Chapter II

Research Design
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Experiments, all over the world, and resultant experiences have proved that success of a tourist destination depends upon totality of strategic efforts made by various stakeholders and careful marketing, in addition to the inherited tourism magnetism along with the uniqueness of resources, products and activities. This, obviously, requires well-conceived and effectively implemented innovative steps from all the players including planners & policy makers, practitioners, representatives from hospitality sector and media persons to even academic institutions. O’Brien -a British tea saloon owner- has rightly stated “with innovative and effective marketing, one can motivate the people to even eat hay, after the meals”. Tourism marketing, undoubtedly, is extremely complicated and challenging task, mainly due to prevalence of literally independent components of tourism product, in addition to multiplicity of regions in a tourism system that prove to be symbiotic to each other for carrying out varied tourism operations efficiently.

Diverse preferences, priorities, wide-ranging spending abilities & patterns, spectrum of motivations, varied socio-cultural linkages, ethics & ensuing values and customs etc. of the tourists further accentuate the challenges for tourism promoters, practitioners and those who are involved with the management and development of destinations. Then there is a whole set of factors like highly dynamic & capricious economic scenario, newer sets of developmental philosophies & policies, escalating competition, fast changing political equations amongst various countries, climatic catastrophes at destination, transit or tourist generating regions, having direct correlation with the performance of any tourism system. Undoubtedly, the perceptions, priorities and preferences of individuals or
various groups of tourists with regard to perceived touristic appeal of resources or destinations, motivations & reasons behind visit or repeat visits, choice of specific mode & type of transport or board & lodging facilities, shopping behaviour, and price sensitivity do vary, from season to season, circumstances to circumstances and destination to destination.

Evidently, a well-to-do foreign tourist, inspired to go to a far flung village in the tribal district of Kinnaur in Himachal for meditation, staying in a 5 Star property in Delhi may have to resort to a mediocre hotel in Shimla and subsequently use a tourist guesthouse, a private lodge and ultimately, a self pitched tent during his/her journey, at different places, subject to the situation and/or availability. Similarly, the tourist, who initially visited India as a mountaineer may revisit to experience coastal recreation, again as a wildlife enthusiast and so on, and in each case, some change in buying behaviour in terms of stay, food, shopping and transport etc will be observed. In addition to this, the so furiously existing keen, and sometimes imperceptible, competition between tourist centers/regions/countries further necessitates holistic research, in various perspectives of tourism. The importance of this type of research is much more crucial in case of developing economies, like India, which have to manage their justifiable share of the market within the limited resources and means.

*Talking in Indian context, while appreciating tourist resource potential in the country, Hinchinbrook J. (1970) in his thought-provoking article “The Myth of Tourism” observes that, “the great mass of India’s potential market is still awaiting to be told what India really is”. Almost similar views have been expressed by Chester Bowles (1967), in his paper “Tourism - an untapped market” – ‘Why not show them the promise of India’s future as well as of India’s ancient glories and her varied Natural Resources?’ Thus, while the earlier statement speaks of the failure of the country in terms of en-cashing her vast resource potential, the latter, in a way, is a feedback on the prevailing market
awareness, about its otherwise class historical, cultural and natural tourist treasures. The observations of Singh(1974), Anand (1976), Adhikari(1984), Kaur(1985), Kala(1985), Bagri(1992), Punia(1994), Bansal(1994), Singh(1999) and various other researchers, though made in different context of Indian tourism, are taken into consideration, the poor performance of the country can be largely attributed to the lack of an effective, long term integrative tourism planning and not its weak economic base. This conclusion is supported by the fact that there is no dearth of the tourist activities that can be promoted with little infrastructural inputs, like trekking, mountaineering and most of the water based pursuits.

Incidentally, the once existing wide tourism gap between the developed and developing countries is now narrowing down quite rapidly and the emerging tourist traffic trends are steadily favoring Asia-Oceania region. To quote Savignac(1991), “The share of Europe and America, in terms of world tourist arrivals has gone down from 72% and 24% in 1960 to 63% and 20% in 1990, and in terms of tourism receipts, from 57% and 36% to 53% and 26%, respectively. On the other hand, the share of Asia Oceania region is steadily on rise, i.e., as against 1.2% of world tourist arrivals and 3.3% of international tourism receipts in 1960, its share has increased to 12% and 16% in 1990, in that order.” Increasing lust for adventure and fast emerging interest in old world culture and pure nature are considered to be the factors responsible for these changing trends. Since India occupies a strategic location in the Asia-Oceania region, and it has fabulous natural and cultural tourist resource wealth, it is now high time that the country prepares herself to the big tourist boom that is on the cards. This, in turn, would demand for a thoroughly professional attitude and efforts on part of the tourism players of the country at micro and macro regional perspectives. Appropriate strategies to penetrate the desired “niche markets” must be taken up on a priority basis. Accordingly, the facilities, amenities and services need to be shaped, but in the manner that the tourist plant doesn’t act parasitically on the
destination environment. It must also not lead to the dilution or distortion of the “local values”, leave aside creating a negative image of the country. So far ‘the practice has been to create the tourist supplies on the basis of perceived perceptions and not on authentic research on the actual and potential tourist demands’ (Kandari, 1994). Equally important would be to guide the tourist expectation levels with relation to destination in realistic terms so that the expectation levels of the potential tourists are along the ground realities. Need not to say that the expectation levels have vital bearing on the ultimate satisfaction level of the tourists. It is always important to maintain a fair degree of balance between the market expectations vis-à-vis the viable supply-mix, bearing in mind that sticking to rigid destination values or going exclusively to the market demands, seldom prove to be the right approach. Before reaching to a definitive conclusion on the possible strategies, a clear perception on the inter-relationship between tourist expectations, satisfaction and motivation needs to be realistically perceived. In fact, the travel motivation is the most vital aspect of tourist psychographics as it has decisive bearing on both expectation and satisfaction levels and the resultant inter-relationship between the two. The travel motivation may often redefine the expectation levels of the tourists, ultimately guiding his/her satisfaction perspective. For example, the objective/purpose to summit a complex peak is likely to put the comforts on the backseat, while the case may be vice-versa for the same person on a honeymoon trip. Motivational studies decide upon, as to which type of destination /attraction / activity is to be promoted, when, where and how, both in contemporary and future perspectives. Putting it the other way round, knowledge of tourist motivation is as much vital for the decision makers and planners as is for the private sectors enterprises. A guide can effectively satisfy the individual tourist only if she/he has some perception on the motivational psychographics of the client, in terms of his/her aptitude, interest and inclination. Going for exhaustive interpretation on the finer details of architecture to an ardent naturalist may even lead to a state of frustration. Therefore, in the
present piece of research, it was considered pertinent to inter-relate travel motivations with expectation and satisfaction level of the tourists.

**SELECTION OF THE PROBLEM**

- In the light of the above discussion it was found imperative to select an applied topic related to tourism market research. The study of expectation level of the tourists was decided to be studied, in order to determine the level of awareness of the tourists’ vis-à-vis various selected destinations of Himachal Pradesh.

- Himachal Pradesh finds an important place on the international tourism map and, in view of the multitude of resources it has, as also, the problems going on in Kashmir valley and in the North-Eastern Himalayan States, it must prepare itself for a greater influx of tourist traffic in future. Thus, it automatically becomes important to understand the quality of tourist experience so that the supply-mix could accordingly be improved-upon, qualitatively and quantitatively.

- For obvious reasons it would have been difficult to study the expectation and/or satisfaction level of tourists at their place of origin, therefore the much viable approach of studying views at destinations has been preferred.

- The levels of expectation of the tourist mainly depend on his/her accessibility to and cross analysis of the information received about various supply factors. Study of expectations has specially been aimed at understanding the type, quality and nature of information available to the tourist market since they derive the expectations from the publicity and promotional channels; other available literature; past experiences; or from the experiences of others. Also, the level of expectation has a direct bearing on the likely satisfaction. The results thus concluded could be critically assessed in the light of the marketing strategies adopted by the state,
thereby deriving conclusions on the prevailing strengths and weaknesses there in.

Since the travel decision of the tourists, affirmative or negative, is highly influenced by expectation level with regard to a given destination, the study would be able, at least tentatively, to ascertain the line of minimum expectation level generally perceived by the tourists as threshold to decide to visit a destination.

The tourist destination is an amalgamation of diverse attractions, facilities, services & amenities; in addition to socio-cultural economic and ecological environments; all of which are decisively instrumental to decide the degree of tourismagnetism of a destination. The presumed of tourismagnetism infact forms the criteria of individual tourist with regard to the quality levels (say expectation level), the study would be able to highlight the generic quality levels of the core appeal/facilities of the destinations that lead to a encouraging or discouraging travel decisions. It would obviously enable the destination to concentrate on modifying the quality levels of relatively important perspectives of the destinations, in the order of their relative importance.

The study of satisfaction level of the tourist with regard to various tourism related services, amenities and environments, directly denotes the degree of amendments required in the concerned perspectives. The levels of satisfaction of different group of tourists or individuals, in accordance to expectation, are bound to differ with the ingredients of the tourist plant. The study of satisfaction level enables to understand, at least, the major areas generally given higher importance by the tourist and thus may provide important clues on the part of tourist plant / services / environment that need greater and immediate attention. It has been observed that consistency in quality along with continuous efforts towards improvement in the existing products, services, amenities, facilities and, most
importantly, human capital catering to the tourists, directly or indirectly, ensures an optimally higher degree of satisfaction of the tourists with regard to the destination which, in turn, guarantees its long-term success.

The inter-relationship between expectation and satisfaction levels will be cross-examined with the objective of pragmatically understand the symbiosis and inter-relationship between these two factors, besides finding out the prevailing gap (if any) between the two with relation to various tourist plant facilities/amenities /appeal/environment in the context of the study area. Higher expectations than the actually available facilities and supplies- quantitatively and qualitatively- is bound to have negative consequences on the level of satisfaction of the buyers while lower levels of expectation than the prevailing standards of services/ facilities/environment at the destination, obviously reflect inefficient planning and ineffective promotional strategies. However, any study on tourist expectation and/or satisfaction seldom proves to be applied or authentic, lest it is co-related with motivation. Therefore, it was considered pertinent to study the motivation, expectation and satisfaction levels of the tourists visiting few selected places of Himachal Pradesh, so as to derive genuine conclusions.

Being a resident of Himachal Pradesh and having had opportunity to see and feel tourism industry of the state from closer quarters, the researcher has opted to conduct study in the context of Himachal Pradesh.

STATEMENT OF THE PROBLEM
The statement of the research problem is as given below:

"A study of motivation, expectation and satisfaction of tourists with relation to some selected destinations in Himachal Pradesh."

HYPOTHESIS

There exists a close inter-relationship between motivation, expectation and satisfaction level of tourists.
Tourists belonging to the same class but traveling under different motives may have different levels of expectation.

Expectation level(s) of tourists to a greater extent, guide their satisfaction level(s).

Tourists visiting Himachal Pradesh, coming with different level of expectations, return with varying degrees of satisfaction.

The hypothesis shall be tested with the conclusions derived from the cross analysis and interpretation of the facts collected through the structured questionnaire on the motivation vis-à-vis expectation and satisfaction levels of tourists visiting some selected places of Himachal Pradesh.

**OBJECTIVES OF THE STUDY**

The objective of the study is to assess the motivations vis-à-vis expectation and satisfaction levels of tourists visiting different destinations of Himachal Pradesh, explore the reasons for their respective satisfaction levels, identify the factors responsible for their moderate satisfaction to dissatisfaction and accordingly suggest viable strategies to ensure an enriched overall touristic experience to them. For convenience, this overall objective can be divided into sub-objectives like:

- to ascertain the motivational factors, or combinations there of, that work behind the visits of tourists to this Himalayan state.
- to study expectation levels of Tourists, both domestic and foreign, with regard to the various ingredients of tourists supply and determine the factors responsible there-in.
- to measure the satisfaction level of tourists with relation to the goods, services, attractions, activities and inter-actions experienced by them,
- to determine the gap, if any, between the expectation and satisfaction levels of tourists and identify the various factors responsible for the same,
to suggest feasible steps towards abridging the gap between tourist expectations and satisfaction through improvement of various supply components, but strictly within the framework of socio-cultural economic and ecological norms.

SIGNIFICANCE OF THE STUDY

Though Himachal was looked upon as a major gainer of the fall out of Kashmir due to geo-political problems, yet even after more than a decade it could not achieve the achievable in terms of either the tourist traffic or judicious development of newer destinations. This situation, according to many scholars, could be attributed to the lack of research-based marketing. A introspection of the situation reveals that dearth of authentic data on almost every perspective of Tourism including Human Capital, identification, documentation and mapping of tourist resource potential, existing tourist plant facilities and support infrastructure, basic facts about the destination (climatology to cultural anthropology), market and marketing perspectives, SWOT aspects, host perspectives, destination exosphere, intra–sectoral co-ordination, carrying capacity, tourism conservation aspects, and the like factors, have always been the eminent gray areas. In fact tourism in the state has, till now, been developed and promoted with an exclusively *myopic* profit motive. Such a developmental philosophy, however, can prove to be highly disastrous if not planned along the principle of sustainability and with in the limitations of carrying capacity. A state like Himachal Pradesh needs to take tourism seriously, especially because this can certainly prove to be instrumental in improving the socio-economic condition of its community which is marred by the problems like marginal agricultural land, lack of openings in Governmental sector etc., but is privileged to have an extremely rich panorama of natural resources that have potentiality to be converted into touristic appeals and,
of course, a fairly large set of educated youths. There could be no doubt about the priority being attached to tourism under the contemporary policy of the state but if her performance is so dismaying, lack of authentic research seems to be the major reason. Under such circumstances, any research in tourism is vitally important and while the significance of the present research problem particularly dealing with a very challenging and yet applied issue related to marketing, becomes all the more essential.

The study of expectations of the tourist is by and large, a qualitative and quantitative assessment of the promotional efforts made by any destination. The results of such studies obviously highlight the areas of improvement in the ongoing market practices, besides providing important clues on generic level of expectations with regard to the various services available at the destination that play the determining role in the decision making process of the tourist vis-à-vis visiting a given destination. Lower expectation for otherwise stronger appeal / services / facilities / amenities at the destination naturally speaks of ineffective or weak marketing efforts. Likewise, higher expectation with regard to a destination compared to the ground realities denotes over-enthusiastic marketing that is unwanted. Such studies also throw light on the relative significance of various destination-related factors (e.g., services / facilities / amenities / price / general environment) in tourists’ decision-making process.

Therefore, this research, as any other study on motivation and expectation level, is likely to be useful not only to those involved in destination marketing and promotion but also to destination planners and developers, in addition to the various tourism and hospitality enterprises/entrepreneurs. Since the satisfaction level is the direct reflection of the prevailing gap in the tourist demand and supply – both in quantitative and qualitative terms, this study is likely to provide broad assessment on the type and extent of improvement required in provision of various
amenities and facilities with reference to tourists visiting Himachal Pradesh. The present study can provide essential inputs to the prospective researchers interested in similar studies either on a mountainous region or at other places. The tourism planners, administrators, decision makers, entrepreneurs, scholars and other concerned will be immensely benefited by the conclusion drawn out of this research to rationally perceive the strengths and weaknesses of the destinations to accordingly act upon.

The multidimensional significance of the present study are summarized below:

- The study would be a model for similar researches for other areas.
- It would help the various public and private sector tourism enterprises in understanding tourist psychology, attitude and behaviour in addition to the specific demands of different tourist segments for food, stay, communication, health & hygiene, recreation and entertainment, tourist-activities, shopping and tour packages etc. and thus enable them to create appropriate tourist supplies.
- The study would be important for tourism practitioners, planners and policy makers in framing suitable plan and policies to ensure balanced development of the various supply ingredients in accordance with the effective and potential tourist demands.
- The study looks forward to be instrumental, to whatever extent, in expediting the growth and development of tourism in the state in long-term perspective through' judicious utilization of the resources and bringing a positive touristic image of Himachal Pradesh.

MODUS-OPERANDI

The research is based on the cross assessment of empirical and descriptive information available from such secondary sources like books, research papers, popular articles, published and unpublished reports of various institutions, findings
of research projects and doctoral studies, physical observations / surveys conducted by the scholar and the responses collected from the tourists through a well structured questionnaire.

Due care has been taken to get the responses of the respondent on expectation before they actually set out for Himachal Pradesh from their respective originating place, while the second part of the document was preferably given to them after completion of their visit. Though the researcher has spent quite a lot of time in Himachal Pradesh during the course of this research, yet it was found to be too difficult to get the two sections of the questionnaire filled from the same set of visitors, mainly because of the good deal of investments in terms of money, time and manpower that for an individual scholar is not viable. Therefore, the only option left was to go for convenient sampling to get the responses of the tourists, irrespective of the fact whether an individual was to begin the journey for Himachal, or already had the cumulative experience of the state and is back to the TGR. Of course, the test questionnaire was launched successively in three phases but only to judge whether there is any gap between the intention / purpose of the question and the perception of the respondent on it.

To begin with, the scholar spent around a month at major tourist centers of Himachal Pradesh in order to have the feel of the study area and to precisely recognize the tourism-mechanism of these places. The whole idea was to see and experience some of the available tourist resources & attractions, activities and facilities, alongside interaction with the various stake-holders of tourism including tourists, hosts, tourism professionals, as well as tourism planners. These brief orientations proved to be extremely beneficial in reviewing the entire research framework in a matter of fact manner.
The study heavily depended on wide variety of secondary sources. The information on such perspectives like historical, economic and socio-cultural personality of the conserved destinations including their architectural/monumental heritage, prevailing art forms and craftsmanship etc. from sources available in the forms of books, research papers and popular articles on history, art, architecture etc. Likewise, the sources of information for accommodation, transportation, support infrastructure, policy framework, legal and regulatory framework, tourism policy and the like areas were largely gathered from the published and unpublished reports of Ministry of Tourism (MoT), Govt. of India, state tourism bodies, Department of transport and communication, Archeological survey of India (ASI), Airport Authority of India(AAI), Indian Railway Offices, Department of Environment, City Development Boards /Authority / Municipal Corporations, and from the documents of TAAI, IATO, FHRAI and annual reports of various leading travel agencies, tour operators and hotel properties.

As regards the empirical data on tourist demography, stay, expenditure, season wise visits, motivations, mode of transport used vis-à-vis tourist visiting the Indian destinations, hotel occupancy, shopping patterns and like perspective used in the study largely are based on the reports of Central and State Department of Tourism while the international tourist traffic trends and receipt patterns cited in this research monograph are largely based on the WTO reports. A good deal of information has also been collected through on-the-spot interviews and discussions with tourists, tourism entrepreneurs, transport agencies, tour operators and hotel professionals.

As regards the expectation and satisfaction of foreign and domestic tourists visiting Himachal Pradesh, Department of Tourism (Government of India) records and reports of J.P.S. Associates have been used as base studies to cross-examine Motivation, Expectation and Satisfaction levels of the tourists visiting this hill
state. It is however based on the primary information derived through the responses of tourists through the carefully designed, structured questionnaire. Anticipating the magnitude and complexity of the research, the following parameters were drawn:

- **The study shall concentrate on selected destinations of Himachal Pradesh belonging to three broad categories, viz. the developed ones, the developing ones and the potential ones (where tourism is in its nascent stage).**

- **Responses of tourists would be taken through structured questionnaires and on the spot interviews; efforts would be made to get a specific number of responses through mail questionnaires also.**

- **The survey of tourist responses shall be conducted during different tourist seasons ranging from the lean to peak periods so as to cover wider motive groups of tourists.**

- **Appropriate techniques would be used in sample selection so that maximum or at least the more important tourist segments in terms of their income, interest, place of origin and preferred activities etc. are covered. In view of the size and diversity of the universe, convenient sampling method is initially aimed at but possibility of the use of one of the probability sampling methods would be explored and used if found viable.**

- **Suitable data interpretation techniques shall be used in evaluation of expectation and satisfaction levels and for cross-examination of the above two types of data, depending upon the amount and variety of the information gathered. The co-relation between expectation level of tourist vis-à-vis type and extent of information available to them shall also be explored. Likewise, the relationship between expectation and satisfaction level of tourists shall be studied in view of the vital practical significance of it.**
β Results shall also be translated into graphics to acquire a better understanding of the same.

The questionnaire was planned in four sections:

β Respondents profile incorporating the usual questions related to tourist demographics, i.e. name, gender, age, education, income, occupation and country/place of origin etc.

β Section 2 is aimed at understanding the attitude/aptitude/interests/priorities/preferences of the tourists, i.e., their preferred vacation time period, length of stay at a destination, interest with regard to the various attractions and activities / criteria used in selection of accommodation, transportation and other facilities and the sources of information, generally used to select destination(s) etc.

β The third section specifically aims at getting the feedback of the tourists with regard to their interests, expectations and satisfaction levels, intended and actual stay at various places and the rating given by them to the various services available.

β The last section has open ended questions facilitating the respondents to express their views and suggestions on the core perspectives.

As such, in the questionnaire, barring last section incorporates close ended questions largely following the principles of comparative rating scale or Likert’s scale, and rarely Ladder scale. Thus, most of the time the respondents have either to put a check mark at the desired position on the 5-point scale or insert a number between -1 to +3, to indicate their desired weightage. The use of different scales has been done in the questionnaire in view of the convenience of the respondents, clarity of the message they intend to give vis-à-vis convenience in analysis and interpretation.
As regards the sample size, it was decided initially to keep it close to approximately 1000 tourists in a way that at least 50% questionnaires will be filled through mail questionnaires in view of the underlying higher reliability ratio of the later. However, subsequently the number of mail questionnaire had to be curtailed to only 100, on account of the poor responses.

While convenient sampling techniques were used in filling the questionnaires, due care was taken that the samples are taken during different seasons covering the widest possible market segments especially in terms of age, income and motivation groups. At the end a total of 810 duly completed questionnaires were received back, out of which 560 were deemed suitable to be considered for the further analysis. The cooperation from the travel agencies, hoteliers and the related units could not be achieved as per the scholar’s expectations. It was only after strong persuasion by the scholar that all the data collected in this process would solely be used for research purposes and that the research project would eventually benefit them, that the agencies provided the information. The length of the questionnaire was specially judged at a test level and only after receiving significant views from over 84 respondents that the final questionnaire was worked out. The respondents for the test questionnaires were selected from among the fellow scholars, university/college teachers, college students, tourism professionals, secretarial staff of some public sector offices and a few domestic tourists. The general perception of the respondents about the test questionnaires was that though the questionnaire was somewhat lengthy, it was systematically planned and formatted, in order to get adequate and comprehensive responses. It was also observed that due to perceptual differences, some answers provided by the respondents had anomalies that were eliminated by using alternate words or through reformation of the queries.
Initially, the scholar had been sincerely enthusiastic to use the most modern data analysis techniques to inter-relate and co-relate the facts to reach authentic and applied conclusions. Thus, not only that the widely accepted sampling techniques for data collection was thought of, but also the most modern analytic tools were planned to be implemented. However, when it came to actual analysis of the statistics collected through 560 questionnaires; the analytical tools were further thought to be limited to T-test, Fried-Man test, Kandles – Tau coefficient, Chi-Square test, multiple regression analysis, factor analysis and Cluster analysis; however, the enormity of the variables and magnitude of diversity in the parameters vis-à-vis resulting scope for co-relationships and interrelationships compelled the scholar to apply the most conventional analytical technique of calibrations, limiting him to use the traditional statistical tabulation methods, applying simple average and percentile methods. Infact, after experimenting with various modern analytical techniques, the scholar felt that using the same may lead to series of complexities and confusion than realistic perception, especially when the universe is too huge and varied and the resulting inter-relationship/co-relationship have virtually infinite proposition.

A sincere effort has been made also to translate the facts into graphics so as to ensure better perception of the facts.

STATE OF THE ART

Not many studies have so far been undertaken either on 'expectation' or 'satisfaction' levels of tourists, which incidentally are the most vital aspects of tourism both from academic and professional point of view. Further being a relatively new discipline, authentic literature on tourism is rarely available, more so from the research viewpoint. The extreme paucity of literature with regard to the present research problem, particularly in terms of an effective model research had been a genuine constraint, as:
Hardly any research has been conducted on motivational aspects or expectation & satisfaction levels of tourists visiting Himachal Pradesh.

Even in global context, tourism market and marketing remains quite a virgin area, especially from research point of view, therefore information on such important perspectives vis-à-vis the present research problem, is all the more inadequate.


Lewis and Pizam (1982) is indeed a model study as far as the satisfaction level of tourist is concerned. Among a few other studies directly or indirectly dealing with the similar perspectives are by Pearce (1982), Neulinger and Breit (1971), Crask (1981), Ritts and Woodside (1986), Goodrich (1978) and Dommermuth (1984). As far as the data collection and interpretation techniques in the present context are concerned Hodgson et al (1980), Bar-On (1979), Gravelter & Wallrace (1985) and Crompton (1979) are especially noteworthy. Considerable help can also be derived from the works of Lewis (1984), Daltas (1971), Mayo and Jarvis (1981), Ritchie and Goeldner (1987), W.T.O. (1985), Fisher (1984), Britton (1979), Plog (1973) and Barff et al (1982) in the subsequent phases of the present study.


LIMITATIONS OF THE STUDY

As is evident from the above discussion, only a few works are available on the subject of present research. This fact obviously had actually compelled the researcher to consistently inter-act with tourism scholars and experts from allied fields to keep on improving the data collection and interpretation techniques in order to reach to nearly authentic conclusions. Time, money and manpower were again a major constraint area in view of the comprehensively large framework of the present study. The observation of Singh (1999), that “Research is a dynamic process with never ending scope”, justifiably indicates that any research efforts is likely to open new vistas for further studies. The statement is all the more relevant in the milieu of tourism research where the scholars have to deal with the continuum of psychographics, demographic, geographic and environmental variables under too many limitations and that too in practically unpredictable and uncontrollable economic, political and socio-cultural proportions. Thus, apparently straightforward to deal with, tourism, infact is a taxing and intricate area of
research. The widely varied psychographic vis-à-vis demographic aspects of both the demand and supply factors have to be taken into consideration, in addition the different intermediaries and conglomerates. Thus, working on even a micro aspect of the otherwise multifarious tourism phenomenon poses a big challenge to any number of the scholars despite of their multidisciplinary research acumen. Further, varied inspirations, traditions, values, interpretations, perceptions and expectations of the different groups of tourists or individuals, especially when they belong to divergent social, cultural, economic, and environmental backgrounds have been, are and will always increase complicacy of the research studies related to tourism.

Considering the existing framework, the motivation, expectation and satisfaction of the tourists are as much guided by their psychographics, socio-cultural and economic backgrounds and the destination environment, as by circumstances, conditions and political scenario under which they intend to travel. Thus, it is a study about the extremely heterogeneous factors having linkages with diversified social values, economic settings, historical backgrounds, cultural philosophies and the prevailing techno-economic milieus. Diverse variables; in terms of quality, quantity and situations; have to be dealt with in order to reach authentic results. Level of awareness / past experiences / background and situations may have a telling impact on the expectations of the tourists with regard to amenities, facilities and services at a destination. In simpler way, persons may like to avail all the coziness of facilities they are used to at their own place in tourism destinations in general conditions. But the same person would rather go for some thrilling experiences at the expense of comfort if the travel is being undertaken for some adventurous activity. This shift from psycho-centrism to allo-centrism, exerted by the same individual under different settings, is the major raison d'être as to why motivation becomes a crucial area of study and research.

Centrism
Thus, while researching exclusively the expectation levels of the tourist, the results derived, seldom be always authentic, as such conclusions are likely to be influenced by the aptitude and generic psyche of the individual, and as much by the micro-situations and depending on the modes and chores of the person concerned. Such factors will certainly impinge on the responses of the respondents with regards to their satisfaction level. Since the expectation level of the tourists directly or indirectly influence the satisfaction level, it may affect the complete behavioral pattern of the tourist at a particular time, depending on their current experience. For example, an unhappy tourist with the behavior of the tour escort may give a dis-approving remark for the conduct of the whole destination-community—a response that might had been different had the tour escort behaved in a courteous manner. Thus, the varying degree of variance in the responses of the respondents was more or less, along the lines of expectation by the scholar.

Keeping in mind the enormity of heterogeneity of the universe, as well as, the diversity of the variables with respect to the present study, the sample size should have been moderately larger. However, covering a fair number of samples has been a limiting factor. The same is true in selection of the sampling methods. The possibilities of bias are always prevalent in sampling and more so in convenient sampling. However, it too was not possible for the researcher to single-handedly use the other sampling methods owing to the limitations in terms of time, money, distance and manpower. Secondary data collected from various sources including the Department of Tourism reports, the WTTC and the WTO seldom be considered as technically authentic, since the methods of data collection used by the different agencies are invariables and do not match with each other. However, the scholar had no other alternative but to rely upon the readily available statistics.

Data was also obtained from the U.S. Department of Commerce and Industries, U.S. Census Bureau, Department of Housing and Development, U.S.A.,
Department of Fisheries and Wildlife, U.S.A., U.S. National Park Services, U.S. Department of Transport, U.S. Immigration and Naturalization Services, etc., but the information made available by the agencies there, were confined to specific areas and not much was available in the Indian context. The data available in Indian context has been very sketchy and can only be put to a very limited use in this research. However, the generic data about the tourist departures from the U.S. and returning to the U.S. proved quite useful. Since India is not on the top rungs of the world tourism ladder, hence its importance has not been deeply analyzed and interpreted by most of the U.S. agencies. Contrary to this, there are many studies and analytical interpretations on tourism to China.

Yet another key constraint has been the dearth of model studies on motivation, expectation and satisfaction levels with reference to foreign tourist visiting India, in general, and those visiting Himachal in particular.

**Organization of Report**

The study is organized into 8 main sections / chapters:

**Chapter 1, i.e. Introduction,** presents a broad overview on the contemporary tourist traffic trends in the global and Indian context. The growth patterns in international tourist traffic and tourism receipts have also been illustrated through graphics alongside using the statistical tables. It examines the changing market destination trends and the factors responsible therein. The various implication of tourism – both positive and negative has also been briefly dealt with.

**Chapter 2is devoted to Research Design.** It explains as to how and why the present research problem was taken, its hypothesis, objectives and significance, alongside dealing with the methodology used for collection and interpretation of the data, the available studies and the various perspectives of the present study.
have also been incorporated. The section ends with the observation with respect to the constraints faced by the scholar during the course of the present study and specifically mentions the limitations of the research work.

Next section of the monograph, Chapter 3, unfolds the geographic personality of Himachal Pradesh in terms of its location, topography, drainage, land forms & climate, meteorology, natural heritage, population and settlement, education, economy, and the like aspects. The account is subsequently complemented with the precise historical background of the state in chronological order. The same chapter also illustrates the tourism resource potential of the state and is devoted to enlisting the present and potential resources for tourism in Himachal Pradesh. Having had conceptually defined tourism resources, the chapter unfolds in four sub-sections, viz. the natural assets (including faunal & floral species) that form one of the major force to attract tourists; monumental and historical heritage of the state; the religio-cultural spectrum that various places offer to the tourists and the tourist circuits developed by Himachal Pradesh Tourism Development Corporation

Chapter 4 aims at elucidating the tourist plant facilities available in Himachal Pradesh, in addition to the tourism trends; i.e. tourist traffic and receipts in terms of both the international and domestic tourists. This includes the discussion on road & rail network; air linkages; accommodation, restaurants & conference facilities; transportation available in the state; description of HRTC & HPTDC; major travel agencies & tour operation units functioning in the study area; guiding & escorting services; entertainment options and shopping opportunities. The chapter also deals with the statistical trends that have, and might, influence the planning and development of tourism in the state.
Chapter 5 deals with the core research i.e. expectation and satisfaction of tourists visiting Himachal Pradesh. It has also analyzed and interpreted the data which was received during the course of the research along with the feedback from the tourists. The available reports of WTO, WTTC and DoT (Government of India and Himachal Pradesh) have been thoroughly analyzed to derive facts on the demography and the psychographic perspectives of tourists visiting Himachal, vis-à-vis their motivation, expectation and satisfaction levels. Though the secondary data available in this regard has been in bits and pieces, it certainly proved handy in cross examination. Some of the conclusions have been derived by the scholar through interpretation of the tourist’s responses. The chapter subsequently incorporates the responses of the tourists collected by the scholar through a structured questionnaire. For better understanding, the questions asked in the questionnaire have been grouped together, depending on their generic affinity and accordingly, the responses on motivation, expectation and satisfaction have been tabulated with brief explanation.

Chapter 6 The Interpretation and Analysis part of the study was conducted from data and facts, documented in this and the preceding sections of the study. After interpreting the facts collected on motivation, expectation and satisfaction perspectives of the tourists visiting Himachal, efforts have been made to correlate motivation & expectation, motivation & satisfaction and expectation & satisfaction perspectives so as to derive the existing inter-relationship between the three above mentioned factors. Since, satisfaction level of the tourists is the effective indicator of the quality of the tourist products in a given destination, as also the marketing efforts, the satisfaction levels has specially been assessed so as to find out the prevailing gap in terms of the existing and desired tourist plant facilities and services, quantitatively and qualitatively.
Chapter 7 comprises of the conclusions drawn from the whole exercise and the suggestions enlisted for policy makers and tourism practitioners, as well. Having had an idea on the major hurdle/constraints/bottlenecks/limitations in terms of tourist plant facilities, marketing and human resource development strategies, state of integration/coordination between different players of tourism industry, the public sector tourism planning and policies and the motivation, expectation and satisfaction levels of the tourists visiting Himachal Pradesh, the scholar has been able to realistically suggest priorities for actions to be adopted in short and long terms. It was observed that in certain cases, the tourism planners and policy makers already had a clear cut perception of the grey areas and have thus accordingly, thought of the possible remedial measures. As stated earlier, the implementability of the submissions had been the prime consideration for the scholar.

In the Bibliography and Referral section, i.e. Chapter 8, special care has been taken to confine only to the studies that are genuinely related to the present research problem.

The last part of the thesis, i.e. Appendices, includes a few tables that provide significant information and insight in detail, alongside incorporating the copy of the questionnaire used by the scholar.

REFERENCES


8. World Tourism Organisation: 1985. ‘Identification and Evaluation of Controlled Element of Tourist Services Controlling the Tourist Satisfaction and State Measures Intended to Guarantee the level of Quality of Tourist Products’. W.T.O.


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