Chapter 2
REVIEW OF LITERATURE
and
RESEARCH METHODOLOGY

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2.1 Review of Literature

Academic literature on the tourism industry in India has spanned across several disciplines from the regional as well as the national perspective. As the largest country in terms of size and population in the South Asian region, India has a large influence on the regional tourism industry. Most of the literature reviewed examines India only on the domestic front and not in comparison with any other international destination. Singapore tourism industry on the other hand has been partially compared with Indonesian tourism industry. The literature related to competitiveness covers the various models of assessing the competitiveness of a nation and also lists out various factors and attributes determining it. The gist of some of the research papers reviewed for the purpose of my research is as follows:

Destination Competitiveness and the Role of the Tourism Enterprise

This study finds that tourism enterprises, particularly entrepreneurship, new venture developments and small businesses contribute to destination development and competitiveness in a number of ways like they help in having a co-operative competitive environment, increase specialization in tourism sector by allowing each firm to concentrate on its core competencies, provide an ideal mechanism for the identification and development of new ideas, help to disperse the economic benefits of tourism development etc. Despite these numerous contributions several problems and challenges are also evident. The existence of so many small businesses in tourism means that many owner-managers lack the skills, expertise or resources to function efficiently and effectively. Externalities, particularly environmental, social and cultural are also often significant in tourism but neither small tourism enterprises recognize nor care about the wider and long term consequences of some of their actions.
The Customer’s Perception of Tourism Accreditation
David Foster (1998)

This study attempts to find the level of awareness amongst consumers of the tourism accreditation system in Australia. The results disclose that a lot of work needs to be done to make the consumers well aware of the existence of the tourism accreditation system. It has been demonstrated that even when tourists are aware of accreditation there is confusion about what it actually means. However, although the level of awareness & understanding is low, respondents have indicated that the issues addressed by the accreditation system are of significance to them and may indirectly influence their purchasing decisions.

Tourist Satisfaction in Singapore- A Perspective From Indonesian Tourists
Theresia A. Pawitra and Kay C. Tan (2001)

This research paper identifies the image of new Asia Singapore from the Indonesian tourists’ perspective and evaluates their satisfaction level. It highlights the various strong and weak attributes of Singapore as seen by Indonesian tourists. It was found that from the Indonesian tourists’ point of view, Singapore Tourism Board was successful in promoting and maintaining the performance of the local tourism industry. Singapore outclassed its competitors by exceeding Indonesian tourists’ predictions. Despite Singapore’s outstanding performance, Indonesian tourists were disappointed with the attributes of ‘unavailability of wide range of products’ and ‘no unique tourist places of interest’. It demands attention of Singapore Tourism Board as both these attributes belong to the attractive category.

Reorienting HRD Strategies for Tourists’ Satisfaction

This paper highlights how the Indian tourism industry can reorient its HRD strategies in order to satisfy and delight its customers to survive in the global competition. The HRD departments in the tourism industry have to make all efforts to create a strong industry image which indirectly reassures the tourists about the quality service. With a better qualified younger workforce occupying the positions in the future and with the tremendous opportunities opening for them elsewhere, the key task before the policy makers in organizations is to keep the tourists contact employees satisfied. The tourist contact
employees, as the internal customers, their satisfaction will be very important to facilitate the tourism industry to achieve its goal through tourists’ satisfaction.

Towards a Model to Enhance Africa’s Sustainable Tourism Competitiveness

Ernie Heath (2002)

This research work finds that from an African perspective appropriate tourism development could become the engine of growth that can improve the quality of life of millions. The continent has the tourism resources and the market potential certainly exists. Possibly the biggest constraints facing Africa in terms of achieving its true tourism potential lies with the people of the continent. Africans need to really appreciate the true tourism potential, develop a shared tourism vision, coordinate the efforts and strategically manage the key elements that constitute destination competitiveness. A new era is drawing for tourism in Africa. An era which will not only be dominated by impact of technology and intensification of competition in tourism arena, but also by the realization among tourism stakeholders that there are major benefits in the co-operation and co-ordination of efforts.

A Conceptual Model of Tourism Destination Competitiveness and Attractiveness


This study has proposed a conceptual model of tourism destination competitiveness and attractiveness. In the earlier researches, researchers have investigated destination attractiveness and destination competitiveness as separate and unrelated concepts. But this paper proposes that the popularity of tourism destinations can be enhanced by a combination of the factors of competitiveness and attractiveness. The purpose of combining these perspectives is to come up with a holistic understanding of the destination popularity dynamics.

Tourism Flows Between India and Singapore

Faizal Yahya (2003)

This paper examines the growing importance of India as a source of inbound tourists for countries in South East Asia and in particular, Singapore. The data collected reveals that India is one of the top 12 source countries of tourists for Singapore. The more important fact is that the average daily spending of Indian tourists in Singapore is the highest which gives an incentive to the Singapore Tourism Board to attract more Indian tourists to visit.
Singapore. The data shows that the number of Indian tourists visiting Singapore is increasing every year at a fast pace. Singapore’s position in the tourism sector has improved a lot but now it wants to be a tourism hub. As the space constraint is there in Singapore so now it is exploring more investment opportunities in the tourism sector overseas. The lack of cultural and heritage sites in Singapore is also a hurdle in the path of its becoming a tourism hub. Thus, the Singapore Tourism Board is collaborating with Indian tourism industry to have win-win situation for both the countries. A Memorandum of Understanding (MOU) has been signed between India and Singapore which will promote the bilateral flow of cultural contacts.

**Competitiveness of Slovenia as a Tourist Destination**

*Doris Gornezelj Omerzel (2004)*

This study reveals that there are only a few attributes for which Slovenia was rated well above average. Destination management factors were evaluated the worst. This indicates that there is no clear strategy for further development. The development of the Slovenian tourism sector in recent years has been based on the construction of physical infrastructure. The elements like quality of services, educational programmers and development of human resources, stimulation of creativity and innovation & formation of new interesting tourism products were neglected. The main problem seemed to be the danger that because of the ineffectiveness in the phase of developments and marketing of tourism products, the destination is losing the potential premium for the comparative advantages. All kinds of management activities and actions can be considered as destination competitive strategies that can allow Slovenia as a tourist destination to enhance its competitiveness.

**A Research on the Determination of the Tourism Potential of Natural and Cultural Resources at Coruh Watershed Area (Yusufeli Region): A Case Study**

*Oner Demirel (2004)*

The researcher has conducted this research to discuss the expectations of Turkish and foreign tourists about the touristic potential of the Coruh Watershed area. It is found that very few Turkish people visit this area and the number of foreign tourists is also not very high. The reason for the less number of tourists visiting this area has been associated mainly with the accessibility problem of this area. Even the tourists who visited this destination are
not satisfied with the facilities of food, accommodation and guides. The area also faces lack of cleanliness and shortage of water. This study attempts to determine the first signs of environment degradation. It has the potential to prevent the destruction of natural resources and build up the balance between protection and use of natural resources for touristic activities. It stresses that environmental quality must not be overlooked because it increases the productivity of tourism plan which should be based upon an inventory of natural and cultural resources, the infrastructure and a socio–economic analysis of the area.

**Destination Competitiveness Measurement: Analysis of Effective Factors and Indicators**

**Metin Kozak (2004)**

This paper found out that as a result of the scientific structure of the tourism industry towards political, economic, social and environmental changes, including the risk of natural disasters, it is difficult to recommend a single model or single way to measure international tourist destination competitiveness and justify its reliability. The diversity of tourist destinations will also make it more difficult to put all destinations in a single basket and rank them from the highest to the lowest or the least competitive. This study has presented not only common factors thought to be influential over the competitive position of any type of destination, but has also identified strengths and weaknesses of some of the common measures which can be used for ranking destinations and evaluating their performance levels.

**Determinants of Tourism Destination Competitiveness in Asia Pacific: Comprehensiveness and Universality**

**Michael J. Enright and James Newton (2005)**

This study compares the importance of business factors & attractiveness factors in destination competitiveness measurement of three countries in the Asia Pacific Region viz. Hong Kong, Singapore and Bangkok. Rank order correlations were calculated to check the level of importance. Overall the ranking of the tourism attractors was strongly correlated among all three groups, with a very strong correlation (0.962) between Hong Kong, & Singapore. However, for the business factors the strongest correlation (0.824) was between Singapore and Bangkok. Thus, it is found that there is a very close relationship of the rankings of importance in the three different locations of Hong Kong, Singapore and Bangkok.
**Destination Choice-Visitor Behaviour in a Coastal Tourism Destination on Australia’s East Coast**

Bruce Armstrong, Janet Hanlan, Simon J. Wilde, Stephen Mason, Don Fuller and John Richard Edelheim (2005)

This research study has undertaken an investigation into the recent behaviour and motivation of travelers to the coast region to assist product development and destination promotional activities and to better harmonize these activities with market demand. It suggests that tourism policy often formulated in terms of tourism attractors need to also take account of business and industry factors. It points to the need of a strategic management approach within tourism organizations to better identify the influence of such internal and external industry and tourism based factors and to develop appropriate strategies to deal in a proactive manner with such influences.

**Testing for the Random Walk Hypothesis in the case of Visitor Arrivals: Evidence from Indian Tourism**

Mita Bhattacharya and Paresh Kumar Narayan (2005)

This study provides evidence on the random walk hypothesis for visitor arrivals to India from ten major source countries. The findings of this study have significant policy relevance. The findings suggest that shocks like natural calamities, border tension between India and Pakistan and Gulf war do not have any permanent effect on visitor arrivals to India. These factors are transitory and will have short term effect on the industry. This is supported by the fact that after 11 September, 2001 terrorist attack, the tourist arrivals in India declined by 15% between January & August 2002, but the decline stabilized and tourist arrivals again increased to the same as it was in the pre-attack period.

**Satisfaction and Dissatisfaction with Destination Attributes: Influence on Overall Satisfaction & the Intention to Return**

Joaquin Alegre Marin, Jaume Garau Taberner (2006)

This paper illustrates that tourists evaluate the attributes of a destination differently depending on whether the survey elicits an opinion relating to a dimension of satisfaction or whether it focuses on a dimension of dissatisfaction. The statistical analysis performed shows a marked lack of concordance between the two types of evaluations. The discrepancies detected between the tourists’ positive and negative evaluations point to the need for further research so as to better understand the reasons why people assess things
differently according to how the question is posed. The estimated model reveals that the negative situations are highly important in explaining the tourists’ intention not to return.

**Competitiveness of Tourist Destinations: A Comparative Study of Taiwan’s Four Major Cities**


This study has applied the Conceptual model of destination Competitiveness of Taiwan’s four major cities viz. Taipei City, Taichung City, Tainan city and Kashsuing city. The analysis shows that each city has its own weaknesses and strengths in destination competitiveness. There is no dominator in destination competition among four major cities in Taiwan. However, if a great improvement can be made in the supporting factors and resources category, Tainan city will be the preferred tourism destination among the four major cities in Taiwan. It also suggests that all the cities are required to have some improvements in order to strengthen their ability to compete with other cities, either domestically or internationally.

**Measuring Competitiveness in the Travel and Tourism Industry**

Nishael Gooroochurn, Guntur Sugiyarto (2007)

This paper sheds light on understanding the concepts, measurement & comparison of tourism competitiveness of countries worldwide. A novel methodology using published data for more than 200 countries is applied to produce the competitiveness monitor. Since tourism competitiveness of countries is multi-dimensional, eight main themes have been identified for its measurement which is price, technology, environment, social development, human resources, openness, infrastructure and human tourism indicator. The components of each of the indicators and the associated proxies required are also discussed. Cluster analysis is applied to group countries with similar competitiveness level together. Four distinct groups are identified. Most developed countries are in the high competitive group and the least developing countries are in the less competitive group.

**Measuring Tourism Competitiveness: Research, Theory and the WEF Index**

Geoffrey I. Crouch (2007)

This paper finds that the TTCI was developed by WEF in collaboration with the consultants Booz Allen Hamilton and with the assistance of data partners, TATA , UNWTO,
and WTTC and feedback from eight companies and industry partners, however the report does not explain the scientific basis for construction of the index. The index assumes that the tourism goals of all the countries are same but this is not true. Each country is in its own race defined by its unique tourism position and development goal. The TTCI comprises 13 pillars and 58 variables. Although the list appears to be substantial, a comparison of this list with the attributes identified in the scholarly research on tourism and destination competitiveness suggests a number of potentially important omissions. Moreover, TTCI does not weight variables at all in the compilation of the index. Thus, it assumes that all 58 variables are of equal importance and that omitted variables are of no importance. No information is provided in the report of sample size, representativeness and suitability of the executive opinion survey from which almost half of the variables, on the basis of which TTCI is framed, have been taken.

**Challenges and Strategies-Enhancing Competitiveness of Indian Tourism Industry**

**Anurag Dugar (2007)**

This research paper highlights the various challenges of Indian tourism industry. Although Indian tourism sector is contributing to a large extent to GDP, employment generation and forex reserves but still it is not among the most competitive tourism industries of the world. All components of the Indian tourism industry are suffering from an acute shortage of skilled manpower. Just focusing on increasing the tourist inflows is not addressing the competitiveness issue of Indian Tourism industry, rather it is necessary to have satisfied customers. Tourism industry is a very dynamic industry and so are its challenges and strategies. This paper has mentioned some effective examples and cases collected from around the world which can act as a learning approach for Indian tourism industry. It suggests having private public community participation and sound planning to enhance the competitiveness of Indian tourism industry.

**A Structural Equation Model: India’s International Tourism Demand for Tourist Destination**

**N. Rangaswamy, Chukiat Chaiboonsri, Prasert Chaitip (2008)**

This study concentrates on developing a structural equation model of India’s international tourism demand and to use this model to explain international tourist behavior. The casual relationship between travel motivation and tourist destinations in India has been
attempted to determine. For this purpose a LISREL model incorporating measurement and structural equation modeling was developed and tested. A positive effect was found between travel motivation and tourist destinations. It suggests that both the private tourism sector and the Indian government tourism sector should maintain good management of tourist destinations in India.

**Tourist Satisfaction with Mauritius as a Holiday Destination**

Perunjodi Naidoo, Prabha Ramseook Munhurrun, Jeynakshi Ladsawut (2008)

This paper found that both first time and repeat tourists were satisfied with Mauritius as a holiday destination. The expectancy disconfirmation model used in the study has investigated tourist satisfaction across 18 destination attributes revealing that 13 attributes were positively disconfirmed. The highest positive disconfirmation occurred with shopping facilities, spa facilities and cultural and historical sites. On the other hand, five destination attributes were negatively disconfirmed as they fall below the expectations of tourists. These attributes were quality of hotels, reasonable price, peaceful environment, attractive beaches, and sunny and warm weather. Although negative disconfirmation occurs, these attributes fall below expectations of consumers to a little extent indicating that tourists were only slightly dissatisfied.

**Linking Destination Competitiveness and Destination Development: Findings from a Mature Australian Tourism Destination**

Simon J. Wilde, Carmen Cox (2008)

This paper presents findings from focus group discussions with industry stakeholders in a single mature case destination, located on the East coast of Australia. The key stakeholders in the tourism industry have confirmed that the factors that are considered most important to a destination considered to be at the mature stage of its life cycle, are quite distinct from those factors of importance for destinations at other stages of the destination life cycle. The key competitiveness factors believed to be of critical importance to the mature destination are- the ability of tourism infrastructure to be maintained and introduced to sustain the destination’s appeal, the ability of the local tourism industry and relevant governing bodies to co-operate as a driving force to sustain the destination and the existence of a strong community vision for the future of tourism. These three factors are of critical importance for a destination to manage in order to continue to grow rather than to stagnate.
Destination Attractiveness of Kerala As An International Tourist Destination: An Importance – Performance Analysis

Manoj Edward & Babu P. George (2008)

This study has revealed the strengths and weaknesses of Kerala as a tourist destination. The analysis indicated the importance of certain destination attraction elements like climate, backwaters, cuisine, rest and relaxation environment and local culture as strengths of the destination based on which destination promotional activities can be further reinforced. Areas where destination attractiveness gaps observed includes beaches, art forms and heritage attractions. It points the need for further emphasis on area specific development efforts to enhance the tourists’ experience with these attractions. With an array of attractions and experience elements provided at the destination, it may be useful to view the destination as a composite product with certain attractions forming the core and others at the periphery.

Measuring Destination Competitiveness: An Application of Travel and Tourism Competitiveness Index

Cagil Hale Kayar, Nazmi Kozak (2008)

This research paper evaluates the thirteen factors that effect destination competitiveness and compares the competitiveness levels of European Union countries. Findings of this study strongly emphasize that Australia, Germany, UK, Denmark, France, Finland, Sweden form a unique cluster and show superior performance in terms of the most effective factors of competitiveness which are air transport, infrastructure, natural and cultural resources, ground transport infrastructure and health and hygiene. Likewise, as for the secondary determinants of the competitiveness viz. environmental regulations, countries within the same cluster ranked the top. The competitiveness ranking for tourism infrastructure, prioritization of travel & tourism & national tourism perceptions suggest that Czech Republic, Estonia, Ireland, Melta, Slovenia, Luxemburg, Spain, Greece and Italy rank the top relative to other countries and for price competitiveness factor, Bulgaria, Latvia, Lithuania, Hungary, Poland, Romania, Slovakia and Turkey have the highest scores.
Travel and Tourism Competitiveness of the World’s Top Tourism Destinations: An Explanatory Assessment

Diana Balan, Virgil Balaure, Calin Veghes (2009)

This research paper finds that the world’s top 25 tourism destinations do not form a homogenous group. There are significant differences among them. Assessment of the relationship between the competitiveness of the travel and tourism and its major dimensions at the level of the world’s top tourism destinations has been done by using Pearson Correlation Coefficient. It illustrates the very strong association between the overall competitiveness and the business environment and infrastructure as well as the strong associations between the overall competitiveness & the specific regulatory framework, the human, cultural and natural resources respectively.

The Possibilities for the Identification and Evaluation of Tourism Sector Competitiveness Factors

Valentinas Navickas, Asta Mala Kauskaite (2009)

This study focuses on identifying and evaluating the factors of tourism competitiveness with the use of a systematic approach and renewed version of competitiveness monitor method. Various direct and indirect factors have been considered in the analysis of tourism sector competitiveness. The modified version of the Competitiveness Monitor embraces a detailed system of competitiveness factors and indices that can be measured with the use of mathematical methods. The essence of this evaluation system lies in the universal character and amplification possibilities. This research has followed the basic factor classification in Competitiveness Monitor yet some of the indicators originally used for the evaluation of tourist destination Competitiveness have been modified. This research has also included additional indicators that have more potential to reflect the contemporary tourism system and preconditions for its competitiveness in the global economy.

A Review of Country Tourism Competitiveness, Research Performance and Overall Country Competitiveness

Erdogan KOC (2009)

This paper is a discussion paper. It presents data collected from a documentary survey based on an appropriate literature search. It illustrates the research performances of
top ten tourism countries. The countries included in the study have been determined based on the latest available tourist arrival and tourism revenue data calculated by world tourism organization for the end of the year 2005. This study does not intend to establish, test and demonstrate casual relationships among country competitiveness and tourism research. This paper intends to stir up interest in and establish awareness of the concept of R&D among public policy makers in various countries.

**Destination Competitiveness Through the Use of Information & Communication Technologies**

**Ali Sukru Cetinkaya (2009)**

This study displayed that there are many ICT applications available for tourism destination competitiveness. The HARMONISE project funded by the European Union’s IST research programmed is one of those applications. The project partners have set up the tourism harmonization network (THN). The THN is about helping destination management organizations, be it public tourist authorities or private sector operators or some kind of public-private partnership, to use their existing IT tools in a more coordinated fashion. The diffusion of ICT and especially the enormous spread of the internet enabled & encouraged destination management organizations to extend their activities by means of e-business. Destinations are some kind of virtual enterprises which require a lot of internal coordination and networking apart from their extended marketing oriented activities.

**Factors Influencing Choice of Tourist Destinations: A Study of North India**

**Neeraj Kaushik, Jyoti Kaushik, Priyanka Sharma & Savita Rani (2009)**

This research paper found that there are seven factors which are considered important by the tourists while selecting their destinations. These factors are- communication, objectivity, basic facilities, attraction, support services, distinctive local features and psychological and physical environment. The relationship of these factors with different demographic features was studied and it was discovered that age and monthly family income of the respondents were found to be the most important variables. Other variables like gender, occupation and background of the respondents were also found to be related to some factors.
Identifying the Drivers of Competitiveness in the Jamaican Tourism Industry

Kevin Harriot (2009)

This study assessed the effect of 71 variables in the competitiveness of the travel & tourism product in 24 Latin American and Caribbean countries. It found that the number of international fairs and exhibitions hosted is the most effective driver of marketing in promoting competitiveness. Long lasting tax incentives and grand concession schemes offered to business interests are unlikely to improve the competitiveness of the tourism product. The competitiveness of the tourism product is unlikely to benefit from allocating additional resources to lower the cost of starting a business in the tourism industry.

An Econometric Study of the Determinants of Tourism Competitiveness in the Caribbean

Economic Commission for Latin America and the Caribbean Sub Regional Headquarters for the Caribbean (2009)

This paper finds evidence that Caribbean tourism competitiveness in stay over tourism is slowing down. The region as a whole has not made any significant gains in the total world market share of stay-over arrivals for almost four decades. Thus the Caribbean countries will need to find new ways to stimulate tourism competitiveness for greater economic gains. To maintain or enhance its tourism competitiveness, Caribbean destinations will need to become more cost and price- competitive at home. The Caribbean will also need to reduce its vulnerability to external factors that are not within its control such as income shocks from abroad and oil price shocks. Reducing vulnerability to external forces will require further market diversification within the tourism sector as well as continually attracting price and income – insensitive tourists from the upper end of the tourism markets.

International Tourist Satisfaction and Destination Loyalty: Bangkok, Thailand

Siriporn Mc Dowell (2010)

This study compared and contrasted demographic characteristics between first time and repeat international tourists in Bangkok and investigated whether there is a statistically significant difference in tourist satisfaction. It found that the first time international tourists differed from repeat international tourists in terms of gender, age, marital status, education and occupation. First timers and repeaters differed in their satisfaction with Bangkok, as being an amazing place, the hospitality of residents and beautiful smiles and the quality of
goods and services. Repeat professional tourists differed from repeat students in the safety and security factor. The frequency distribution analysis showed that both groups would revisit Bangkok and recommend Bangkok to others. Still there is a room for improvement to increase tourist satisfaction because the mean score of both groups is still far from five which is the highest satisfaction level.

**Travellers’ Perceptions of Malaysia As Their Next Holiday Destination**

*Anton Abdulbasah Kamil (2010)*

This study was conducted to collect information about the knowledge and perceptions of potential tourists about Malaysia so as to formulate appropriate and effective marketing and promotional strategies. It discovered that knowledge is the most significant factor in determining tourist decision to visit Malaysia except for African, West Asian, and south/central American tourists. In general, the level of knowledge about Malaysia amongst respondents has been found to be low. Knowledge variable is a negative and strong factor to influence people from the whole region to visit Malaysia in the future. Education variable influences people to visit Malaysia from Europe region, but it is not strong factor, rather it is a negative factor. For Asian region, this variable is strong enough to influence people from that region to visit Malaysia and thus is a positive factor. For North America and ocean regions, this variable is not a significant factor. Income variable is a positive and strong factor for the whole data from the regions.

**Foreign Visitor’s Evaluation on Tourism Environment**

*Takeshi Kurihara, Naohisa Okamoto (2010)*

This paper has discussed the tourism environment evaluation from the viewpoint of the qualitative approach given by the foreign visitor's evaluation and the quantitative approach which is calculated by the principal component analysis based on the objective data. Foreign visitors highly prioritized safety followed by transportation & price among the eight items making up the tourism environment. Japan ranked fourth among the 14 countries in the total tourism environment score ranking. Although Japan has strength in safety, cleanliness, & transportation, it has weaknesses in multilingual writing, price & communication compared with a score of other countries.
**Destination Competitiveness: A Model and Determinants**  
**Larry Dwyer, Chulwon Kim (2010)**

This paper has sought to develop a model and indicators of destination competitiveness that will enable comparison between countries and between tourism sector industries. It can be used by industry and governments to increase the positive economic impact of tourism. A model of destination competitiveness was developed. The model seeks to capture the main elements of competitiveness highlighted in the general literature while appreciating the special issues involved in exploring the notion of destination competitiveness as emphasized by tourism researchers. A set of indicators that can be used to measure the competitiveness of any given destination, were identified from the major elements comprising the generic destination competitiveness model and also from discussions at workshops held in Korea & Australia.

**An Exploratory Study to Assess the Online Satisfaction of Foreign Tourists Visiting Pushkar**  
**Kamlesh Pritwani and Naveen Kumar Sharma (2011)**

This study measures the e-satisfaction level of foreign tourists visiting Pushkar and examines the effectiveness of the e-tourism services. The findings of this study reveal that although the foreign tourists are attracted towards the tour operators providing e-services yet there is no significant difference in the satisfaction level of tourists availing services from the traditional tour operators and the tour operators using tourism websites to render tourism services. The analysis of the data collected from the foreign tourists reveal that the e-satisfaction level of tourists can be enhanced by providing them quality information and safe online transactions. Tourists are found to be satisfied with the website design, convenience and product information but they are very much dissatisfied with the dimension of financial security. Hence it is suggested to put emphasis on the aspects of providing quality information and financial security by the tour operators to enhance the online satisfaction of tourists.

**An Insight into Indian Tourism Sector**  
**Chandrakanta Sahoo, Deepak Kumar Sahoo (2011)**

This research paper examines the contribution of Indian tourism industry to Indian economy and also examines the place of India in global tourist map. It highlights that the
Indian tourism industry is an engine of growth having vast potential for generating employment and earning large amount of foreign exchange. But the Indian tourism ministry has still miles to go to accomplish growth in near future. It has become high time for India to promote eco-tourism to preserve and sustain the diversity of the India’s natural and cultural heritage. Despite being affluent in scenic, serene and sublime landscape, the contribution of Indian tourism industry to its GDP is meager. India has 2.42% of world geography, 700 km of coastlines, hundreds of sanctuaries and hill stations to become the hottest tourist destination in the global tourism map but still it is not amongst the top 10 tourist destinations of the world and is exploiting only 0.6% of the international tourist arrivals. As far as the contribution of tourism and travel industry to GDP is concerned India occupies 124th rank in the world. Thus, to strengthen the position of Indian tourism industry in the world scenario, all wings of the central and state governments, private sector and voluntary organizations should actively involve in this modest endeavour to attain sustainable growth in tourism.

2.2 Research Gaps

Most of the research studies have focused on main drivers of competitiveness or developing the conceptual models. Some research papers are related to the application of the models. Few research studies have judged the satisfaction of foreign tourists. Some articles are also concerned with the aspects of competitiveness as to business environment, infrastructure, human, cultural and natural resources and comparing the importance of business factors and attractiveness factors in competitiveness measurement. Some articles are related to developing HRD strategies to satisfy tourists and displaying ICT applications for tourism destination competitiveness. Literature has also been found on measuring the e-satisfaction level of foreign tourists and examining the effectiveness of the e-tourism services. Only some of the research papers have compared the tourism competitiveness of different countries and moreover these papers have compared either the European countries only or all the countries worldwide have been compared as a whole. Few research papers have made the comparative study of tourism competitiveness of different countries in the Asia Pacific region, including Singapore but India has been completely ignored.

As in the present scenario the trend of International Tourist Arrivals (ITA’s) is changing and more percentage of ITA is shifting from developed to emerging economies,
hence there is a need to make a comparative study of the competitiveness of those countries which are falling within the purview of emerging economies. But no such study has been found while reviewing the literature. There is only one study that shows the flow of tourism between India and Singapore but it does not compare two countries regarding their tourism competitiveness rather it sheds light on an important aspects as to how India is becoming a major source country for the international tourism of Singapore. It also highlights the quick growth of the Singaporean Tourism industry and its ambition to be a tourism hub. Moreover one more research work has revealed the poor position of Indian Tourism Industry in the World Tourism but it has not pointed out the reasons for the same. This has struck the researcher to conduct such research work which will not only reveal the strengths of Singaporean tourism industry rather will also try to find out the loopholes in the Indian Tourism sector. Hence, the topic for research has been selected as the “Comparative Study of the International Tourist Destination Competitiveness of India and Singapore”. This comparative analysis would enable the Indian Tourism Industry to know about their strengths and weaknesses and enable it to learn important lessons from the Singapore Tourism Industry to improve its global rank in the tourism sector.

2.3 Research Methodology

The following section discusses the various aspects related to this research work like the rationale of conducting this study, its objectives, significance and limitations, methods of data collection and analysis and information about the sample design.

2.3.1 Rationale of the Study

Tourism is a popular global leisure activity. International tourism is hitting new records every year. Despite the challenging conditions, international tourism being a very important activity, is contributing approximately 5% of the world’s GDP, 6% of the total exports and employing one out of every 12 people in advanced and emerging economics. World Economic Forum’s TTCI 2011 has mentioned the changing trend of international tourism from advanced economies to emerging (developing) economies. Over the last decade, the Asia pacific region has been the fastest growing tourism region in the world. This is the reason to select this region for the purpose of my study. If the trend of outbound tourism of India is observed, it is found that Singapore is one of the most preferred
destinations by Indians. Moreover, in the list of top ten source countries of foreign tourists for Singapore, India is at the fourth place whereas in the list of top ten source countries of foreign tourists for India, Singapore is nowhere. It reveals that a large number of Indians prefer to visit Singapore whereas Singaporeans are not too much interested in visiting India.

Although India is a destination with unique, diverse and plentiful inherent tourist attractions yet it has been able to attract foreign tourist in a limited number only. This fact is highlighted by the following table:

**Table 2.1**

**ITA and ITR of World, France, India and Singapore**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Unit</th>
<th>Year</th>
<th>World</th>
<th>France</th>
<th>India</th>
<th>Singapore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geographical Area</td>
<td>Sq. Km</td>
<td>2011</td>
<td>51007.200 (100)</td>
<td>547030 (0.107)</td>
<td>3287590 (0.645)</td>
<td>710.2 (0.00014)</td>
</tr>
<tr>
<td>International Tourist Arrivals</td>
<td>Millions</td>
<td>2007</td>
<td>901 (100)</td>
<td>80.8 (8.968)</td>
<td>5.08 (0.564)</td>
<td>10.3 (1.143)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2008</td>
<td>919 (100)</td>
<td>79.2 (8.618)</td>
<td>5.28 (0.575)</td>
<td>10.1 (1.099)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2009</td>
<td>883 (100)</td>
<td>76.8 (8.698)</td>
<td>5.11 (0.579)</td>
<td>9.7 (1.099)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2010</td>
<td>940 (100)</td>
<td>76.8 (8.170)</td>
<td>5.78 (0.615)</td>
<td>11.6 (1.234)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2011</td>
<td>983 (100)</td>
<td>79.5 (8.087)</td>
<td>6.29 (0.640)</td>
<td>11.6 (1.180)</td>
</tr>
<tr>
<td>International Tourism Receipts</td>
<td>US $ billion</td>
<td>2007</td>
<td>856 (100)</td>
<td>54.2 (6.332)</td>
<td>10.72 (1.252)</td>
<td>11.30 (1.320)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2008</td>
<td>941 (100)</td>
<td>56.6 (6.015)</td>
<td>11.83 (1.257)</td>
<td>12.18 (1.294)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2009</td>
<td>853 (100)</td>
<td>49.4 (5.791)</td>
<td>11.52 (1.351)</td>
<td>10.26 (1.203)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2010</td>
<td>927 (100)</td>
<td>46.3 (4.995)</td>
<td>13.54 (1.461)</td>
<td>15.15 (1.634)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2011</td>
<td>1030 (100)</td>
<td>53.8 (5.223)</td>
<td>14.27 (1.385)</td>
<td>17.99 (1.747)</td>
</tr>
</tbody>
</table>

Figures in Parenthesis Denote Percentages

Table 2.1 depicts data regarding geographical area, international tourist arrivals and international tourism receipts of the total world, France, India and Singapore. It conveys that out of the total world, India’s area is 0.645% which is quite more than France (the leading country in the international tourist arrivals) and Singapore. On the other hand, the data
regarding International Tourists Arrivals and International Tourism Receipts depict that the share of India has been less than that of France and Singapore for all the years from 2007-2011. This contrast picture of India led the researcher to go for further study of this topic. The researcher has compared the ranking of India and Singapore in the world tourism sector and in the Asia-Pacific tourism sector as per the ranks given by TTCI.

Table 2.2
Ranking of India & Singapore in the World Tourism Sector and Asia Pacific

<table>
<thead>
<tr>
<th>Year</th>
<th>Ranking in the World Tourism Sector</th>
<th>Ranking in Asia Pacific Tourism Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>India</td>
<td>Singapore</td>
</tr>
<tr>
<td>2007</td>
<td>65</td>
<td>8</td>
</tr>
<tr>
<td>2008</td>
<td>65</td>
<td>16</td>
</tr>
<tr>
<td>2009</td>
<td>62</td>
<td>10</td>
</tr>
<tr>
<td>2011</td>
<td>68</td>
<td>10</td>
</tr>
</tbody>
</table>


Table 2.2 reveals that the standing of India (68th rank) in the world tourism sector is far behind Singapore (10th rank in 2011) not only in one year rather continuously India has been having lower rank than Singapore. Narrowing down the domain, the comparison of India and Singapore in the Asia Pacific Region as depicted in the table conveys that ranking of Singapore in this region is continuously improving whereas India’s rank is continuously showing a declining trend. In the Asia Pacific Region, Singapore is the leading country whereas inspite of having huge natural, cultural and heritage resources India is far behind it. This contrast has motivated the researcher to choose this topic for research study.

2.3.2 Objectives of the Study

The prime focus of the research is to study and compare the destination competitiveness of India and Singapore as perceived by international tourists. To serve the purpose of study, following objectives have been identified:

1. To study the factors influencing the destination attractiveness for international tourists in India and Singapore.
2. To study and compare the destination competitiveness for international tourists in India and Singapore.
3. To study Indian tourists’ perception of Singapore as an international tourist destination.
4. SWOT analysis of tourism industry in India and Singapore.
5. An attempt to develop a model for promoting and marketing India as a global tourist spot.
6. Suggestions to Ministry of Tourism and service providers to fulfill expectations of international tourists visiting India.

2.3.3 Hypotheses Formulation

In order to achieve the above mentioned objectives the following hypotheses have been formed:

H₀₁: There is no significant difference in the perception of foreign tourists regarding different attributes of India and Singapore.

H₀₂: There is no significant difference in the perception of male and female foreign tourists regarding different attributes of India and Singapore.

H₀₃: There is no significant difference in the perception of foreign tourists of different age groups regarding different attributes of India and Singapore.

H₀₄: There is no significant difference in the perception of the tour operators for various attributes affecting destination competitiveness of India and Singapore.

2.3.4 Data Collection

This study is primarily based on primary data however some secondary data have also been used to make a sound foundation of this research work. The different sources from which data have been collected are:-

2.3.4.1 Primary Data

Primary data have been collected through questionnaires. Four types of questionnaires were prepared. First questionnaire was meant to be filled by the foreign tourists in order to get a list of factors affecting destination attractiveness of India and Singapore. The second questionnaire was also meant for the foreign tourists visiting India and Singapore. Only those foreign tourists were asked to fill the questionnaires who have visited both countries viz India and Singapore after 2005. The third questionnaire was prepared to be filled from various tour operators doing business in India and Singapore and...
dealing with the international tour packages. The purpose of this questionnaire was to countercheck the responses given by foreign tourists in the second questionnaire and to make the information regarding their perception more valid and authentic. The fourth questionnaire was designed to know about the perception of Indians about Singapore tourism. The Indians who had visited Singapore after 2005 were asked to fill this questionnaire so as to know their opinion regarding the tourism industry of Singapore. Due to lack of financial and physical resources it was not viable to collect primary data from all over India, it being a very large country. With the resources and time constraint in mind, it was more feasible and understandable to collect primary data from a representative city in India. Hence, Delhi was identified as a representative city of India for primary data collection. The reasons for identifying Delhi as a representative city are elaborated below:

1. Delhi is a metropolitan city having its own international airport like that of Singapore.
2. The foreign tourist arrivals in Delhi are more than any other port of entry in India and comprises of 31.4% of the foreign tourist arrivals in India. Foreign tourists prefer Delhi because it not only acts as a port of arrival but also a window to other important tourist destinations in India.
3. Delhi has a huge number of tour operators dealing with international tour packages.

The first type of questionnaire containing 90 variables of destination attractiveness was got filled up from 10 foreign tourists each from India and Singapore. After analysis, 56 variables were identified based on favourable responses of at least 60% respondents. Thereafter, the researcher compiled the 56 variables under 11 attributes in the second questionnaire.

In total 559 second type of questionnaire were got filled up from foreign tourists. Out of which 26 respondents had visited either India or Singapore before 2005 and 33 questionnaires were found outlier. Respondents were selected by random judgment sampling and approached during December 2010-March 2012 at various famous tourist spots in Delhi such as QutubMinar, Red Fort, Delhi Haat, Iskcon temple and in Singapore at Sentosa, Night Safari, Jurong bird park, Marina Bay. Some of the foreign tourists were also approached at the Indira Gandhi International Airport, Delhi and Changi Airport, Singapore and were asked to fill the questionnaires.
The third type of questionnaire was filled by the tour operators dealing in international tour packages. In total, opinion of 90 tour operators from India and 30 from Singapore have been collected for analysis purpose.

The fourth type of questionnaire was filled by those Indians who have been to Singapore after 2005. Total 131 responses were received and after detailed examination hundred questionnaires were found to be useful for analysis.

2.3.4.2 Secondary Data

Besides primary data some secondary data have also been used which have been collected from the following sources:-
- TTCI published by World Economic Forum
- UNWTO Reports
- Annual Reports and Economic Survey of Tourism Ministry of Government of India
- Singapore tourism board annual reports
- Various journals and magazines of tourism, news releases etc.
- Various websites

2.3.5 Questionnaire Design

Four structured questionnaires were prepared to elicit the views from foreign tourists, tour operators and Indians who have visited Singapore. The first questionnaire was prepared to get a list of factors affecting destination attractiveness of India and Singapore. While drafting the first questionnaire the first step followed was to review the various literatures available related to the concept of attractiveness. An exhaustive list of 90 factors affecting destination attractiveness was prepared. As the personnel in the ministry of tourism are the policy framers and the academicians know the theoretical background only therefore the researcher thought it appropriate to get the first questionnaire filled by foreign tourists, as the issue in the research was related to their choice and perception. The analysis of the first questionnaire brought forward 56 variables which have been the basis for drafting the other questionnaires used in this research.

The second and third questionnaires focused on the comparison of destination competitiveness of India and Singapore whereas the fourth questionnaire focused on studying the perception of Indians regarding the destination competitiveness of Singapore.
The questions were of multiple choices and efforts were made to keep the questionnaires free from biasness. To measure the intensity of their responses, a five point Likert scale was used for most of the questions. To get some complaints and suggestions regarding Indian tourism industry a descriptive question was inserted at the end of the second questionnaire.

2.3.6 Sample Design

For the second questionnaire pertaining to foreign tourist there are 500 usable responses out of which respondents are from USA(135), UK(98), Denmark(31), France(28), Australia(23), China(23), Canada (19), Iran(19), Malaysia(14), Indonesia(14), Italy(14) and Germany(13), Japan(13), Columbia (10), South Korea(10), Ukraine (9), UAE(9), Spain (5) Ivory coast(5), Russia(4) and Bangladesh(4). On gender basis, 286(57.2%) respondents are males and 214 (42.8%) are females. While categorizing on age group basis the respondents belonging to the age group of less than 25 years, 25 to 40 years and above 40 years are 76, 303 and 121 respectively. The sample of 500 respondents constitutes 280 (56%) unmarried and 220 (44%) married respondents. There are 190 (38%) servicemen, 95 (19%) students, 60 (12%) businessmen, 40 (8%) unemployed, 20 (4%) retired persons and 95 (19%) are involved in any other occupation. 330 (66%) respondents in India and 350 (70%) respondents in Singapore have visited for leisure purpose, 85 (17%) respondents in India and 60 (15%) in Singapore have visited to meet their friends and relatives, only 65 (13%) of the respondents in India and 60 (12%) in Singapore have visited for business purpose and the rest 4% respondents in India and 3% in Singapore have visited for some other purpose. Amongst the sample of 500 respondents 240 (48%) respondents have stayed in India for more than 15 days whereas in case of Singapore 245(49%) have stayed for only 5-10 days. 270 (54%) respondents in India and 265 (53%) in Singapore have their tour self-planned whereas 230 (46%) and 235 (47%) respondents have got their tour planned through tour operator in India and Singapore respectively. 120 (24%) respondents in India and 165 (33%) in Singapore have got the idea of their visit through tour operators (travel agency, travel guides and tourism fairs) whereas 80 (16%) respondents in India and 110 (22%) in Singapore have got the idea for their visit through internet (tourism board and internet). 310 (62%) and 170 (34%) respondents in India and Singapore respectively have got the idea of their visit from friends and relatives (own experiences and friends and relatives). Rest
90 (18%) respondents in India and 110 (22%) in case of Singapore have got the idea to visit the destination through other means (newspaper, media and others).

For the fourth questionnaire meant for Indian tourists 100 responses have been found to be usable out of which 54 are males and 46 are females; 24 respondents belong to 0-34 years age group, 36 belong to 34 - 45 years of age group, and 40 belong to 45 years and above age groups; 90 respondents are married and 10 are unmarried; 93 respondents have visited Singapore for the purpose of leisure and recreation 6 have visited for business purposes and only 1 respondent has visited Singapore to meet friend and relatives; 4 respondents belong to students category, 9 respondents are unemployed, 20 belong to business category, 50 are servicemen, 9 are retired people and 8 respondents belong to other occupation category.

2.3.7 Tools of Data Analysis

Before analyzing the data, its reliability has been checked by calculating Chron Bach Alpha that comes out to be 0.759, 0.67 and 0.674 for second, third and fourth questionnaire respectively. It shows that the data collected is reliable. After confirming the reliability of data collected, the data have been analyzed using Comparative Mean, Mean Plots, Standard Deviation, independent sample t-test and one way ANOVA on SPSS version 18. Data has also been presented in the form of graphs, tables, pie-charts, bar diagrams wherever required.

2.3.8 Limitations of the Study

The limitations of this research work are listed below:

1. Domestic tourists’ opinions have not been included in this study.
2. The study is limited to the perception and subject to reluctance on the part of the respondents.
3. One of the limitations of this study is the comparison of a large country India with a city country Singapore.
4. The study covers the comparison of tourism destination competitiveness of India only with Singapore and the comparison with rest of the countries specially leading countries in the tourism sector has been ignored.
Due to lack of time, physical and financial resources the primary data collection in India was done only at various tourist spots of Delhi and other spots were ignored.

Language problem was also faced at the time of data collection. In some of the cases the data was collected with utmost difficulty.

The questionnaire framed by the researcher was considered too lengthy by the respondents and this was the major reason for reluctance on the part of respondents.

2.4 Usefulness of the Present Study to the Society

In the 21st century the global economy will be driven by three major service industries – technology, telecommunications and tourism. Travel and tourism will be one of the world’s highest growth sectors in the current century. Tourism, according to experts, is expected to capture the global market and become the largest industry in the world. But it has also been shown in the United Nations World Tourism Organization’s tourism highlights that there will be a shift in the foreign tourists’ arrivals trend from the developed economy to the emerging ones. India being a part of the later should therefore be well equipped to grab this opportunity. The present research deeply examines the loopholes of the Indian tourism industry causing hindrances in attracting the foreign tourists in comparison to Singapore – the most preferred international destination in the Asia Pacific region. The attributes of destination competitiveness have been clearly defined and India’s low status and Singapore’s high ranking as per these have been determined as per latest statistical secondary data as well as primary data which happen to coincide. The policy maker of tourism in India – Ministry of tourism, Government of India has also been provided with suggestive measures to optimally utilize the natural and cultural strengths of India and also explore new avenues of manmade attractions which are particularly been demanded by the modern foreign tourist so that India becomes a strong contender for the top foreign tourist destination and thereby increase its foreign exchange earnings, generate employment opportunities and pave its way on to the road of success.

2.5 Vistas for Further Research

Although the present-research study compares the competitiveness of Indian and Singapore tourism industry, yet there is ample scope of further research in the same related
fields. This research compares broader parameters of tourist destination competitiveness and minute aspects have not been discussed, due to scope of study, time and resource constraints.

In the present study, fifty six variables are included with equal weights. Practically it appears to be unreasonable and illogical because all attributes cannot be assigned same weights. The further study can be conducted by assigning weights to the variables affecting destination competitiveness as per importance and priority assigned by foreign tourists.

Moreover, the comparative analysis of destination competitiveness of India is done with a single destination Singapore. Extensive research can be carried on in comparing India with other destinations.

India being a part of Asia-Pacific region can be compared within this domain as well as with the countries comprising the South-Asian slot. This will definitely open up new dimensions for improving Indian tourism globally.

Since India is a huge country, instead of it being compared with Singapore, the study can be conducted to compare Delhi with Singapore. There have been revolutionary infrastructural changes after the Common Wealth Games hosted by Delhi. Thus, study of comparing foreign tourists’ perception who visited Delhi before and after 2010 can also be conducted.
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