CHAPTER - IV
RESEARCH DESIGN
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A research design is the determination and statement of the general research strategy adopted for the particular project. It is the heart of planning. It is the specification of methods and producers for acquiring the information needed. It is the overall operational pattern of the research study that stipulates what information is to be collected from which source by what procedures.

As this study is concerned with exploring and evaluating community & stakeholder’s views and perceptions about the tourism policies of Himachal, an exploratory qualitative approach is selected as the more appropriate method.

4.1 STATEMENT OF PROBLEM

Tourism has emerged as a dominant economic factor in India and in International horizon. With its economic and all other advantages, tourism can certainly play a determining role in the development of any country. Since each country represents its own geo-socio-cultural identity, it therefore, demands specific tourism development plans. Himachal Pradesh has great tourism potential having tourist attractions of different cultural background in all districts. Hence better management of tourism by treating tourism as an industry directs attention of researchers to find out ways and means to evaluate the tourism policies of the State till date. This requires the role of planning and creating favourable environment for tourism so that tourism development can play a major role in the development of Himachal Pradesh. Therefore, the topic selected for this study and research topic is - “Tourism Planning In Himachal Pradesh- An Evaluation Of State Tourism Policies”.
4.2 NEED OF THE STUDY
Himachal is one of the Indian State which has vast tourism potential. It has the potential to attract the varied kind of tourist from every nook and corner of the world. Unfortunately, it is unable to tap full potential of tourism yet. Most of the areas are still unexplored and waiting for the proper infrastructure development. This is due to the lack of tourism policies which are not formed at regular interval time period and are not implemented properly. Along with it very less research work has been done in this field. Research work is aimed at providing the necessary feedback to the policy makers to frame and implement desired tourism policies in the State for healthy tourism development.

4.3 SCOPE OF THE STUDY
Himachal Pradesh is endowed with all the basic resources necessary for thriving tourism growth. Still the State is not tapping the potential of tourism properly. This research will help & assist the policy-makers to exploit the full potential of State’s tourism. Community and service providers are kept aloof from the mainstream of tourism. It is not possible to enhance tourism growth without knowing their views. This study provides feedback to the policy-makers to assist in formulation of a new tourism policy that can boost up the tourism growth in the state in view of increasing competition between tourism in various States in the country.

4.4 OBJECTIVE
Objectives are the backbone of any research and lead to the result of the research. The main objectives of this study are as follows:

1. To review the tourism policies of the State till date.

2. To identify and compare the views of community and stakeholders regarding emphasis on infrastructure development in the tourism policy of Himachal Pradesh.
3. To identify & compare the views of community and stakeholders regarding emphasis on environment concerns in the tourism policy of the State for sustainable tourism development.

4. To identify & compare the views of community and stakeholders with respect to community participation in the formulation of tourism policy of State.

5. To analyze the views of community and stakeholders regarding the extent to which Special Interest Tourism development has been emphasized in the tourism policies till date.

6. To analyze the opinions of the community and stakeholders regarding evaluation of the State tourism policies.

7. To analyze the opinions of the community & stakeholders regarding to the extent to which various areas of the future State tourism policies should be given emphasis.

4.5 RESEARCH QUESTIONS

Several research questions are formulated to guide the research to be conducted. These research questions are as follow:

- What has been the emphasis of Himachal tourism policies till date on tourism infrastructure development ?
- To what extent have the tourism policies of the State emphasized environment protection ?
- To what extent have the tourism policies of the State emphasized community's participation and welfare ?
- What kind of new ventures and forms of tourism been incorporated for development in the tourism policies ?
- What are the opinions of respondents on various statements for the evaluation of tourism policies till date ?
• What areas of the State tourism policies need more emphasis in future?

4.6 METHODOLOGY

This part explains the scientific approach and describe the method used for collecting and analyzing the data.

4.7 NATURE OF STUDY

This research adopts an exploratory approach to evaluate the tourism policies of Himachal Pradesh.

4.8 DATA SOURCES

There are two main sources to obtain the data for research:

• **Secondary Data** – It has been collected from tourism books, tourism gazette, magazine, journals of tourism policies, website etc. It has been used to find review of tourism planning and importance of tourism policies of Himachal till date.

• **Primary Data** – A self- designed questionnaire has been formed particularly to conduct research on stakeholders and community to assess their views on evaluation of State tourism policies till date.

4.9 QUESTIONNAIRE DESIGN

Two sets of questionnaire are formulated, the first is for community and the other for stakeholders. Both set of questionnaire are same except first question of section A (part-1), rest of the questions are same. Each question retrieve information from the respondents about assessment of tourism policies.

Both sets of questionnaire comprise five sections each as mentioned below:
Section A (Part-1) : General Information
This section aims at getting information about general profile of respondents and their overall views on State tourism policies.

(Part-II)- Emphasis on Infrastructure Development
This part focuses on the development of tourism infrastructure and areas for the development of tourism in the tourism policies of the State. It includes statement related to the level of emphasis on infrastructure development.

Section B : Emphasis on Environment Concerns
This section evaluates the environmental concerns emphasized in tourism policies.

Section C : Emphasis on Community Development
This section aims at underlying the level of community participation and welfare encouraged by tourism policies.

Section D : Emphasis on New Ventures in tourism
This section evaluates the degree to which new tourism ventures have been enforced in tourism policies.

Section E-(i) : Opinion Survey on Policy Evaluation
This section aims at getting views of stakeholders and community on their views of the nature of tourism policies of the State till date.

Section E – (ii) : Opinion Survey on New tourism Policies
This Section focuses at gauging the opinion of stakeholders and community on the extent to which various areas of future tourism policies need to explore.

4.10 SAMPLING
Area of Study - Every district of Himachal Pradesh has huge tourism potential but still only a few districts are able to attract most of tourists. Therefore, the top four districts attracting
The highest numbers of tourists in the State have been taken as area of study. These four districts are – Shimla, Kullu, Kangra & Chamba. With the development of tourism, it affects the community and the interest of stakeholders.

**Top Districts in terms of Tourist arrival in Himachal (2013)**

<table>
<thead>
<tr>
<th>District</th>
<th>No. of Tourist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shimla</td>
<td>29,92,991</td>
</tr>
<tr>
<td>Kangra</td>
<td>20,98,028</td>
</tr>
<tr>
<td>Kullu</td>
<td>27,66,709</td>
</tr>
<tr>
<td>Chamba</td>
<td>9,94,023</td>
</tr>
</tbody>
</table>
**Sampling Strategy** – Stratified convenient sampling is used for deciding the sample. The strata used for the study are community and stakeholder at Shimla, Kullu, Kangra & Chamba districts.

**Sample Size** - The ratio of the respondents taken from community and stakeholders is 2:1. This research considered 200 respondents of the community among those 50 from each districts and 100 respondents of stakeholders among those 25 respondents from each districts. The community are in the large number comparatively to the stakeholders that's why respondent of community are taken double as compare to stakeholders.

**Analysis** – Descriptive tests such as frequencies & percentage have been used for analysis. Chi-square test is also used for analysis:

**Chi-Square Test**

The chi-square test is an important test amongst the several tests of significance. Chi-square is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As a non-parametric test, it can be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual data when categories are used. Thus, the chi-square test is possible for all researchers to (i) test the goodness of fit; (ii) test the significance of association between two attributes, and (iii) test the homogeneity or the significance of population variance.

The chi square value is often used to judge the significance of population variance i.e., we can use the test to judge if a random sample has been drawn from a normal population with mean ($\mu$) and with a specified variance. The test is based on chi square-distribution. Such a distribution we encounter when we deal with collections of values that involve adding up squares. Variance of samples require ua to add a collection of squared
quantities and, thus, have distributions that are related to chi-square distribution. If we take one of a collection of sample variances, divided them by the known population variance and multiply these quotients by \( (n-1) \), where \( n \) means the number of items in the sample, we shall obtain a chi-square distribution. Thus \( \frac{\sigma^2_s}{\sigma^2_p} (n-1) = \chi^2 \) (d.f.) would have the same distribution a \( \chi^2 \) distribution with \( (n-1) \) degrees of freedom.

The \( \chi^2 \) distribution is not symmetrical and all the values are positive. For making use of this distribution, one is required to know the degrees of freedom since for different degrees of freedom we have different curves. The smaller the number of degrees of freedom, the more skewed is the distribution.

When we have to use chi-square as a test of population variance, we have to work out the value of \( \chi^2 \) to test the null hypothesis \( \text{viz., } H_0 : \sigma^2_s = \sigma^2_p \), as under:

\[
\chi^2 = \frac{\sigma^2_s}{\sigma^2_p} (n-1)
\]

Then by comparing the calculated value with the table value of \( \chi^2 \) for \( (n-1) \) degree of freedom at a given level of significance, we may either accept or reject the null hypothesis. If the calculated value \( \chi^2 \) is less than the table value, the null hypothesis is accepted, but if the calculated value equal or greater than the value, the hypothesis is rejected.

4.11 DATA PRESENTATION

- Tables
- Pie charts
- Chi-square Test

4.12 LIMITATIONS OF THE STUDY

- It has not been possible for the researcher to carry out the study in the whole State due to very time consuming, more
expansive journey and its hilly geography involved to carry out the research at a large scale.

- The researcher has used a simple qualitative evaluative technique using simple descriptive statistics to review the tourism policies till date with a view that it can be more comprehensive and descriptive.