CHAPTER 4

RESEARCH METHODOLOGY
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4.1 Introduction

Selection of the Topic

Humans are the most intellectual, creative, and inquisitive beings of the earth and they evolved as time moved, for their better standards of living, life style which involved the basics necessities of life, knowledge of nature, business and profession. For the betterment of everything continuous refinement and creation of an input of new knowledge is required which will be done by continuous research only. Research is the need for progress, betterment and excellence.

Kothari (1997),\(^1\) reveals that research in common parlance refers to a search for knowledge which is in fact an art of scientific investigation. According to the Advanced Learner’s Dictionary of Current English (1952),\(^2\) meaning of research “a careful investigation or inquiry specially through search for new facts in any branch of knowledge.”

To resolve the research problem the proper planning and execution is necessary. As per Michael (1997),\(^3\) a research design is powerful scheme of action proposed to be carried out in a sequences during the process of research focusing on the problem to be tackled, fixing the method of investigation and formulation of hypothesis.

Kandari (1985),\(^4\) The incredible progress in the field of Industry and other productive activities directly lead to economic and social progress, higher real income, longer leisure times, and increasingly cheaper and varied tourist plan facilities. The spread of education has created cultural awareness and has stimulated desire to travel as noted by Lickorish (1982),\(^5\).

Tourism industry is the 3\(^{rd}\) largest industry of the world and has a tremendous potential for the growth and development. Maharashtra being a well-developed industrial state, tourism has got the least importance by the citizens and the government. The state concentrates more towards industrial growth only. Blessed with large natural, land,
culture and heritage diversity, Maharashtra has tremendous potential in the tourism sector which is yet not explored. The smaller states like Kerala have taken a leap in this industry which should be taken as an example by the Maharashtra Tourism stakeholders to take steps in further exploring its potential.

4.2 Title of the Research Topic

“Marketing Strategies for the Tourism Development in Maharashtra.”

4.3 Statement of the Problem

“Maharashtra Tourism has a tremendous potential if marketed well.”

Maharashtra has immense tourist potential, which is currently underutilized. Though the number of tourist visiting Maharashtra (Specially Mumbai) is one of the highest in India, very few tourists actually stay in the state. Maharashtra is mainly used as an entry and exit point to other destination. Most of the international tourists here were mostly one-night stay tourist.

Thus, Tourism Industry is one of the important sources of generating employment for local youth, wherein the services of locals can be utilized for tourists via souvenir shops, restaurants, fast food corners, etc. This will encourage local entrepreneurs to start business related to tourism. In short, the vast scope in Maharashtra tourism is untapped and not marketed well to benefit the stakeholders of tourism industry in Maharashtra. Hence, the research problem studied in this work is to test that if marketed well Maharashtra Tourism has tremendous potential.

For any product or service to be sold, it is very important to market the service/product well. More important is how the service is advertised and marketed. With regard to Tourism Development in Maharashtra, it is observed that often there is no information available or no signboards on highway to promote the nearby tourist destination in Maharashtra.

Infrastructure facility such as Motorable roads, reasonably good accommodation, clean toilets, and shower facilities at beaches, garbage collection centre, easily accessible booking facilities, wide road and parking facilities should be on top priority. This study
covers the position of such infrastructure facilities available in Maharashtra and their quality as compared to national scenario.

Maharashtra has 20.6% investment of India (which is highest than any other state). It is the most industrialized and urbanized state of India. Maharashtra ranks No.1 in terms of number of foreign tourist visiting India. Maharashtra is blessed with wide range of tourist offerings.

Maharashtra had total tourist arrivals of 86.85 million tourists in 2013 of which 82.70 million were domestic and 4.15 million were foreign tourist. Maharashtra ranks 5th in domestic tourism and 1st in international visitors in 2013. It is found that Maharashtra witnessed annual growth 24.73% in domestic and -23.9% in foreign tourist arrivals 2013.

Maharashtra has Mumbai, largest city in India and 6th largest metropolis in the world and also the global business hub of the country. The fastest growing economy handles 30% of India’s passenger traffic and 40% of the India’s International cargo. It is a financial capital of India due to which it has become biggest business destination of the country.

Though Maharashtra has a city like Mumbai which has its historic and natural advantage as ‘a getaway’ to the country, it has not been able to leverage these in order to position itself as a major tourism destination or to become an attractive destination for the wider ‘visiting friends and relatives’ market. Mumbai does not even come under global top 20 destination cities of international visitors. At present most of the international tourist coming to India prefer to move on to visit destinations such as Kerala, Goa, Delhi and Rajasthan.
4.4 Objectives of the Study

This study is undertaken with following objectives to be fulfilled through the study at hand.

1. To evaluate the present scenario prevailing in the Maharashtra Tourism.
2. To study the bottlenecks with regards to development of tourism industry in Maharashtra.
3. To assess the role played by MTDC (Maharashtra Tourism Development Corporation) and Ministry of Tourism–Government of India in developing tourism in the state.
4. To evaluate marketing and promotion with regards to tourism industry in Maharashtra using the feedback from the travelers on their experiences in the various tourist destinations in Maharashtra along with the perception of the various stakeholders of Tourism, thereby suggesting marketing strategies for the development of Tourism in Maharashtra.
5. To understand the role of Maharashtra Cuisine in attracting tourists to its state and to suggest marketing strategies to enhance the development of tourism in Maharashtra.

4.5 Need and Scope of the Study

Need of the Study

Marketing– as old as man- is now in its third stage. We have seen different stages of our economy, the Industrial revolution stage, Agricultural revolution-stage and now Service Industry-stage. Tourism is basically a services industry. Tourism services differ from other manufacturing goods in terms of four main factors–intangibility, heterogeneity, perishability, and inseparability. Therefore if the product is not well marketed it will not give accepted result. Proper marketing helps and encourages for decision making.

Marketing serves the advertising, promotions, brand creation, brand building of the product. Marketing of tourism is beneficial to the economy of the country and state as it is instrumental in image building, tax benefits, educational significance, cultural significance, earning foreign exchange and generating employment opportunities.
The travel and tourism industry has emerged as one of the largest and fastest growing economy sectors globally. According to the United Nations World Tourism Organization (UNWTO) Tourism Highlights 2013, tourism’s total contribution to worldwide GDP is estimated at 9%. Almost all the countries are promoting tourism on priority. The potential of tourism sector to stimulate economic and social development thereby transforming economies is internationally acknowledged.

Therefore it very much clears that, the tourism industry is playing an important role in the development of the nation and their regions. To tap such opportunities and to reach out to the customer industry need to largely depends upon to the Marketing of their places and products. Being a service industry, the industry has to come out with new marketing strategies.

There is a need to take steps to improve the present scenario of tourism. There is a need for better marketing and brand strategies to promote the sector which can play crucial role in development of tourism in state. The researcher is associated with the Hospitality Industry since last twenty three years. She is driven to this topic due to her exposure to the tourism sector and was also a chairperson for the programme committee of the ITC (International Tourism Council). Her passion and patriotism for the state she was born in, has lured her towards tourism development of the state of Maharashtra.

**Scope of the study**

Maharashtra is ultimate travel destination of India for tourists, pilgrims, adventure lovers, artists and businessmen since ancient time. Maharashtra is a huge state endowed with lots of natural attractions such as serene beaches, rocky hills, sprawling wildlife sanctuaries, adventure sports, vibrant metropolis, historic caves, rural destinations and medieval monuments. This large state has immense potential for the expanding of the tourism industry.

The flagship of tourism industry in Maharashtra is MTDC (Maharashtra Tourism Development Corporation). Besides there are a number of agencies working in the semi-government and private sector for promotion of tourism in Maharashtra. So, an in-depth study is necessary to ascertain whether the optimum management potential is made use of by the above units. Moreover, based on the above study, the strategic management principles and methods to be adopted by the tourism industry in Maharashtra can also be worked out in the years to come. The new advertising strategy has to have an element of
aggressive selling. Price becomes an important element in the advertising text to draw customers to Maharashtra. The idea has to dispel the misgiving that the prices of Maharashtra tours must be high and not within the reach of most people. An attempt has to be made to project Maharashtra as a destination by itself and affordable too.

Scope of the study also covers marketing strategies keeping in mind the present scenario where the existing Marketing Strategies are not as successful in Maharashtra as they are in the other states and nations. For e.g.: various countries and states are using the latest technology, tools and strategies for marketing and promotion of the tourist’s places, like ICT, internet and their applications. These concepts (applications) are massively used for promotion currently (e.g. well versed websites, use of multimedia, GPS system, social sites, videos, digital screens, App’s and QR Codes). These technological tools change the dimensions and reach of marketing and promotions. Today without these it is impossible to promote any kind of product with minimum error, curtailing time, reaching to the masses in fraction of seconds and deserving results of visibility of the product. If these technological advancements are used to its fullest potential it will take Maharashtra tourism years ahead than others.

However, the Maharashtra tourism sector is facing challenges such as lack of good quality tourism infrastructure, global concerns regarding health and safety of tourists, disparate passenger and road tax structures across various states and shortfall of adequately trained and skilled manpower. While several plans and programmes have already been devised for tackling these challenges, successful implementation would be critical to accelerate growth. Besides this it is a well-known fact that the complete potential of the Maharashtra tourism has not been explored yet. Since tourism is a multi-dimensional activity which is principally a service industry. The wholesome participation of all departments of the Central and State governments, private sector and voluntary organizations, NGO’s will help to attain sustainable growth in tourism.

Thus Significance of the present study will help to put forth the current status of the Maharashtra Tourism with respect to the marketing aspects and to understand the deficiencies in the services product and expectations of the customer/tourist. The research will also help create profitable product and services in Maharashtra tourism and take step towards creating Maharashtra Tourism as ‘Brand’ or ‘Image’. This study also helps to
understand the importance of communication and co-operation of the various stakeholders of the tourism industry.

4.6 Statements of Hypotheses

Following statements of Hypotheses were developed to test through the study:

1. \( H_{10} \)-All four states (Maharashtra, Gujarat, Karnataka and Madhya Pradesh) are equally favoured as tourist’s destinations.

2. \( H_{20} \)-There is no relationship between the “Hotels Room Occupancy” and “Infrastructure” as a problem which the Hotels/Resorts encounter to get business.

3. \( H_{30} \)-There is no relationship between age of tourists and their stay at MTDC.

4. \( H_{3.10} \)-There is no relationship between gender of tourists and their stay at MTDC.

5. \( H_{40} \)-Educational qualification of the respondent has got no relationship with official reason for travel.

6. \( H_{4.10} \)-There is no relationship between educational qualification and “Leisure” as a reason for travel

7. \( H_{4.20} \)-All 4 Ps of Marketing are equally used to attract tourism business in Maharashtra.

8. \( H_{4.30} \)-All media promotions are equally effective in promoting tourism in Maharashtra.

9. \( H_{4.40} \)-Television as a media of promotion is equally effective in each and every city/location of Maharashtra.

10. \( H_{4.50} \)-Newspaper as a media of promotion is equally effective in each and every city/location of Maharashtra.
11. H4.60-Hoarding as a media of promotion is equally effective in each and every city/location of Maharashtra.

12. H4.70-Internet as a media of promotion is equally effective in each and every city/location of Maharashtra.

13. H4.80-Magazine as a media of promotion is equally effective in each and every city/location of Maharashtra.

14. H50-All Maharashtrian Delicacies are equally popular.

4.7 Research Methodology

4.7.1. Type of Research: According to Blaxter, Loraine; Hughes, Christina and Tight, Malcolm (2001), research is often presented as a fixed, linear series of stages, with a clear start and end. The type of research is exploratory, based on exhaustive primary and secondary data. The research is descriptive as well as analytical in nature.

Kumar Das, K. (2006) states that Research in tourism requires a close examination of, and making explicit, the assumptions and norms that percolate the area of tourism that is being considered and the actual methods of research employed. It is the process of continuous questioning and testing of ideas, concepts and views in a structured attempt to reach a better understanding of subject and solutions to the problems investigated.

Empirical Research: The researcher has used descriptive research approach for this study. Questionnaires and interviews schedules were used to collect the primary data from the stakeholders of the Tourism Industry.

- **Descriptive Research:** The researcher has used questionnaires and interview schedules to collect primary data from the stakeholders in Tourism Industry and allied services that attract tourists towards the Tourist Centers in Maharashtra. To find and analyze the various attributes and factors that attracts tourists to Maharashtra.

- **Analytical Research:** The researcher has analysed the collected data statistically and logically to arrive at expected inferences for devising marketing strategies to promote Maharashtra tourism.
The study is aimed to identify the factors commonly associated with Maharashtra tourism, gauge the present tourism scenario and bottlenecks to suggest suitable marketing strategies for development of Maharashtra tourism.

4.7.2 SWOT Analysis: SWOT analysis is a marketing analytical tool for assessing the strength and weakness of the current scenario and as Maharashtra tourism has to be marketed effectively one needs to know the strengths and weakness of the state as the tourist destination. SWOT analysis takes two different directions - internal evaluation of strengths/weaknesses, and external evaluation of current opportunities and possible threats to successful explanation.

The use of SWOT analysis is to help Maharashtra state develop a strong business strategy by making sure that all the strengths and weaknesses, as well as the opportunities and threats it faces in the marketplace have been considered.

4.7.3 Types of Respondents: The study is partly based on the primary data collected from following respondents:

i. Tourists - 2000
ii. Tour operators, / Travel Agents - 251
iii. Hotels and Resorts Managers - 245
iv. MTDC- Maharashtra Tourism Development Corporation official – 3 and
v. Ministry of Tourism, Government of India official – 1

4.7.4 Universe and Sample Design: Since the population of the respondents is quite large, a representative sample of each of the respondents has been selected by simple random sampling method so that each unit in the universe had an equal opportunity of being selected. This sample is thus free from bias.

4.7.5 Instrument for Data Collection: Following instruments were used for collection of secondary and primary data required for this research:

- Library work for review of related literature and references from data sources, research’s and government reports,
- Well structured Questionnaires for tourists, Travel Agents/Tour operators and Hotels and Resorts.
- Structured Interview Schedules for Officers of MTDC, Ministry of Tourism-government of India and one Senior Tour Operator.
Sources of Data - Following are the data sources for this work in hand:

(A) Primary Data: Collection of original data using an accepted research methodology is referred as primary data, Clark, Mona [et al] (1998), viii. The primary data is collected through structured questionnaires with both open-ended as well as close-ended questions for Tourists, Tour operators and Travel Agents and also for Hotels and Resorts. A structured interview schedule was used to gather information through an in depth interview of the Officers of MTDC, Ministry of Tourism, government of India and one senior Tour Operator of the famous Chaudhari Yatra Company to collect required data. The researcher has collected primary data from 2000 tourists, MTDC, ITDC, 245 Tour operators and Travel agents, 245 hotels and resorts.

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
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<tbody>
<tr>
<td>General Manager</td>
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<tr>
<td>MTDC (Department of Tourism, Govt. of Maharashtra)</td>
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<tr>
<td>Senior Manager</td>
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<tr>
<td>Development/Administration/Recovery/Tax, MTDC</td>
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<tr>
<td>(Department of Tourism, Govt. of Maharashtra)</td>
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<tr>
<td>Assistant Director</td>
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<tr>
<td>India Tourism, Ministry of Tourism, Govt. of India</td>
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<tr>
<td>Senior Tour Operator</td>
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<tr>
<td>Chaudhari Yatra Company (Ex. MTDC official)</td>
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In total the researcher has collected primary data of 2500 sample size.

(B) Secondary Data: Bhattacharyya, D. K. (2003), ix says when and researcher or investigator uses the data which has already been collected and published for another research project, such data is called secondary data. The researcher has collected secondary data from The Tourism Ministry of Maharashtra, magazines, newspapers, research journals, government agencies and publications, University bulletins, Government bulletins etc.

4.7.6 Statistical Techniques Used: The researcher has used appropriate statistical tools to analyze the data and to test the statements of hypotheses. The researcher has used both, descriptive and inferential statistics, in analyzing her study. ANOVA and Chi-square have been used to test the proposed hypothesis. The SPSS 19 version has been used to analyze the collected data.

-   Chi square test and One way ANOVA were carried out for proving the formulated Hypothesis. The main objective was to check whether there is a relationship between demographic variables like age, gender, place and
marketing strategies and to also check the comparison between the marketing strategies and its impact on tourism business.

- Rank analysis was done to know the degree of importance of response towards elements and objectives of Marketing strategies and tourism development.

4.7.7 Limitations of the Study: The scope of this study extends to tourism development in Maharashtra, though some references of other States, the national and international Tourism problems might be touched and the focus is concentrated on problems and prospects of Tourism Development in Maharashtra with special reference to marketing strategies adopted by the stakeholders in tourism industry.

The period of study is limited to a ‘point of time’ i.e., the day of researcher’s visit to respondents. It will not cover either the history or the future prospects but will simply present a ‘statuesque’ of the scenario as was observed during her visits. Limitations of this study will include

- Study being empirical in character is not free from limitations.
- The study covers only the state of Maharashtra.
- It does not cover all aspects of tourism.
- It is not escaped from the constraints of both time and money.

4.7.8. The Scheme of Chapterisation:

- Chapter 1: Facts about Tourism Industry.
- Chapter 2: Review of Related Literature.
- Chapter 3: Present Scenario of Tourism Industry in Maharashtra.
- Chapter 4: Research Methodology.
- Chapter 5: Data Analysis.
- Chapter 6: Findings of the Study.
- Chapter 7: Suggestive Marketing Strategies based on the Findings of the Study.
- Chapter 8: Conclusion & Recommendations.
4.8. References

d). Wishwa Prakashan,


Publishing House.


