CHAPTER - I

RESEARCH METHODOLOGY

1.1) Introduction:
In order to accomplish the objectives and hypothesis of the study, it is essential to articulate the manner in which it is to be conducted, i.e., the research process is to be carried-out in a certain framework. The Research Methodology, which follows, is the backbone of the study. For completion of this research work primary and secondary datas were taken for exhaustive analysis.

1.2) Objective of the Study:

1) To study the promotional strategy carried out by MTDC, Government of India Department of Tourism, Airlines, Travel Agency and Hotels to promote tourism in Maharashtra.

2) To list the various promotional activities undertaken by various tourist destination of Maharashtra.

3) To study the various promotional tools used in promoting tourism in Maharashtra and their effectiveness or ineffectiveness compared to other states of India.

4) To offer suggestions and recommendations to improve and promote Maharashtra as a major tourist destination.
1.3) Scope of the Study:

1) Geographical Scope – The Scope of the study basically is the state of Maharashtra, scope of the study extended to Mumbai, Pune, Nasik, Aurangabad and Nagpur.

2) Temporal – The present study covered a period of ten years starting from 2000 to 2010.

3) Spatial Scope – The various MTDC offices, Govt. Tourism Department, Airlines, Hotels, Travel Agencies and Tour Operators have been taken from the cities Mumbai, Pune, Nasik and Aurangabad offices.

1.4) Hypothesis:

1) The assumption is that the state level tourism corporation does not play an active role in promoting Maharashtra as a tourist destination though the various tourism related agencies are conducting several promotional activities to promote tourism in Maharashtra.

2) However their activities are limited in scope i.e. very few promotional activities like advertising, sales support, public relations or publicity to promote the state destinations at both national and international level. Simultaneously these promotional activities are not as aggressive as other states of India like Kerala, MP and Rajasthan.

3) Maharashtra Tourism Development Corporation and other agencies still need to do a lot to promote tourism in state.

4) Marketing strategy of MTDC is poor, need to be modernized.
1.5) Rationale for Chosen Research Method:
Researcher has selected the closed ended questionnaire for the purpose of the study. The questionnaire was designed on the basis of literature review and was presented to respondents by the researcher in various locations of Maharashtra. The advantage of using the above method is that the questionnaires are much cheaper to distribute and collect. And moreover it gives the user an option to vary the selected sample size without much of a problem to get more information if it is observed that the collected information was not sufficient or revealing. In the questionnaire, author has given both qualitative and quantitative questions i.e. all the questions were close ended.
Researcher has designed a questionnaire for the Managers and Executives of the selected Agencies, Hotels, MTDC Officials, Airlines Officials and Department of Tourism Govt. of India officials.
These Agencies were chosen for the simple reason that they were located at convenient locations in Maharashtra and thus time would be saved in collecting the information.

1.6) Reliability and validity:
The researcher considered the survey to be reliable because the respondents were Managers/Executives associated with the Agencies and Hotels for quite a reasonable length of time; therefore they had knowledge of Industry and the trends. They gave time to the author for filling the questionnaire in the right way. But still there might be some discrepancies on the part of the author, which have been mentioned in the limitations. The study is also based on the
observed and graphic information available from secondary sources like books, research papers, popular articles, published and unpublished reports of various institutions, findings of research projects doctoral studies, physical observation / survey conducted by some scholar and responses collected from the various managers, executives and officials.

For the purpose of survey, it was also tried to get quality data and also tried to quantify the collected information in terms of values and percentages, as and where applicable. It was tried to get the most relevant information for the analysis. In most of questions, the author has averaged the results to the nearest value for the purpose of better interpretations.

1.7) Methodology :
For collecting datas, method of simple random sampling and quota sampling were used. The information of the present study was obtained form both Primary and Secondary Data. Personal Interviews were conducted with Arilines officials, MTDC officials, Travel Agencies officials ,Tours Operators and Government Tourism Officials in Mumbai, Pune, Nasik, Aurangabad and Nagpur.

1.8) Research Instruments and Sample Design :
1.8.1 Research Instruments :
The search instrument was Questionnaires, Questionnaires that were used in the survey are :
i) Multiple choice Questionnaires open ended and close ended Questionnaires.
ii) Dichotomous.

iii) Likert Scale.

iv) Rating Scale.

1.8.2 Sample Size:

A total sample size of 150 Managers and Executives were taken as sample size but the actual size was reduced to 108 questionnaires as a sample size and 42 sample did not responded by the Managers and Executives as Managers and Executives were busy in their work and only some of them were able to spare time for the questionnaire.

1.8.3 Table of Questionnaire for Managers and Executives:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Samples</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total Questionnaire Distributed</td>
<td>150</td>
</tr>
<tr>
<td>2</td>
<td>Received Questionnaire</td>
<td>108</td>
</tr>
</tbody>
</table>

Datas were also collected through personal interviews and through structured questionnaires of officers, Managers and Executives of related offices. All the Primary Data has been analyzed quantitatively and qualitatively.

Managers and Executives contacted: 108

1.9) Literature Review:

Since literatures on impact of promotional activities on tourism in Maharashtra state is scarce and no such studies have been conducted on any aspects of promotional impacts. The present study scrutinized and examined similar
books, articles on impact of promotional activities on tourism in Maharashtra. The most prominent book written by Singh Ratandeep is infrastructure of Tourism in India. He has described the detailed marketing strategies of tourism based on infrastructure development recognizing the tourism industry as well of the massive potential, the Govt. of India as well as Govt. of Maharashtra has drawn up ambitious plans to develop. Under the plan steps are being taken to improve the tourism infrastructure and development of areas on a reelected basis for integrated growth alongwith marketing of destination to ensure optimal use of existing infrastructure.

Another important book is ‘Travel agency and Tour operator’ concept and principles written by famous author Jagmohan Negi in which he has cleared the basic concept and principal of Travel agencies and tour Operator to implement the marketing strategies framed by various Govt. and private agencies.

Third important book studied is Tourism Industry in India, written by Panda Tapan K and Shitikant Mishra. This book has presented the various aspects of development and its impact on tourism. The topic ‘Major Areas of Tourism and Development’ written by Dr. (Mrs) Dutari Qureshi, has presented her view in respect of haphazard development and its affects on tourism in Maharashtra State. She has also suggested that how this unplanned development of hill resorts of Maharashtra can be stopped through this book. She has also tried to present her view that how this unplanned developments affects the tourism promotional activities in the Maharashtra State.
1.10) Another important books/Journals/Magazines/Literatures:

“Dynamics of Modern Tourism” written by the Rataundeep Singh was taken for study in which author has tried to present his view that how modern Tourism changing is taking place. Simultaneously he has presented the demand of modern tourism. Next another book written by the same author “economic impact of tourism development” was taken for study in which author has tried to present the broad view of economical aspect of tourism development.

“Foundation of Tourism development” by Dr. Jagmohan Negi has nigh lighted various businesses as development targets to encourage and upgrade the local economy. “Tourism Economics” written by Sipra Mukhopadbyay has been very useful for students and professionals of tourism to understand the relevant economic principles behind managerial decision making. A book Tourism Marketing and Management book written by Stephen F. and Luiz Mohtinho, 1989, was also taken for study in which it was been that how tourism marketing and management can be made effective.

Another book “The Wonder that was India written” by Basham A. L. has presented the potential of Indian Tourism. The another most important book for tourism marketing written by Jha S. M. (Bombay Himalaya) . The book contains the marketing strategy of tourism specially adventure tourism marketing. Tourism development, Principle and Practice written by Bhatia. A. K. this book contains fundamental Principal and Practice of tourism development and it also describes the structure of agency for tourism promotion. The book written by Raina C. L. and Raina A. K. is fundamental of Tourism Principal and Practices
describe the basis strategy of tourism development and infrastructural set-up simultaneously it is also describe the infrastructure set-up and procedures of Agency Handling. That a book “hospitality and Tourism”: an introduction to the industry written by Robet a Brymer (Published in 2003) gives the view regarding hospitality and Tourism. The book “Tourism Past, Present and Future” written by J. Butkarat and S. Meddlik (1974), London Heieman describe the tourism potential in Past Present and future. The book “Basics of Tourism: Theory, Operation and Practice” written by Kamra K. K. (2006), Kanishka Publishers describe the method of operation to promote tourism was taken for study. To study about MTDC various kinds of literature and website were taken for literature review.

Next important book taken for study was ‘Marketing Hotels into the 90S’ written by Melvyn Greene has also presented the board view in respect of Hotel Marketing. Maharashtra News were also taken for study in which various marketing hoteliers of Maharashtra were observed. IGNOU notes were also taken for literature Review which has presented the various aspects of impact of promotional activities on tourism in Maharashtra. During literature Review of MTDC brochures, magazines like Maharashtra World Traveller, Outlook, Airlines brochures. It was observed that one could always feel that we had not been able to utilize our potential in full.

The small success that India has achieved can be seen by the number of tourist arrivals. But we have to move ahead cautiously as our competitors are doing much better and preparing themselves aggressively. We must see how Kerala, MP, Rajasthan, UP and now Goa are coming forward with competitive
packages. We have not only to match their price but our products also have to improve. Our infrastructure is limited to a few metropolitan cities; many of the tourist places around metros do not even have the basic facilities. The major reason as to why the tourism Maharashtra is not doing that well is that we lack a positive attitude to do something big. There are however, some real problems and many of those are influenced by internal as well as external factors. More important are the internal factors where a clear cut policy directive is needed by giving priority attention to tourism, higher budget outlay, tax incentives and creating a tourism friendly environment with sound service providers’ team. Tourism is nothing but a combination of services for which travelers are willing to pay. It is their interest for meeting new culture i.e. experience, a new source of entertainment, eco-friendly holidays, economic viability of its products (value for money) that decide destination choice. Maharashtra fits quiet well in this selection process.

In spite of the said books following annual reports, websites, books, Journals were referred:

2) Ganers ‘Marketing Management’ (Delhi-Himalaya).
6) Dharamrajan and Seth Rabindra (1994) “Tourism in India”
11) L. Joan Erdonan (1993) New Delhi “Arts Patronage in India”
18) IGNOU Courses: MS-6, Marketing for Managers
                MS-65, Marketing of services.
21) Travel World Magazine
22) Outlook
23) Newspaper Lokmat.
24) Times of India
25) The Hindu Newspaper
26) Incredible India.
27) Traveller
28) Maharashtra (Magazine)
29) MTDC Literature, brochures.
30) Literature of Ministry of Tourism Govt. of India.
31) Survey Reports.
32) http://www.maharashtratourism.net.
34) www.maharashtraweb.com

1.11) Layout of research report:
The research report is organized into ten sections / chapters.

Chapter –I Presents an overview of the research work carried out by the researcher.

Chapter – II focuses on the marketing strategies of Dept. of tourism, Govt. of India. In this chapter various Govt. marketing policies were focused along with its various promotional tourism activities to promote tourism in Maharashtra.

Chapter –III is devoted to the marketing strategies of Maharashtra Tourism Development Corporation. In this chapter mainly MTDC policies, implementation, MTDC working style with other related agencies have been discussed.

Chapter IV Presents the marketing strategies of Airlines and its impact on promotional activities to promote tourism.

Chapter V Presents the marketing strategies of hotels and its activities carried out to promote tourism as well as the impact of taxation on tourism products.
Chapter VI describe the various marketing strategies of travel agencies specially in Maharashtra.

Chapter VII is dedicated towards the competitive strategies carried out by Kerala, M. P. and Rajasthan.

Chapter VIII described the findings and analysis of the primary research datas in graphical representations along with secondary datas.

Chapter IX Presents the recommendation and suggestion at per research work carried out.

Chapter X-Discussion and Conclusion This chapter is last chapter of the study. This chapter concluded the research study. It is designed on the basis of results of the primary research, secondary source of information, personal observation of researcher during his field work.

This thesis concludes with section of bibliography and the annexure.

1.12) Relevance and Significance of the Study:

a) Presently MTDC produces sufficient literature and of standard quality but information are not circulated to the ultimate customers / tourist. This study will help in circulation of information to the ultimate customer and tourists.

b) This work will investigate present position of literature circulation, events and others fairs and festivals organized for creating awareness about Maharashtra tourist sites and will offer suggestions on the Marketing strategy for promoting Maharashtra as a world class tourist destination.
c) This work will also be very significant for the state and state's economical prosperity as well as for hidden tourism potential in Maharashtra.

1.13) Limitations and Constraints:

For every research there are restrictions and limitations without them the world does not exist. Research is a process with never ending scope. Study of a state and that to, from tourism point of view, is particularly a complicated process, owing to complex, multidisciplinary and non-quantifiable nature of the subject. Here, much depends on individual perceptions, value system and interpretations, which obviously differs from person to person. While working on the present research problem, the researcher, besides the above constraints had many other limitations, some situational and few self imposed which could not be controlled:

i) The study was restricted to the marketing strategies of MTDC, Govt. tourism dept., Airlines, Hotels, and travel agencies in Mumbai, Pune, Nasik, Aurangabad and Nagpur.

ii) There may be some discrepancies in views as some people might give false information in the questionnaire as they might not be interested in filling the form.

iii) Due to extreme dearth of authentic and systematic information on the region, the scholar had to depend on mythological sources, lore and legends of officials.
iv) Extensive field study would have yielded authentic and vital information about various present marketing strategy and its lapses resources but the same was not possible on account of the size of study area vis-à-vis time and money constraints.

v) Likewise authentic data on the existing govt. marketing strategy was neither available nor possible to collect.

vi) Feedback from the effective and potential managers/executives/Govt. Officials, through structured questionnaire and on-the-spot interview would have helped in quantifying the relative appeal of various promotional activities, but the same was not easily possible owing to the comprehensive nature of the study and other obvious constraints.

vii) There has not been a model study available on the subject particularly in chosen context i.e. impact of promotional activities on tourism in Maharashtra and thus, at times the scholar has to depend on his own perceptions.

viii) Many of the managers/executives/govt. officials who were directly involved in the tourism sector in the state were not very willing to handle the questionnaire. These problems were handled as best as possible by the researcher.

On the whole, the present study can be taken as a pilot work on impact of promotional activities on tourism in Maharashtra region, leaving considerable scope for study to the future scholars.

1.14) Findings & Analytical Interpretation:

Findings have been Analysed and Interpreted as per data collected in a separate chapter. i.e. chapter No. VIII