CHAPTER – 4

RESEARCH METHODOLOGY

- Problem Identification
- Title of problem
- Objectives of study
- Hypothesis
- Scope of the study
- Period of the study
- Data collection and data analysis
  - Tools and methods of analysis
- Outline of chapter plan
- Limitation of study
Tourism plays a determining role in development of our Economy. It is considered to be an industry which provides employment & contributes to the per capita income of the country. Tourism’s planning and development has increased the attentions of researchers from different disciplines ranging from geography, History, Sociology, Economics, Commerce Management and Environmental Sciences. Various organizations are engaged in the development of tourism which have resulted in exploring more & more natural resources and maintain our Heritage there is a responsibility to promote tourists destinations & develop tourism infrastructure & facilities in the country by performing regulatory functions in the field of tourism.

There is a great need for developing tourism industry for over all development of the country. The Basic tourism resources of Gujarat are considerable & outstanding. Beaches, pilgrim locations, ecology, History architecture form the bulwark, of these. Clean & Hygienic atmosphere of Gujarat attracts the tourists, the ratio of foreign tourists is gradually increasing every year. So tourism in Gujarat demands specific development to satisfy the tourists.

Promotion & growth of Gujarat tourism is important for public and tourist welfare. Among all the Indian communities Gujaratis travel in India and aboard for pleasure so to provide facilitates for ready market would be advantageous to tourists there are estimate two million Gujaratis leaving abroad mainly in USA & UK and around 30% of these visit Gujaratis every year. They take keen interest in
local destinations to renew roots & pass a sense of culture to their
children. A study of problems related to tourism would contribute
in providing better services to the tourists for their satisfaction.

**TITLE OF THE PROBLEM:**

"Marketing of tourism" – An In-depth study of Tourism
Corporation of Gujarat limited.

**OBJECTIVES OF STUDY:**

1) To study the origin & growth of tourism in Gujarat.
2) To know various projects handled by tourism.
3) To study the problem faced by tourism and tourists.
4) To know the marketing activities of TCGL.
5) To assess the performance of different tourist activities.
6) To compare activities of TCGL and MTDC to derive
   conclusion
7) Suggestions for improving the performance of TCGL.

**HYPOTHESIS:**

The following thought provoking hypothesis with balance
coverage of the research study has been framed to materialize the
objectives of the research study.

1) Growth and scope of TCGL is in the better position.
2) Tourists are not satisfied with the services provided by
   TCGL.
3) The performance of different tourists activities are not up to
   the mark.
SCOPE OF THE STUDY:

1) The study is helpful in understanding the working of TCGL.
2) This study will help us in understanding the tourism according to the needs of tourists.
3) We can understand the problems of both the tourist and tourism industry.
4) We can easily predict the growth of Gujarat tourism.
5) With the help of detailed research work, we can suggest corrective measures to enhance the growth of TCGL.

PERIOD OF THE STUDY:


DATA COLLECTION AND DATA ANALYSIS:

Research is a process of a systematic and in-depth study or search of any particular topic, subject or area of investigation, backed by the collection, compilation, presentation and interpretation of relevant details or data. It is a careful search or inquiry into any subject or subject matter, which is an endeavouerer to discover or find out valuable facts. This would be useful for further application or utilization.

For the purpose of “Marketing of tourism-in-depth study of tourism corporation of Gujarat limited is mainly based on the secondary
data collected through the various sources of Gujarat tourism and it has been supported by.

(i) The primary data collected through well designed questionnaires.

(ii) The specially arranged visits with the officials and directors of TCGL.

The information and data collected from above mentioned sources as statistical tools are used for analyzing the data. Findings have been derived and few suggestions have been made to improve the management of TCGL & Gujarat tourism charts maps, pictures & graphs are also used at appropriate places to support and data furnished.

TOOLS OF ANALYSIS

i) Frequency distribution with percentage

ii) Cross tables according to different characteristics

iii) Chi – square test with their p – values.

iv) Relative risks

v) Comparative tables of TCGL and MTDC

vi) **Descriptive statistics** : Mean, Standard Deviation (S.D.), Standard Error of means (S.E.).

vii) t – test with its p – value.

Frequency Distribution is used to give the information of the raw data in some group. Frequency means number of times repetition of an observation. In our study we have given list of frequency tables for different characteristics with corresponding percentage.
Descriptive statistics are the representative value of the given information. It includes mean, S.D., S.E. etc. In our discussion we have used these three mentioned statistics. Mean is a measure of central tendency which is used to give central (overall) idea of the information. S.D. and S.E. are measures of variation. These are used to estimate the error / variation in the given information.

Chi-square test is a statistical test, used to check the association / dependency between two attributes. For the given cross table in terms of frequency data using the formula of Chi-square test we can calculate the value of this test. Now a days some statistical software are available in market. Using this software we can directly calculate the value of corresponding test with its p-value. p-value is a probability of committing error. p-value is useful for taking decision about acceptance / rejection of the hypothesis. i.e. for concluding remarks p-value is very useful. The cut of point for this p-value is usually 0.05 (5%) or 0.01 (1%). Some times instead of Chi-square test we can go for Relative Risk (R.R.). It is basically used to compare characteristic of one variable with respect to another variable.

t-test is another statistical test to compare means of two independent samples or mean of a sample with some constant value. Here also as mentioned above we get value of the test with corresponding p-value using statistical software.
OUTLINE OF CHAPTER PLAN:

The present study is divided into seven chapters, which are as under:

CHAPTER – 1: ORIGIN & GROWTH OF TOURISM

The chapter one includes introduction to tourism, concept history of tourism, types and features of tourism. Further tourism in India is introduced and need to promote of tourism in India is described, pictorial India is also shown, last part of the chapter includes the main topic of the research “Tourism Corporation of Gujarat Limited” which covers history, growth India policy & lastly it covers pictorial Gujarat.

CHAPTER – 2: TOURIST’S DESTINATIONS OF TCGL

In second chapter we have discussed different tourist’s destinations of TCGL. TCGL is divided into four regions, which includes Kutch & Saurashtra region, North region, Central & South – East region, South region. The “detailed discussion tourism circuit by region” is followed by “Pilgrim tourism circuits” which includes Hindu temples, Parsee pilgrimage, Swaminarayan trail, Jain footsteps etc. At the end of the chapter we have discussed “Monuments” which includes Sun Temple of Modhera, Sarkhej monuments of Ahmedabad, Rudra Mahel of Sidhpur, The Toran of Vadnagar, Dwarkadhish Temple Complex of Dwarka etc.
CHAPTER – 3 : SERVICES OF TCGL

In third chapter we have discussed “Fairs of Gujarat” (Trametar fair, Chitra –Vichitra fair, Ambaji Melo, etc.), “Festival of Gujarat” (international kite festival, Kutch mahotsava, Janmastmi, Navratri etc.), “Wild – Life Sanctuary”, “Royal Charm of Heritage Hotels and Palaces”, “The Royal Orient” and “Packaged tours of TCGL”.

CHAPTER – 4 : RESEARCH METHODOLOGY

The fourth chapter covers problem identification, objectives and scope of study, Hypothesis, data collection and data analysis tools and techniques. The study of “marketing of tourism”. An in-depth study of Tourism Corporation of Gujarat Limited is regarding the activities of TCGL. Limitation of the study besides outline of chapter plan has been drawn.

CHAPTER – 5 : DATA ANALYSIS AND INTERPRETATION

This chapter includes the concept of marketing of tourism and data analysis & interpretation of various activities of TCGL through.

i) Frequency distribution with percentage.

ii) Cross tables according to different characteristics.

iii) Chi-square test with their p-values.

iv) Relative risks.

v) Descriptive Statistics : Mean, Standard Deviation (S.D.), Standard Error of mean (S.E.).

vi) t – test with its p – value.
CHAPTER – 6 : COMPARITIVE STUDY OF TCGL AND MTDC

This chapter includes introduction to tourism in Maharashtra, History of tourism & Highlights. Further is the introduction to Maharashtra tourism development corporation following the History, objectives, tourism policy of MTDC, organizational structure and services of MTDC which includes (i) Festivals of MTDC (ii) Destinations of MTDC (iii) Wild life of MTDC (iv) The royal Indian railway experience. “The deccan odyssey”, last part of the chapter is the comparision between TCGL and MTDC which is based on different parameters.

CHAPTER – 7 : SUMMARY, FINDINGS AND SUGGESTIONS

Summary : Findings and suggestions of the study have been presented for improvement of TCGL.

LIMITATION OF STUDY :

Research in any field of knowledge creates the Base for more researches. Researchers have their own limitations. Some are situational and few are self – imposed. The main limitations of the study are as follows :

1) The sample of study is only limited to the state of Gujarat and Maharashtra and their the result may not represent to entire nation.
2) Sample size is 200 from various groups.
3) The research is based on primary data so it would depend on the awareness of the respondents.