service providers and the prospectus of improving tourism in the Islands are also studied.
Scope of the Study

This study has been attempted to explore the extent of tourism development in the Andaman & Nicobar Islands and focus on the emerging trends in the marketing of tourism services in the Islands. This study also tries to examine the contribution of tourism to the economic development of Andaman& Nicobar Islands. It will helpful to the service providers and the Andaman & Nicobar administration to identify the interests of the tourists who have visited these Islands and the type of facilities they have require to the tourists and to know the problems facing them. An analysis has been made on the perception of tourists both domestic as well as foreign, visiting various tourism places in the Islands towards the components of tourism such places of attracting package tour, ticketing services, purpose of visit, arrangement of transport expenditure pattern of the tourists, accommodation, refreshment, shopping centers, entertainments, tourism festivals and infrastructure like banking, communication, internet, transport, and shipping. The findings of the study can be applied prospective plans and strategies for promoting tourism industry as it throws light on shortfalls of the tourism service providers and the administration in the tourism market.

Objectives of the Study

The core objectives of the study are:

1. To trace the evolution of tourism in Andaman & Nicobar Islands.

2. To study the present status of the tourism industry in Andaman & Nicobar Islands.

3. To study the measures undertaken by the Andaman & Nicobar Administration and private agencies to promote tourism in these Islands.

4. To study and analyze the economic and other impacts of the tourism industry on the Andaman & Nicobar Islands.
5. To analyze the level of satisfaction of the tourists and their perceptions on the tourism services, products and facilities and their experience in the Andaman and Nicobar Islands.

6. To study the problems faced by the tourists and offer suggestions to solve the problems and visualize the future prospects of tourism in the Islands.

**Hypothesis**

(I) For Tourists

Hypotheses for tourists were framed to test the relationship between age, sex, marital status, educational level, occupation, size of the family, monthly income, wealth, awareness, reasons to visit these Islands, frequency of visits to these Islands etc., and level of satisfaction perceived by them in utilizing the tourism services in the study area.

H$_0$: There are no significant differences among the tourists, their perceptions and their demographic variables such as income, educational qualification, profession and their level of satisfaction.

H$_1$: There is significant differences among the tourists, their perceptions and their demographic variables such as income, educational qualification, profession and their level of satisfaction.

(II) For Service Providers

Hypotheses for service providers were formulated to test the relationship between age, sex, education, nature of package, service provided, annual income, wealth, level of satisfaction, annual turnover and income of their business and the role of advertising, email, offers, phone calls, price negotiations, etc in the study area.
H₀: There are no significant difference between the service providers and their demographic variables. The respondents have equal preference for offering the facilities they provide.

H₁: There is significant difference between the service providers and their demographic variables. The respondents have equal preference for offering the facilities they provide.

Methodology

The present study on marketing of tourism services in Andaman & Nicobar Islands is descriptive in nature and the study is empirical research. For this study both primary and secondary data have been collected from the tourists and the hosts communities (service providers). A stratified random sampling method was followed and the number of respondents was stratifies into two groups- the Tourists and the Hosts communities (service providers). To collect primary information and data two separate questionnaires and interview schedules were framed under the guidance of the Research Supervisor. The secondary information has been gathered from the records and published reports of tourism agencies, the Tourism Department and the IP&T and the Department of Economic and Statistics, Andaman & Nicobar Administration, standard books, journals and the relevant websites. The methodology adopted in the present research work consists of the following parts namely: Sampling, Pilot Study, Data Processing, Tools Used, and Sources of Data

The methods are explained in detail in below:

a) Sampling

Instead of obtaining information from each and every unit of the universe, only a representative part is studied and the conclusions are drawn on that basis for the entire universe or whole population. Hence, this research uses convenient sampling method for collecting data. In order to study the marketing of tourism services in Andaman &
Nicobar Islands primary data have been collected from both tourists and tourism service providers. The data have been collected from the tourists at various tourist spots like at Aberdeen Bazaar, Ross Island, Cellular Jail, Beaches, Marina Park, Gandhi Park, Museums, Havelock Island. Neil Island, Hut Bay, Baratang Island, Rangat, Mayabunder and Diglipur, Long Island etc.

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<td>Aberdeen Bazaar</td>
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<tr>
<td>B)</td>
<td>North And Middle Andaman District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Baratang Island</td>
<td>65</td>
<td>14.44</td>
</tr>
<tr>
<td>2</td>
<td>Rangat</td>
<td>25</td>
<td>5.56</td>
</tr>
<tr>
<td>3</td>
<td>Long Island</td>
<td>15</td>
<td>3.33</td>
</tr>
<tr>
<td>4</td>
<td>Mayabunder</td>
<td>20</td>
<td>4.44</td>
</tr>
<tr>
<td>5</td>
<td>Diglipur</td>
<td>25</td>
<td>5.56</td>
</tr>
<tr>
<td></td>
<td>Total (B)</td>
<td>150</td>
<td>33.33</td>
</tr>
<tr>
<td></td>
<td>Grand Total (A+B)</td>
<td>450</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Primary data were also collected from the hosts (service providers) to find out the marketing strategies, marketing mix, advertising pattern and sales promotion trends.
adopted by the tourist’s agencies, travel agents, hotel and restaurant owners, boat
owners etc at South Andaman and North & Middle Andaman District.

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Area</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A)</td>
<td>South Andaman District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Port Blair</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Havelock Island</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Neil Island</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Hut Bay</td>
<td>05</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Total (A)</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>B)</td>
<td>North And Middle Andaman District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Baratang Island</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Rangat and Long Island</td>
<td>08</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Mayabunder</td>
<td>05</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Diglipur</td>
<td>07</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Total (B)</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Grand Total(A+B)</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

b) Pilot Study

In order to evolve a suitable method for the collection of comprehensive data
and to incorporate as many essential questions as possible in the questionnaires, a pilot
study was conducted during a period of six months. Utmost care has been taken while
cconducting the pilot study in the study area.

c) Data Processing

The raw data collected from the respondents, are coded for processing. The data
were entered into a master table which will be helpful in preparing smaller cross tables
to show the distribution in terms of dependent and independent variables. The analysis
of data was done manually and so more analysis was done with the help of the recommended statistical software package (SPSS 16.0 windows)

d) Tools Used

The data were analyzed using various statistical tools and presented in the form of tables and Bar Charts. The results are compared and analyzed using descriptive analysis, average score analysis, chi-square analysis, weighted average analysis and Analysis of variance (ANOVA)

♦ Descriptive Analysis

Descriptive Analysis, also termed as percentage analysis, was used for each question contained in the interview schedule mainly to ascertain the distribution of respondents among the opinion given.

♦ Average Score Analysis

After converting the qualitative information into a quantitative one using a three point scale, the average scores were obtained on various issues to determine the level of knowledge, awareness, satisfaction and influence of advertisements in impacting the preferences for tourism services in the Islands.

♦ Chi- Square Analysis

The Chi- square analysis is used to test the significance of association between two attributes and to test the homogeneity or the significance of population variance.

♦ One-Way ANOVA Analysis

The One-Way ANOVA analysis is used to test the significance of association between two attributes and to test the homogeneity or the significance of population variance of tourists behavior and this will help in grouping the objects or persons based on the variables considered.
e) Sources of Data

Two types of data have been used for the study viz., Primary data and Secondary data.

i) Primary Data

Primary data were collected by using a well structured questionnaires and interview schedules. The questionnaires were issued to the respondents and the same was duly filled and returned by them. In this study, survey method is used to collect the primary data through well designed questionnaires.

Two types of questionnaires were prepared. One for the tourists personal profile, like age, sex, occupation, education, income level, origin of the state and country, and their level of satisfaction of tourism services etc. Another questionnaire was prepared to collect data from the hosts (tourism service providers) about the marketing of tourism services in Andaman & Nicobar Islands, personal profile, type of business, type of services offered, investment etc. The primary data for the study was collected from the following sources Domestic and Foreign tourists visiting the Islands, Owners and Operators of resorts, hotels, lodges, guest houses etc., Travel agencies and tour operators, Local communities having link with tourism activities directly and indirectly, Officials of the tourism Department etc.

ii) Secondary Data

The secondary data relevant for the study were collected from published books, journals, magazines, reports and records of the government and private agencies. The major sources of the secondary data was collected from the following sources : Reports of the Government of India, Reports of the Ministry of Tourism, Govt. of India, Reports of the Andaman & Nicobar Administration, Statistical data published by the Directorate of Economics & Statistics, Andaman & Nicobar Administration,
Department of Environment & Forests, Andaman & Nicobar Administration, Standard Books and Journals, Web-based resources, Directorate of Tourism and IP&T, Andaman & Nicobar Administration etc.

**Period of the Study**

For the purpose of the study secondary data were collected from 2000 - 2001 to 2014-2015 and covering the period of 15 years and primary data were collected from the respondents between January, 2016 to August, 2016.

**Limitations of the Study**

Andaman and Nicobar Islands has vast vital tourism resources like natural beauty, beaches, heritage sites, dense and ever green forests, multi cultural pattern of societies, tourism fairs and festivals, beach festivals, National integration and harmony, social life of tribes and their traditions and customs etc.

In view of the limitations of time and paucity of resources, the study has been restricted to the two districts of Andaman & Nicobar Islands namely South Andaman District and North & Middle Andaman District. Nicobar District has not covered in the study area since District is not open for the general public, the tourists and tourism purpose and the Nicobar tribes are staying in this District. So, it is only a micro level study covering entire Andaman & Nicobar Islands except Little Andaman and Nicobar Districts. All the findings of the study may not always be relevant to other parts of the country. Further the period of the study is only between 2000 to 2015. Hence, general and specific conclusions and suggestions of the study pertaining to the place and time cannot be universalized. From the number of tourists who visited various places in the study area, Only 450 tourists respondents were contacted to collect primary data and
only 100 hosts (service providers) were contacted and collected information. A study of this nature does involve the attitude of the tourists or service providers to the various dimensions of the study.

Tourism is not well documented sector in the Islands and very limited statistics are available and tourists are tracked at Port Blair only and also very little information was available on the tourism trends, economic benefits and employment patterns in the sector. Their individual perceptions of the tourists at the time of data collection alone were considered. However, this study is made as scientifically as possible making allowance for all these limitations.

Chapterisation:

The Present study is divided into six chapters

Chapter I: Introduction and Research Design of the Study

This chapter constitutes the introduction and presents the Research Design and profile of the study area. This chapter also presents statement of the problem, key objectives of the study, scope of the study, pilot study, period of study, limitations of study and the research methodology adopted in the study.

Chapter II: Review of Literature

The second chapter is devoted to Review the previous studies. This chapter focus on the various research works both empirical and descriptive attempted by various researchers in the field of tourism services, Tourism industry, Marketing of Tourism services, Awareness on Tourism services, Human resources in tourism, Management, Problems and the Prospects of tourism industry at the International, National, State level and Union territory level.
Chapter III: Profile of Andaman & Nicobar Islands

The third Chapter presents a descriptive profile of the study area. The various resources necessary for the development of tourism industries aplenty in these Islands including location, climate, population, administrative set up, number of Districts, literacy and education, economy, various types of tourist attractions places etc have been elaborately discussed.

Chapter IV: An Overview of Tourism Industry in India and Andaman & Nicobar Islands

The Fourth chapter outlines the past and present trends of tourism development in general and particularly in India and Andaman and Nicobar Islands (except the Nicobar Group of Islands). It also highlights the potential of tourist spots, existing basic infrastructure facilities and the growth, management and the impact of the tourism industry on the Islands.

Chapter V: Analysis and Interpretation of Data

The fifth chapter presents the Analysis and interpretation of data with the objectives and hypotheses framed. The data have been tabulated for analysis and interpretation was done with the relevant statistical tools in this chapter. The chapter deals with level of satisfaction of tourists and their problems and the marketing of tourism services in particularly Andaman & Nicobar Islands by service providers and also covered the level of satisfaction of the respondents. Further, an attempt has been made to identify the out problems and prospects of the tourism service providers and the tourism industry in these Islands.

Chapter VI: Findings, Suggestions and Conclusion

Based on the analysis and interpretation drawn from previous chapters, a summary of the findings and suitable suggestions and conclusions are given in the chapter.