Chapter-IV

Research Methodology
INTRODUCTION

The study done in the previous chapters establishes the fact that Tourism Industry is growing at a considerable rate not only across the globe but in India as well. Business Tourism has proven to be an important component of the Travel and Tourism Industry. This research has focused on the development of the Business Tourism Industry in Pune by assessing different factors from the point of view of the Business Tourists and other stakeholders for selecting Pune as a Business Tourism destination and their image of the city, etc. From the point of view of the Business Tourists, study has also involved an investigation into their nationality, gender, level of satisfaction, and other elements related to business tourism.

4.1 SCOPE OF STUDY

The scope of study is Pune. The Business travelers visiting the city were the respondents along with the personnel of the Hotels and Convention centers within the city limits.

4.2 RESEARCH HYPOTHESIS

In order to achieve the objectives of the study the following hypotheses have been formed:

H01: There is no difference in the extent of elements for choosing Pune as a destination for business tour.

H1: There is a considerable difference in the extent of elements for choosing Pune as a destination for business tour.
H02: There is no difference in the extent of image perception of Pune as a destination for business tour.

H1: There is a considerable difference in the extent of image perception of Pune as a destination for business tour.

H03: There is no difference in the extent of perception of value by business tourist visiting Pune.

H1: There is a considerable difference in the extent of perception of value by business tourist visiting to Pune.

H04: There is no difference in distribution score of image of Pune, choice of destination and Value of stay on countries of residence.

H1: There is a considerable difference in distribution score of image of Pune, choice of destination and value of stay on countries of residence

H05: There is no difference in overall satisfaction about the trip due to the organizer of the trip such as travel agency or other organizer (company or self).

H1: There is a considerable difference in overall satisfaction about the trip due to the organizer of the trip such as travel agency or other organizer (company or self).

H06: There is no relationship between Image of Pune, Choice of Destination & Value of Stay.

H1: There is relationship between Image of Pune, Choice of Destination and Value of Stay

4.3 METHOD OF 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:-
4.3.1 PRIMARY DATA

Primary data was collected through questionnaires, unstructured questionnaires and Interviews. The questionnaire was meant to be filled by the business tourists to share the information on their demographic profile and their opinions as business tourist about Pune city.

Information from the hotel and convention centre personnel was gathered through interviews.

The reasons for identifying Pune as a representative city are elaborated below:

1. Pune is a metropolitan city having various business hubs.

2. The business tourist arrivals in Pune are more for business purposes which also acts as a port of arrival for business tourists to other important tourist destinations in India.

3. Pune has a huge number of tour operators dealing with national and international tour Packages.

4.3.2 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


4.4 QUESTIONNAIRE DESIGN

The structured questionnaire was prepared to elicit the views from business tourists who have visited Pune city for business agenda. The questionnaire was prepared to get a list of factors affecting destination choice elements for business tourists. While drafting the questionnaire the first step followed was to review the various literatures available related to the concept of attractiveness. An exhaustive list of factors affecting destination choice elements was prepared. The other part of questionnaire was focused on the image of Pune as business destination, value the business tourists perceived by visiting Pune for their business agenda, the satisfaction they have derived from being here on business.

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 Likert scale was used for most of the questions.

4.5 RESPONDENTS

The respondents of this research comprised of the Business Tourists who resided in Pune for a minimum of one night. All the respondents belonged to and resided in other states or nations; none of them were Pune citizens. The variables comprised of the facts and data shared by Business Tourists about themselves and their experiences. The two variables selected were on the basis of- 1) distinctive facts about Business Tourists, and 2) the role of hospitality sector along with the other facilities such as infrastructure and transportation etc, from the point of view of Business Tourism. There were 240 questionnaires given out, out of which 200 questionnaires were duly filled up without any incomplete figures or values. Apart from this unstructured questionnaires and interviews of hotel executives and conventional centre executives were conducted.

4.6 RELIABILITY AND VALIDITY

In this research the reliability of the instrument is 0.839, which is quite high so we can consider the reliability of the instrument for specific study.
Validity of the inventory and face validity is obtained by giving the inventory to the experts of the subject to determine the concurrent validity of the inventory. The tourism inventory prepared by the researcher was having 0.9. Face validity.

4.7 ETHICAL CONSIDERATIONS IN THE RESEARCH

In this research issues such as Participating Voluntarily, Respecting Participants Integrity, ambiguity and secrecy, true depiction of information and abstaining from deceit was of prime consideration.

Prior to getting the questionnaire filled up, the respondents were explained about the purpose of the research and were guaranteed that their identity or name of their organization will not be revealed without their consent. Questionnaires were personally handed over to the participants and in some cases the help of the hotel and the convention center officials was sought. No individuals were made a part of the research against their wish.

4.7.1 RESPECTING PARTICIPANTS INTEGRITY

The researcher strictly abstained from asking any personal questions to the participants. The nature of questions was focused only on the Business Tourism related aspects and participants’ personal matters were not pondered into. None of the research instrument contained any insensitive, humiliating or derogatory questions.

4.8 ANONYMITY AND CONFIDENTIALITY

The researcher reassured the participants of the confidentiality of the information given by them. But, since the data had to be collected through unstructured questionnaire and personal interviews as well, visiting their organization was mandatory. Due to these research instruments the researcher was aware of the identity of the participant but assurance was given that the identity would not be revealed and the information shared would be utilized only for generalization of the observation and no particular reference to them or their company will be made anywhere in the research.
4.9 INSTRUMENTS FOR DATA COLLECTION

1. Questionnaire.
2. Unstructured Questionnaire
3. Interview

4.10 TOOLS FOR DATA ANALYSIS

- Excel- for coding charts etc.
- SPSS- for data analysis.
- The Chi-square test- for testing Hypothesis-I,II,III
- Kushal Wallis test- for testing Hypothesis-IV
- Man-Whitney test- for Hypothesis testing-V
- Spearman rank correlation- for Hypothesis testing-VI

CONCLUSION

This chapter focused on the various research methodologies adopted to derive at the accurate result. In the following chapter, the researcher has presented the trend analysis of Business Tourism in Pune and other metros.