CHAPTER - I

INTRODUCTION AND METHODOLOGY
This chapter is designed to provide introduction to tourism industry, select review of literature which is related to theoretical and empirical studies and research methodology of the study. Exclusively one section is devoted to deal with each of the three themes.

Section A: Introduction

1.1 Origin of Tourism Industry

Tourism is a fast growing activity in many countries around the world, playing an important role in their economic development. As pointed out by Edgell¹, tourism services stimulate the development of basic infrastructure, contribute to the growth of domestic industries, attract foreign investment, and facilitate transfer of technology and information. New transport technologies of the Nineteenth Century transformed the society, the technological breakthroughs of the twentieth century revolutionized society in the way it organized itself, creating opportunities for travel never imagined by earlier generations.

1.2 Evolution of Tourism Industry

The modern tourism industry had beginnings in 1841 when Thomas Cook organized the first excursion by train. In twentieth century most tourists traveled by train prior to automobile revolution. The technological advances of the twentieth century produced the “Global Tourism” system, connecting remotest corner of our earth to the most urbanized area. The global transport system consists of interconnected web of rail, road, sea and air travel modes which are in constant state of change due to continual new technology introductions.

1.3 Significance of Tourism Industry in Indian Economic Development

Tourism industry brings manifold benefits to the country by creating employment opportunities, generating income, foreign exchange earnings and improvement in overall quality of life. Government of India has realized its potential to become major industry. It is believed that tourism would become number one industry in India which is ranked one among top four preferred holiday destinations in the world. Its importance in Indian economy is evidenced from the fact that it contributed to 5.9 per cent of the Gross Domestic Product (GDP), and employment to 41.8 million people as recored by IBEF (Indian Brand Equity Fund) report.

1.4 Policy and Other Support Systems for Tourism Development in India

Recognizing growing importance of tourism industry, successive government have taken a number of measures to enhance its potential and development, the most significant of them being liberalization of aviation, basic infrastructure improvement incentives to hospitality sector, up gradation of 28 regional airports in small towns, privatization and expansion of airports in metropolitan cities.

The successful “Incredible India” campaign has enabled India to penetrate global market and reach the ultimate consumers. Tourism and hotel industry are inextricably linked. The year 2006-07 was record year in India’s inbound tourism, registering double digit increase in tourist arrivals. According IBEF report the number of tourist arrivals in India increased by 11.87 percent from 3.96 million tourist in 2005 to 4.4 million tourist in 2006. The year-on-year percentage growth rate in foreign exchange was phenomenal at 14.6 when foreign exchange earnings recorded in 2006 ws US $ 6.56 million as compared to US $ 5.73 million in 2005. Consequently due to surging foreign tourist arrivals in India, its share in global tourist arrivals rose to 5.3 percent in 2006 from 3.7 percent in 2001.
1.5 Tourism Development in Andhra Pradesh and Chittoor District

Andhra Pradesh (AP) being the fifth large state in geographically area, has gained a significant place in Indian tourism map. Andhra Pradesh uniquely combines historic places, beaches and mountains as great travel destinations. Andhra Pradesh is widely recognized for its legendary dynasties, most renowned temples such as Tirupati. AP has great potential for tourism with its temple towns, beach resorts, and other tourist attractions. Hyderabad, the state capital city, is being developed as major tourist hub between Europe and Asia. Various concessions and incentives are being offered by state government to encourage private investment in tourism and related industries. While acknowledging the primacy of the private sector in tourism industry, AP State government retains its role in exclusive provision of infrastructural facilities needed for the tourism industry. The new tourism policy envisaged shared vision between public and private sectors in tourism industry in AP. It was felt necessary that the state should have clear direction and co-ordinate its resources for gaining comparing advantage in attractive domestic and foreign tourists so as to realize its tourist potential to the fullest. Keeping this vision in view, the tourism policies have to be evaluated.

Chittoor, being the district capital town of Chittoor District, services the financial and administrative requirements of the district. It has so many distinctions to its credit: Horsely hills, one of the three hill station of the state; Tirupati, the world richest temple; Boedi konda and Yelampalli forest famous for trekking; other places ranging from ancient temples to shimmering waterfalls, beautiful hamlets with lush greenery all around.

Section B: Review of Select Literature

1.6 General Studies on Tourism

Literature review is the background for problem identification, establishing the need for the study and its scope, setting objectives and hypotheses. Keeping this in view, the relevant studies in the area of tourism are reviewed hereunder. The most of studies are empirically in nature and micro in scope.
Harry G. Clement\(^2\) (1961) in his article entitled "The Impact of Tourist Expenditure" observed 11 out of 17 sample nations in study had been suffering from either unemployment and under employment. He observed that increased tourism expenditure was solution to unemployment problem, since it augments opportunities for employment, creates additional income, thereby helping the process of economic development.

R. N. Pillai\(^3\) in his book 'Tour and Pilgrimage in India' (1985) observed that several nations of the world live mainly on foreign exchange earning from tourism, the China mainland bring no exception. In India the importance of tourism was realized. He made a reference to the Sargent Committee (1945) appointed in India which recommended the following: plan of action for tourism development, creation of separate organization for publicity, training guides, liaison with hotels, involvement of travel agencies and train and air services, etc.

R. N. Kaul\(^4\) (1985) published three volumes on "Dynamics of Tourism: A Trilogy". In volume I he analysed the role of the state in tourism and various agencies involved in tourism with focus on their policies, objectives and functions. Volume two is confined to role of accommodation in expanding tourism from historical perspective. Volume three is focused on the role of transportation and marketing in tourism and travel management.

Jayal, N.D. and Motwani Mohan\(^5\) (1986) in their book entitled "Conservation, Tourism and Mountaineering in the Himalayas" discussed about the places of visit in detail. The concluded that the foreigners were not permitted to visit the remote mountain areas for reasons of security.

Negi, Jaganmohan⁶ (1987) in his publication “Tourism Development and Resource Conservation” dealt with a main issues of determination of room rates and price structure of various tourism products using financial and cost control techniques in vogue in hotel and catering industry.

Arun Pratap Singh⁷ (1989) in his publication on “Himalayan Environment and Tourism Development and Potential” provided detailed explanation for tourism development. To begin with age-old dictum-no movement, no life, and tourism process is unending one. He worked on some of the basic components such as character and dynamics of geography of tourism. He observed that the studies on tourism mostly were taken up by those engaged in tourism policy making and administration or by those in hotel management and travel industry.

Negi Jaganmohan⁸ (1990) in his book “Tourism and Travel: Concepts and Principles” highlighted all types of business organizations engaged in tourism industry, which is economically significant as it provides incomes and employment and brings infrastructure improvement.

Chopra, Suhita⁹ (1991) in her study entitled ‘Tourism and Development in India’ has dealt with tourism potential in Khajuraho, a tourist resort in Madhya Pradesh. Focusing on socio-economic impacts of tourism, she observed that the distributive effects of tourism were in favour of rich in comparison to some of the lower castes. According to her, the most visible signs of independent economy are transfer of labor-force from the agricultural sector to tourism-oriented occupations.

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Maneet Kumar\textsuperscript{10} (1992) in his publication 'Tourism Today: An Indian Perspective' discussed various aspects related to the development of tourism. He observed that tourism serves as an effective tool to the social and cultural development of the destinations. Tourism promotes employment and generates income and also promotes friendship among the nations.

A tourists’ choice of destination may be influenced by several factors. A study of these influences is vital for the marketing and advertising team involved in tourism promotion. A study was conducted by Mansfeld and Yacoub\textsuperscript{11} (1995), comparing the destination choice and travel behaviour of urban Arab-Israelis from Haifa and Rural Arab-Israelis from the village of Ibillin. Their study examined the role of tradition, socio-economic background and geographical location of residence in determining the two communities’ destination-choice and travel behaviour. The results revealed that while socio-economic characteristics and life in a city or in a village did not differentiate between the two communities, religious affiliation did play a major role in determining the destination-choice and tourist behaviour of the two sub-communities. It was found that the predominant factors that shaped Arab-Israelis tourist behaviour were the familiarity factors and social rather than personal constraints in deciding which tourist destination was chosen.

Langer\textsuperscript{12} (1996) studied the tourist decision-making process on different performance elements of holiday resorts like scenery, hotels, sporting facilities, shopping facilities, which played a central role in choice of destination. This exploratory study in Switzerland, Austria and Bavaria showed that traffic-free mountain holiday resorts had an above average occupancy and the resorts where the traffic was low had a higher occupancy


rate than areas with heavy traffic. Also there were some noise-related losses in hotels. Therefore, the researchers concluded that areas that had less noise and traffic attracted tourists more. Nirmal Kumar (1996) conducted a case study of Himachal Pradesh and dealt with the role of tourism in the economic development of Himachal Pradesh. He observed that tourism in Himachal Pradesh served as the main contributor to economic development and he drew this conclusion after studying the unique features of tourism in Himachal Pradesh.

Raghava Reddy\(^\text{13}\) (1996) in his paper entitled ‘Tourism and Socio-economic Development: A Case Study of Tirupati’ dealt with the contribution of tourism to the development of local economy and observed that tourism had a positive impact on procurement of foreign exchange and generation of income and employment opportunities and also provided revenue to the local governments in the form of taxes. It was a case of Tirupati tourist destination and dealt primarily with pilgrimage tourism. He also discussed the role of tourism in the development of infrastructure in Tirupati pilgrimage center.

Sharma\(^\text{14}\) (1996) in his book on ‘Tourism Policy Planning Strategy’ concluded that tourism was no longer an unrecognized static sector. By now, it has taken a shape of an industry throughout the globe and plays a significant role in the economy of a country. Rightly, tourism industry requires composite planning and a clear policy in order to form a strategy to channalize and promote the tourism sector.

Rakesh Kapoor\(^\text{15}\) (1997) in his book on ‘Tourism Policy Organization and Management’ examined the revolution in transport and communication was a path-breaking development of twentieth century. The boundaries of

space and time have been broken. The whole world appears to have shrunk into a small community. It has provided an opportunity to people of different cultures and backgrounds to interact at desired frequency. In India, tourism is emerging as a growing sector of the economy. It has been assigned the status of an industry by the government. Because of its socio-economic importance; the government tries to manage tourism as an organized economic activity.

Das\(^{16}\) (1997) in his article entitled ‘Performance and Prospects of Tourism Industry in India’ observed that the money spent by the tourists percolated through many economic activities and was subject to multiplier effect. He pointed out that tourism studies did not concentrate on the socio-ecological costs of tourism and increased tourist activities in any destination had an adverse effect on environment and resulted in the diminishing value of environment in a particular destination.

Edward Mc William\(^{17}\) (1997) focused on defining how travelers differentially responded to advertising and how this could form the basis for developing an expanded framework for advertising. The study assumed that receivers of advertising message followed a highly involved decision-making process when making leisure travel decisions. The study offered a framework that allowed the impact of advertising on low involvement decisions to be measured. However, the researchers failed to consider how destination advertising influenced low-involvement decisions regarding repeat visitation or trips deemed to be a low-risk or importance.

Bijender K. Punia\(^{18}\) (1997) in his book on ‘Tourism Management: Problems and Prospects’, observed that in country like India with heterogeneity of religious, cultures and ethnic groups, tourism is an important factor not only for maintaining and promoting communal harmony and peace

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but also for strengthening the economic base. The author suggested specifically tailored made plans and programmes by each state for tourism development, keeping in mind the overall national perspective for tourism.

Mario D Souza’s19 (1998) book on ‘Tourism Development and Management’ is designed to provide a thorough overview of tourism development and travel industry. Each and every aspect of tourism and travel industry was discussed for the development and promotion of tourism. The aim of this work was to present to the readers all aspects of tourism management in one volume with adequate details to make the book one of practical utility. Tourism is a comprehensive term that includes many branches such as history, sculpture, archaeology, language, art, dance and drama, topography, crafts and catering. Numerous enthusiasts have done research in different branches of all these subjects. But modern tourism is relatively a recent phenomenon and according to the tourism department sources tourism corporation was promoted in the year 1976 and so far no body has examined the tourism development and potential in this state with particular reference to this corporation. This was a maiden effort in this area and as a matter of fact the literature available on this particular subject in Andhra Pradesh is very negligible. But some guides are available on important tourist places in Andhra Pradesh.

Precy K. Singh20 (1998) in his book on ‘Fifty-Years of Indian Tourism’ concluded that our country has everything which a potential tourist looks for: these vast resources remain partially exploited as we attract far less number of foreign tourists every year; the reasons for this being lack of efficient tourism administration suiting the potential tourists from the rich European, American and Far East Asian Countries. Our tourism administration, aviation policy, foreign exchange rules, accommodation

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arrangements, transportation and the like fall below the average standards of European nations. Finally, this book seeks to answer and explain all the aspects related to the growth and development of tourism industry in India.

Yashodhara Jain\(^2\) (1998) in his book on ‘Tourism Development – Problems and Prospects’ emphasized that tourism industry as a leisure industry, smokeless industry and employment generating industry. The growth of science and technology, globalization and revolutionary changes taking place in the field of transport and communications have contributed massively to the development of tourist-trade all over the world. It is a fact that the economies of numerous countries like Spain, Italy, Australia, Canada, Singapore, Nepal, Hong Kong and South Korea, in no exaggerated terms, have been dominated by the tourism industry.

Sinha\(^2\) (1999) in his book on ‘Travel and Tourism Management’ provided that development of tourism like any other industry has several consequences on national, state and regional economics. It affects the production of goods and services, accelerating the particular sectors catering directly or indirectly to the tourist demand. It also generates employment, motivates developments of the skills and entrepreneurship and affects the income distribution pattern. More and more emphasis is being placed by the national as well as state governments for proper planning in the expanding world of tourism. This is being done to ensure a balance between tourism promotion and the concerns for safeguarding the physical, social and cultural environment of the destination areas. From the very earliest historical period, travel and tourism has had a fascination for man. Man has traveled from the very earliest times. Much of travel in the beginning was largely unconscious and rather a simple affair. The cumbersome procedures witnessed in travel today were not to be found in olden days.

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Kunal Chattopadhyay\textsuperscript{23} (2000) in his article entitled "Economic Impact of Tourism Development: A Linear Programming Approach" dealt with the influence of tourism on regional development in the state of West Bengal. Honey (1999) in his publication entitled "Eco-Tourism as Sustainable Development: Who Owns the Paradise" analyzed the role of eco-tourism as an important tool for achieving the sustainable development.

Benckendorff and Black\textsuperscript{24} (2000) studied the Internet as a marketing medium for tourism related products. The research mainly focused on Australian Regional Tourism Authorities (RTA) and their current and future use and perceptions of the Internet. The assessment of RTA Internet marketing efforts examined twelve elements grouped into four broad categories. The first category investigated planning elements, which consisted RTA marketing objectives and target markets. Web site design elements consisting of interactivity, navigation and functionality were explored in the second category. In the third category content elements such as readability, integrity, value adding and marketing mix variables were assessed. The fourth category evaluated management elements consisting of site maintenance, promotion and resources.

Goswami and Ravindran (2001) in their publication described important segments of tourism sector in India, which was organized into eleven chapters. He provided international definitions for tourism and explained different forms, types and determinants of tourism. He also dealt with economic, social and environmental impact of tourism and provided a snap-shot of history of global tourism and important tourism organizations like WTO, PATA, ITDE, ICPB, TFCI, ATOA, IRRA AND HIMTAB, etc., He also clearly explained the concept of tourism planning and models, the


need for the market research and the need for human resource development required for the development of tourism sector.

Reisinger and Turner\textsuperscript{25} (2001) attempted to study the relationship between different dimensions of product categories, product attributes, and satisfaction with product attributes for Japanese tourists visiting Hawaii and the Gold Coast region of Australia. In their survey of Japanese tourists arriving in Hawaii and the Gold Coast and Japanese tourists departing Hawaii and the Gold Coast conducted in 1998, the researchers determined the satisfaction with the product attributes derived by the respondents. The importance of 15 product categories was determined along with the importance of 15 product attributes and 17 elements of shopping satisfaction were collected. The study revealed that the importance of product purchased determined the importance of product attributes which, in turn, determined satisfaction with product attributes.

There are very few studies conducted in India that explored the various issues related to tourism from the perspective of the visitor. One Indian study was conducted by Sarma\textsuperscript{26} (2002) who studied the preference levels of tourists on several variables while selecting a destination for visit. Twenty such variables were identified from the extant literatures. The study concentrated in finding out the segment-wise difference of the preference levels. The study examined the roles of each of these twenty variables in relation to various segmenting variables like the demographics, benefit sought, experience of travel and tourists’ disposable income. The survey was conducted among tourists and prospective tourists in famous and not-so-famous destinations in India states(Shimla, Manali, Goa, Assam and Meghalaya) during 1998-2000.


The study by Mihalik, Uysal & Murrmann (2002) attempted to investigate the relationship between cultural/heritage destination attributes and tourist satisfaction, and to identify the relationship between cultural/heritage destination attributes and tourist satisfaction in terms of select tourists’ demographic characteristics and travel behaviour characteristics. The study area was Virginia Historic Triangle, i.e., Williamsburg, Jamestown and Yorktown. The results revealed that there was a relationship between cultural/heritage destination attributes and tourists' overall satisfaction. There was significant difference between derived factors in relation to only total household income and the length of stay among 10 demographic and travel behaviour characteristics. There was also a significant difference in the overall satisfaction of tourists by gender, past experience and decision time to travel.

Becken, Simmons and Frampton (2003) studied the travel pattern of tourists visiting New Zealand. They contended that tourists composed their trip of different travel choices regarding transport, accommodation and attractions/activities. While classifying tourists as per the type of transport used by them, seven distinct clusters were obtained: a coach tourist, soft comfort traveler, auto tourist, camper, backpacker, trumper and tourists who visit friends and relatives. The researchers then studied the tourists with regard to the total energy use during travel.

Hwang and Fesenmaier (2003) in their study explored multi-destination travel patterns within the context of domestic travel in the USA, based on the 1995 American Travel Survey household data. The results of a series of analyses showed that a relatively high proportion of pleasure travel

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in the USA included visits to multiple destinations; further identified various patterns of multi-destination travel. The findings indicated that destination-marketing organizations need to identify specific destinations that can be strategically bundled to improve their marketing efforts.

Beiger and Laesser's (2003) study in Switzerland focused on the use of information sources by tourists for travel destinations. The researchers considered the differences between information sourcing before and after a definite trip decision, characterized either by an irreversible choice with regard to destination or by a legal contract such as a reservation or purchase of one or multiple elements of a trip. This study identified typical patterns of information search behaviour for different travel types grouped by means of clusters along two stages of the information sourcing process, thus forming paths of information sourcing. The researchers found that variables like type of trip, degree of packaging, choice of destination and choice of accommodation showed significant association with choice of information source, while socio-demographic variables did not. The results provided policy frameworks for the tourist industry to improve the information distribution systems throughout the travel decision process.

Richards and Wilson (2003) compiled a review of existing studies on the characteristics of the modern student traveler and research on the student travel market. The aim of the survey was to gather consistent and detailed transnational information on the youth and student independent traveler market, combining data on the social and cultural aspects of young travelers (their backgrounds, motivations and experiences) with data on travel purchases, information gathering, destinations and previous travel experience. It focused on different dimensions of the last major trip made by youth and

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31 Richards, G. & Wilson, J. (2003): New Horizons in Independent Youth and Student Travel, A Report for the International Student Travel Confederation (ISTC) and the Association of Tourism and Leisure Education (ATLAS), ISTC, Amsterdam.
student respondents, who were contacted via ISTC’s global network of student travel organizations. Responses were drawn from 2,300 young people and students from Canada, the Czech Republic, Hong Kong, Mexico, Slovenia, South Africa, Sweden and the United Kingdom.

The working paper entitled ‘Tourism and the Poor: Analyzing and Interpreting Tourism Studies from a Poverty Perspective’ by Dilys Roe, Caroline Ashley, Shyeila Page and Dorothea Meyer (2004), tried to interpret the national and international data on tourism from a development perspective. This paper, explaining the contribution of tourism to the economic development of poor countries, concluded that maximizing the pro-poor potential required not just an understanding of national level statistics but awareness of the internal factors that affect the development of tourism at the local or destination-level, and of the policies of destination government.

Awaritefe (2004) conducted a study to explore the motivations for tourists’ choice of diverse tourism environments in Nigeria. A questionnaire survey of 376 tourists randomly sampled from seven tourism destinations in Nigeria, showed that the most prominent motivations for tourist destination choice were self-actualization in an appreciative, educational or cultural context and leisure/recreational pursuits. Attractiveness of destination, quality services, facilities/amenities, favorable location and accessibility of centres also emerged as important considerations in tourist destination choice. Motivation for tourism differed significantly amongst tourists groups in various destinations, and also between domestic and foreign tourist groups.

Bogari, Crowther & Marr (2004), in their research tried to understand the push and pull motivations for domestic tourism and the relationship

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between the two motivations for Saudi tourists. The researchers contended that people travel because they are pushed by their own internal forces and pulled by external forces of the destination attributes. One way to realize travel motivation is to examine the notion of push and pull demand stimulation. The results revealed nine push factors (cultural value, utilization, knowledge, social, economical, family togetherness, interest, relaxation and convenience of facilities) and nine pull factors (safety, activity, beach sports/activities, nature/outdoor, historical/cultural, religious, budget, leisure and upscale). This study found that the most important push and pull factors as perceived by Saudi tourists were ‘cultural value’ and ‘religious’. The study also confirmed the significant relationship between push and pull factors.

Binu and Sasikumar\textsuperscript{35} (2004) in their publication entitled “Eco-Tourism and Rural Development” defined what is eco-tourism and its growing importance among the developed and developing countries and emphasized that the eco-tourism acts as an incentive for local development if the benefits are to be widely disturbed. They argued that Thenmala Eco-tourism Project (TEP) was the first planned eco-tourism project in India. They concluded that India has a vast scope for eco-tourism to expand and develop, if it is carefully planned and target-oriented approach is adopted.

Anne Marie and Barry\textsuperscript{36} (2004) explored the role of the media in influencing the activities and perceptions of the tourism sector. The researchers specifically explored the role of newspapers, magazines and broadcasting media. The four case studies presented in their paper revealed that media had a significant influence on tourism sector. The four case studies were selected based on their diversity within the context of the tourism sector, and because they covered a considerable period of time. The paper firstly


\textsuperscript{36} Anne Marie, Hede & O'Mahony, Barry, G. (2004): “The Media and the Development of the Tourism Industry During the 20\textsuperscript{th} and 21\textsuperscript{st} Centuries: An Analysis of Four Noteworthy Cases”, in Frost, Warwick, Croy, Glen and Beeton Sue (eds), International Tourism and Media Conference Proceedings, 24\textsuperscript{th} – 26\textsuperscript{th} November.
focused on the 1920s Waiters’ Strike in the resort town of San Sebastian, Spain and discussed the role of the media in relation to this event. The second case investigated the use of the media as a destination-marketing tool and reflected on an early manipulation of this process by the German authorities in the documentary Olympia, a film produced for the summer Olympics in 1936. The third case study reported on the manner in which the media had created tensions between connoisseurs of fine food and drink and hospitality industry professionals and its subsequent implications on service quality. The final case investigated the role of the media in reducing demand for hospitality services in Melbourne on New Year’s Eve 2000.

Rather (2004) in his article ‘Tourism: A Valuable Economic Package’ discussed the role of tourism in the creation of wealth and life style in India and emphasized on the domestic tourism and inbound traffic. He analyzed the India’s advantage which lies in the incredible choice – culture, history and heritage, beaches, mountains, forests and wild life – it offers. He concluded that “look after the local market and the World market will look after you”.

Rather (2005) in his article entitled ‘Time-share: Emerging Segment of Leisure Tourism Industry’ defined “Time-share Tourism” and explained its impact in India with time shareowners as it is considered as “have a home away from home”. He provided a review of independent studies and market research, which were conducted in US, Europe and South Africa to evaluate various aspects of time-share industry. He concluded that the world-wide profile of typical time-share buyers is upper middle class, middle aged and married couple, and home owners. More travel spending, results in major economic gains from a well regulated time share industry in India.

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Pearce and Lee\(^{39}\) (2005) adopted the conceptual adjustment of the Travel Career Ladder (TCL) approach in their study of travel motivation. In this context, the study examined the relationship between patterns of travel motivation and travel experience. Overall results suggested that host-site-involvement motivation and nature-related motivation were more important factors to the more experienced travelers, whereas motivations such as stimulation, personal development, relationship, self-actualization, nostalgia, romance and recognition had a higher priority for the less experienced ones. Prominently, a core of travel motivation factors including escape, relaxation, relationship enhancement and self-development seem to comprise the central backbone of motivation for all travelers.

Meena Nichani\(^{40}\) (2005) in her article “India Emerges as Hotspot for Foreign Tourism Boards” explained that India is becoming a hub for tourism boards of an increasing number of countries like Austria, Germany, Italy, Switzerland, South Africa, Mauritius, Thailand, Sri Lanka, Hong Kong, Macau, Indonesia and New Zealand. In the present period of globalization, she said that India has become a preferred destination for business.

Luis\(^{41}\) (2005) contended that knowledge about tourist motivations would enable tourism destination planners to better satisfy consumer needs. The purpose of their study was two-fold: first, to explore the primary reasons influencing British tourists’ decision-making while taking a summer holiday in two resorts, located in Mugla (Turkey); and second, to identify customer segments, depending on their socio-demographic characteristics and holiday-taking patterns. On the basis of multi-step cluster analyses, five segments were found: fuzzy tourists, recreational-type, active, escape seekers and relax-quiet tourists.


Amith Baruah\(^\text{42}\) (2005) in his work ‘Tourism as an Engine of Growth’ emphasized that tourism as an engine of growth and compared the performance of India and Greater Mekong sub-region (GMS) which comprises two Chinese provinces, Myanmar, Thailand, Cambodia, Laos and Vietnam. He explained the example of Hue, the Vietnam’s imperial capital, as a message to the government of India and country’s travel industry about what could be done to boost tourism in India.

Poria, Reichel and Biran\(^\text{43}\) (2005) attempted to study tourist motivation as a function of their visit to heritage sites. Their study had two main objectives: (1) to explore the motivations of potential visitors to a heritage site, and (2) to explore whether the relationships among the tourists’ perceptions of the site relative to their own heritage are related to their motivations for the visit. Using a sample of potential visitors to Anne Frank house in Amsterdam, the study revealed the existence of several motives, including emotional involvement and bequeathal of the site’s narrative. The researchers also indicated a distinct relationship between tourists’ perceptions of a site relative to their own heritage and the motivations for visiting the site. The study contributed to the understanding of tourist behaviours relative to heritage settings along with implications for the marketing of heritage settings.

The study by Brown and Lehton\(^\text{44}\) (2005) examined different travel motivation factors for tourists who chose to use part of their vacation participating in volunteer or humanitarian activities. A qualitative focus group and semi-structured, in-depth interviews were conducted. The analysis of the data revealed that four main themes as to why people traveled with a purpose: cultural immersion as a strong objective; the desire to give back; the

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camaraderie that occurred on volunteer vacations; and the fourth theme focused on family. Non-verbal communication and bonding occurred at several levels with the local people and family members. The researchers concluded that this was a good example of cultivating peace through tourism.

Sinha\textsuperscript{45} (2005) in his publication edited 'Tourism Evolution, Scope, Nature and Organization' focused on all aspects of tourism development viz., social, economic, cultural, physical, anthrop-political, spatial, environmental and overall recreational tourism. He provided possible ways and means for the sustainable development of tourism.

Prideaux and SeongSeop\textsuperscript{46} (2005) conducted a study among tourists visiting Korea. The researchers identified differences in motivations to travel to Korea, preferred tourist resources, length of planning before travelling, information sources used, and length of stay based on five national tourist groups (American, Australian, Japanese, Chinese-Mainland, Chinese -Hong Kong). The results indicated that the significant differences in motivations to travel to Korea, the length of pre-travel planning, information sources used. The length of stay was influenced by national culture. On the basis of the results it was apparent that specific marketing strategies are required for each national segment.

Hallab Price and Fournie\textsuperscript{47} (2005) explored the travel motivations and socio-demographic characteristics of hospitality management students in Switzerland. The results of the study revealed that hospitality management students attached a high level of importance to attributes in a tourist destination such as cost/price, security, scenery, accessibility, the food and beverage experience, the lodging experience and nightlife and entertainment


\textsuperscript{46} Prideaux, B. & Kim SeongSeop (2005): “Marketing Implications arising from a Comparative Study of International Pleasure Tourist Motivations and other Travel-related Characteristics of visitors to Korea”, \textit{Tourism Management}, Vol. 26, No. 3.

\textsuperscript{47} Hallab Zaher, Catherine Price & Herve Fournier (2005): “Students’ Travel Motivations”, \textit{Tourism Analysis}, Vol. 10.
facilities. Also, male students valued more nightlife, entertainment, and casinos than did female students. On the other hand, female students valued more the attribute of unfamiliar environment. Age was also significantly related to type of tourist activity indulged in.

Beldona's\textsuperscript{48} (2005) study attempted to distinguish changes in online travel information search behaviour among generational cohorts. The researcher had taken a sample of cohorts between 1995 and 2000. The results revealed significant increase in travel information search behaviour across all cohorts between the two periods. The study also found that older cohorts reported greater increases in travel information search behaviour than others. The research established the notion that later generations adopted the Internet earlier than traditionally assumed. The research traced an evolutionary perspective of online travel information search behaviour within generational cohorts.

Selvam\textsuperscript{49} (2006) in his article entitled 'Medical Tourism: The Next Big Opportunity to Prosperity' dealt with the growth of medical tourism in India in comparison to some of the developed countries. He reviewed the market conditions for medical tourism in U.K., Thailand, Singapore and some of the middle-east countries and presented some of the case studies of private hospitals in India.

Chhabra\textsuperscript{50} (2006) used the priori scheme to analyze the female traveler segment and its sub-groups. Surveys were distributed to travelers at six popular tourist locations in Sacramento, California in 2001 and 2002. The vacation, and the visiting friends and relatives segment emerged as the leading markets. The majority of these travelers self-planned their trip.


\textsuperscript{50} Chhabra Deepak (2006): "Determining the Travel and Spending Behaviour of Female Travelers", \textit{Tourism Analysis}, Vol.4, No. 3, June.
Differences were noted among the business travelers and vacation, and the visiting friends and relatives (VFR) market. These were longer stays, bigger party size, and higher spending on dinner and gasoline by the business segment, while the vacation and VFR markets spent more on shopping.

Wilton and Nickersons\(^1\) (2006) study provided the details of the amount that visitors spent in tourist destinations which is an important tool for tourism-related marketing and policy decisions. They stressed that though visitor spending was a necessary component of economic impact analysis, detailed expenditure categories rarely were reported and used as tools for marketing and policy decisions. The research conducted by them in Montana revealed that spending by visitors attracted to Montana’s natural resources accounted for 76 per sent of traveler spending in the state. Average daily spending by visitors primarily attracted to fishing in the area was the highest per-group per-trip expenditure ($1,641.26) and the longest length of stay (9.3 nights). Fishing outfitters and guides received the largest share of visitors’ spending. These tourists also made the highest monetary contribution to this state in USA. The findings suggested that conservation of a tourist spot’s natural resources is important to a thriving tourism industry. Therefore, policies and frameworks related to conserving the area’s natural resources such as waterways, mountain view sheds, and open space need to reflect the important economic contribution of what attracts visitors to the state.

Rosenbaum and Spears\(^2\) (2006) in their study of spending behaviours of tourists provide an exploratory analysis of planned spending on shopping, dining and other recreational activities among Japanese tourists in Hawaii. The findings of their study revealed that Japanese tourists mainly engaged in duty-free shopping during their stay in Hawaii. In contrasts, American tourists engaged in cultural activities and fine dining opportunities during their Hawaiian vacation. Another part of the study explored the propensity of


Japanese tourists in Hawaii to shop at both high-end boutiques and discounted retail outlets. The results revealed that Japanese tourists would be categorized into two exclusive groups, shopping enthusiasts and non-shoppers. Their data supported the fact that tourists who were shopping enthusiasts patronized three types of retail in Hawaii: duty-free stores, factory outlets, and designer boutiques. The study also provided managerial implications and directives for future theoretical development in the area.

Iwashita53 (2007) explored the role of films and television dramas in influencing overseas tourists' behaviour in terms of their travel destination selection. The results from the survey of Japanese tourists to the UK gave evidence of wide range of roles of films and television dramas at different stages in respondents' destination choice processes. The researcher concluded that films and television dramas have an ability to create destination awareness, consciousness and images leading to a stronger interest in the destination and actual travel to the destination.

Govers and Kumar54 (2007) studied the role of tourism promotion in affecting images of tourism destination in the minds of the tourists. They also explored the tourists' source of information regarding travel destinations. About 1,100 respondents from around the globe described their pre-visit perceived image of seven sample destinations as well as the information sources they used. The research revealed that tourism promotion did not have a major impact upon the perceptions of travelers. It was in fact other sources of information that had a much greater bearing on the formation of destination image. The researchers suggested that tourism authorities must take note of the fact that successful tourism promotion is dependent on several external influences. It is important also to assess the impact of marketing communication decisions on measurables such as revenue, market share, and tourism costs.

Marsha Loda, Norman and Backman\textsuperscript{55} (2007) studied two of the basic tools used by tourism marketers: advertising and publicity. In their study the researchers used message stimulus as the independent variable that consisted of two parts: message presentation, i.e., publicity or advertising and message sequencing, i.e., publicity only, publicity then advertising, advertising only, or advertising then publicity. Four dependent variables were organized in two categories: message acceptance, i.e., perceived credibility, message response, i.e., attitude toward the destination, purchase intent. The results revealed that publicity, in either presentation or sequencing, created significantly higher mean scores than advertising for credibility, message strength and purchase intent. The study reaffirmed that publicity is invincible in the tourism marketing mix. It also concluded that first publicity, followed by an advertising strategy is the most effective sequence in persuading potential tourists to visit a specific destination.

Jun, Vogt and Mackay\textsuperscript{56} (2007) tried to understand the relationships between travel information search and product purchase behaviours by examining online and offline information search and purchase behaviours of potential tourists. The researchers developed a conceptual model of travel planning developed from case-based vacation planning theory. The results revealed that travel information search and product purchase commitments in the pre-trip stage were different. Travel information search and product purchase also varied by travel product categories in the pre-trip stage. Travel experiences also influenced travel information search and product purchase for certain travel-related product at this stage. This study concluded that the travel-planning theory is strong in explaining complex travel behaviours.


Hazel Tucker\(^{37}\) (2007), in his paper, "Undoing Shame: Tourism and Women's Work in Turkey", examined the processes of tourism and socio-cultural change in a Turkish village context by exploring how gender identities and gendered spaces were being reconstituted through tourism-related work. As tourism had developed in the region surrounding the World Heritage Site of G"oreme in central Turkey, men became tourism entrepreneurs and gained tourism employment, whilst women remained largely excluded from tourism work. This is because in G"oreme society tourism work is considered a man's activity, as it is inappropriate for women to work in the public sphere. During the past five years, however, there had been a marked increase both in women's paid employment in local tourism small businesses and in women's micro-scale entrepreneurial activity associated with tourism. Based on long-term anthropological fieldwork, this paper considered the processes through which this example of tourism and social change had taken place. It considers some of the broader influential aspects of social change, and it also looked at how the spatial and moral boundaries shifted in order to allow women to work in the tourism.

1.7 Focused Studies on Tourism

They are presented in four sections, focusing on tourism destination attributes, tourists' characteristics, tourists' satisfaction and relationship between tourism destination attributes and tourists' satisfaction in that order.

1.7.1 Tourist Destination Attributes

To identify tourist destination attributes which motivate the potential tourists to visit these destinations, the previous studies on this subject are reviewed hereunder.

Andersen, Prentice and Guerin\(^{38}\) (1997) researched the cultural tourism of Denmark, focused on several attributes such as historical buildings,


museums, galleries, theaters, festivals and events, shopping, food, palaces, famous people, castles, sports, and old towns, and identified the important of them as being castles, gardens, museums, and historical buildings.

Manjula Chaudhary⁵⁹ (2002) focused on the Indias' image as a tourist destination from a perspective of foreign tourists. She chose several attributes related to tourists destinations in order to analyze India's tourism related image dimensions. By analyzing these attributes, she indicated attributes such as lack of safety, hygienic spirits of tourists, etc.

Glasson⁶⁰ (1994) explained the impacts of tourism and management responses through an overview of the characteristics of tourists to Oxford. This article highlighted the varying perspectives and dimensions of impacts on the city.

Lichen Zhou⁶¹ (2005) examined the relevance of Cape Town’s tourism attractions to both international and domestic tourism, including an analysis of the tourism agency and promotion of tourism and ideological implications of heritage sightseeing in relation to the official historical cape town. This research provided ten attributes, such as transportation, accommodation, museums, spiritual spots, etc.

Philipp⁶² (1993) studied black-white racial differences in the perceived attractiveness of cultural/heritage tourism. The article surveyed a Southern metropolitan area and chose various attributes. The research found that white tourists were more interested in cultural/heritage destinations than black tourists.

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⁵⁹ Manjula Chaudhary (2002) Indias' image as a tourist destinations a perspective of foreign Article Published in Sage, Department of Tourism Management, Kurukshetra University, Kurukshetra (Haryana) 136119, India


⁶¹ Lichen Zhou, Destination Attributes that Attract International Tourists to Cape Town, Lichen Zhou , Department of Management, University of the Western Cape, November 2005

Sofield & Li (1998) studied the cultural tourism of China by selecting history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work) and folk culture villages as the attributes of significance. Janiskee (1996) emphasized the importance of events through several attributes such as festivals, historic houses, traditional ceremonies, music, dancing, craftwork, food, and the direct experience of traditional life.

The following twenty five tourism destination attributes identified and used in the present study are sourced from the earlier research studies as indicated in table 1.1

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### Table. 1.1: Tourism Destination Attributes and Research Sources

<table>
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* Legend : ✓ ✓ ✓ indicates the attribute covered
1.7.2 Tourists’ Characteristics

Tourists’ Characteristics relate to tourism destinations, travel behavior characteristics and their satisfaction with tourist destination. In what follows a few studies which focused on this theme, are reviewed. These characteristics are easy to identify and use in marketing decisions. (Yavuz, 1994)

Silberberg (1995) provided a common pattern of cultural tourists. Cultural/heritage tourist earns more money and spends more money while on vacation; spends more time in an area while on vacation; is more highly educated than the general public; is more likely to be female than male, and tends to be in older age categories.

Master and Prideaux (2000) analyzed age, gender, occupation and previous overseas travel of Taiwanese heritage tourists so as to determine the influence of demographic and travel characteristics on the importance of destination attributes and tourist satisfaction levels.

Kozak (2001) model explained intentions to revisit in terms of the following explanatory variables: overall satisfaction, number of previous visits and perceived performance of destination. In a recent paper, Um et al. (2006) proposed a structural equation model that explains revisiting intentions as determined by satisfaction, perceived attractiveness, perceived quality of service and perceived value for money. In this study repeat visits were determined more by perceived attractiveness than by overall satisfaction.

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Lee (1999) examined the demographic variables of tourists in his tourism research. In particular, he investigated individuals’ trip characteristics (trip group types) and past experience with a destination. Frequency of visit was measured by asking tourists to indicate the number of trips they had taken to the chosen destination. His study analyzed the relationship between frequency of visit and place attachment.

Fornica and Uysal (1998) explored the existing markets of a unique annual event, the Spoleto Festival in Italy, that blends internationally well-known cultural exhibitions with historical settings. The demographic, motivational, and behavioral characteristics of festival visitors were examined, using a posteriori market segmentation. The results of the study showed statistically significant differences between the groups in terms of age, income, and marital status.

Kerstetter, Confer, and Graefe (2006) investigated whether types of heritage tourists exist and, if so, whether they differ on socio-demographic characteristics. This study found that tourists with an interest in visiting tourists spots tended to stay longer, spent more per trip, were more highly educated, and had a higher average annual income than the general tourists. This study provided tourists’ demographic and travel behavior characteristics in order to explain the differences in tourists’ attributes and their satisfaction. Tourists’ demographic characteristics included in the study are age, gender, total household incomes, educational level, and Occupation. On the other hand, tourists’ travel behavior characteristics include travel group, frequency of visit to the destination, length of stay, sources of information about the destination.

1.7.3 Tourists’ Satisfaction

Tourist satisfaction is important to successful tourism destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasiraman, Zeithaml, and Berry’s (1985) expectation-perception gap model, Oliver’s expectancy-disconfirmation theory (Pizam and Milman, 1993), Sirgy’s congruity model (Sirgy, 1984; Chon and Olsen, 1991), and the performance – only model (Pizam, Neumann, and Reichel, 1978) have been used to measure tourist satisfaction with specific tourism destinations.

Chon and Olsen (1991) discovered a goodness of fit correlation between tourists’ expectations about their destination, and tourists’ satisfaction. After tourists have bought the travel service and products, and if the evaluation of their experience of the travel product is better than their expectations, they will be satisfied with their travel experience. Furthermore, Chon and Olsen (1991) provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social cognition theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy-disconfirmation theory. In other words, the concepts of congruity and incongruity can be interpreted similarly to the concepts of confirmation and disconfirmation, both of which can result in either positive or negative directions.

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Kozak and Rimington\textsuperscript{76} (2000) reported the findings of a study conducted to determine destination attributes critical to the tourists overall satisfaction levels. Pizam, Neumann, and Reichel\textsuperscript{77} (1978) stated that it is important to measure consumer satisfaction with each attribute of the destination, because consumer dis/satisfaction with one of the attributes leads to dis/satisfaction with the overall destination. Furthermore, Rust, Zahorik, and Keininghan\textsuperscript{78} (1993) explained that the relative importance of each attribute to the overall impression should be investigated because dis/satisfaction can be the result of evaluating various positive and negative experiences.

1.7.4 Relationship between Tourism Destination Attributes and Tourists' Satisfaction

There is a need to investigate the relationship between tourism destination attributes and tourists’ satisfaction from the tourist’s perspective in order to gain an in-depth understanding of tourists’ attitudes and behavior after their visit to different destinations. Tourists express satisfaction or dissatisfaction after they buy and consume tourism products and services (Fornell\textsuperscript{79}, 1992). If tourists are satisfied with the products, then they will have the motivation to buy them again or they will recommend them to their friends.

Glasson\textsuperscript{80} (1994) provided an overview of the characteristics of visitors to Oxford, their impacts, and the management responses to date. In general, around 80 per cent of tourists who visited this destination were satisfied. Over 80 per cent of the tourists who visited Oxford said that they would like to

\textsuperscript{76} Kozark, M. & Rimington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. Journal of Travel Research, 38, 260-269
make a repeat visit. The tourists particularly enjoyed the architecture which, together with the traditions of the university and colleges, creates an attractive physical environment and atmosphere. The shopping facilities were also well liked, and local people were regarded as friendly. However, in several areas, Oxford scored badly: traffic, crowds, and availability of restrooms, the expensiveness of the city, poor sign-posting, and poor weather.

Light (1996) reported a case study of the characteristics of visitors to a special event (in this case historical re-enactments) at a heritage site (Carephilly Castle) in South Wales. By comparing the characteristics of visitors on event and non-event days, it was apparent that the events had particular appeal to tourists and were successful in encouraging repeat visits. In Light’s study, most visitors were satisfied with the heritage destination which lead tourists to expand the length of stay and visit it again.

1.8 Need for the Present Study

The preceding review of individual and institutional research studies has unfolded many perspectives of tourism development at international, national, regional and local levels, covering exclusively religions, cultural, historical or health tourism. Microscopic studies at the district level covering all types of tourism destinations are a few and four between. No research has been undertaken on tourism development in Chittoor which is known for rare configuration of religions, historical, cultural and picnic tourism destinations. In this district are located world famous tourist destinations: Balaji temple, other sacred vaishnavite temples like Govindarajaswamy temple at Tirupati, Padmavathi Temple at Tiruchanur, Kalyana Srinivas temple at Managaparam; other saivite temples such as siva temple at Sri Kalahasti; Varasiddhi Vinayaka temple at kanipakam; heritage sites like Talakona, Kailashnath kona, Horsley hills; historical places namely Guddimallam and Chandra giri Fort; and National Zoo Park.

Tourists to Chittoor District visiting various destination, have kept increasing in the recent past. Hence it is felt that the tourism development in Chittoor District needs to be studied from the perspectives of tourists so as to make a scientific approach to understand various ramifications of tourism industry.

1.9 Statement of the Problem

Besides using extensively published secondary data culled out from multiple sources, the study is an empirical one based on the perceptional data collected from tourist respondents who visited various tourism destinations of Chittoor District in the year 2007-2008. The study covers attributes of attractiveness of tourism destinations, and facilities of transport, accommodation, entertainment and safety. Levels of utilization of tourist facilities are also included in the study. Ultimately tourists’ perceived satisfaction with tourism destination attributes and facilities are investigated. Data are cross-tabulated by socio-demographic and travel behaviour characteristics of tourists.

Section C: Research Methodology

1.10 Objectives of the Study

The following are the specific objectives of the study.

(1) To study trends of tourism development in the world and India;

(2) To present the growth of tourism in Andhra Pradesh;

(3) To analyze statistically the pilgrim flows to various tourism destinations of Chittoor district;

(4) To study socio-demographic and travel behavior characteristics of tourists;

(5) To study utilization levels of tourist facilities by sample tourist respondents;
To study tourists’ overall satisfaction levels with regard to destination attributes;

To study overall satisfaction levels, controlling for the socio-demographic and travel behavior characteristics; and

To suggest specific measures to improve management of tourism destinations in Chittoor District.

1.11 Hypotheses of the Study

In the limelight of the preceding objectives of the study, the following hypothesis are postulated for testing in the study.

(1) There are no significant variations in the growth rates of international tourist arrivals and tourist receipts in India and Andhra Pradesh.

(2) There are no significant differences as to tourist arrivals between vaishnavite temples, saivite temples, and heritage/historical places.

(3) There are no significant difference in per capita tourist expenditure between occupational categories and tourist origins.

(4) There are no significant differences in the levels of utilization of tourist services and facilities between tourist categories by origin.

(5) There is no statistically significant relationship between the select tourist destination attributes and the overall satisfaction of tourists.

(6) There is no statistically significant difference between derived factors in relation to tourists’ demographic characteristics such as gender, age, state, education level, Occupation and total household incomes.

(7) There is no statistically significant differences between derived factors in relation to travel behavior characteristics of tourists, such as frequency of visit, length of stay and travel group.
There is no statistically significant differences in the tourists’ overall satisfaction in relation to tourists demographic characteristics such as gender, age, state, education, Occupation, and Income.

There is no statistically significant differences in the overall satisfaction of tourists, controlling for demographic characteristics such as frequency of visits, length of stay, travel group size.

There is a no statistically significant relationship between the select tourists destination attributes and the overall satisfaction of tourists, controlling for select demographic (Income) and travel behavior characteristics (Frequency of Visit and length of the stay).

1.1.2 Sources of Data

The Present study is based on both secondary and primary data. Secondary data sources include electronic sources, published official reports on tourism, books and research articles published in magazines, professional journals and daily newspapers. To be specific, secondary data were culled out from websites of World Tourism Organization (WTO), World Travel and Tourism Corporation (WTTC) London-based organization, United Nations World Tourism Organization (UNWTO), US-based organization, Indian Tourism Development Corporation (ITDC), Ministry of Tourism, Andhra Pradesh Tourism Development Corporation (APTDC). Besides these websites, working papers on pro-poor tourism, A.P Statistical Abstracts, reports of APTDC of Hyderabad and transport divisions were consulted. Data about Zoo Park visitors available with AP forest department, tourists visiting Guddimallam available with the department of archaeology, and data an tourists visiting pilgrim centres and sacred places in Tirupati and Tirumala available with TTD, were extensively used.

Primary data was generated canvassing the structured, pre-tested schedules to the sample tourist respondents. The schedule has five sections from ‘A’ to ‘E’. Section ‘A’ incorporates questions designed to collect data
on demographics of tourist respondents. Sections ‘B’ and ‘C’ are relate to travel behavior characteristics of tourist visitors. Section ‘D’ is focused on tourist expenditures and break-ups. Section ‘E’ is devoted to collecting data on tourist satisfaction attributes.

1.13 Sample Design

Sample units of the present study are tourists who visited various tourist destinations in Chittoor District during 2007-08. The tourist respondents are the ‘heads’ of the tour groups. Having classified tourists into three categories-domestic, non-resident of India (NRI), foreign tourists, stratified random sampling method was adopted. The total sample size was 462 with a break-up of 336 domestic tourists, 72 NRI tourists and 54 foreign tourists.

1.14 Statistical Tools of Data Analysis

Primary data generated through structured schedules and secondary data called out and collated from various official and non-official sources are statistically treated, using the wide array of statistical tools such as simple percentages, LGRs, arithmetic mean, standard deviation, coefficient of variance, Chi – square test, simple linear regression., independent samples t-test, factor analysis, correlation analysis, multiple regression, multivariate analysis of variance (MANOVA), analysis of variance (ANOVA), and multivariate analysis of covariance (MANCOVA). Graphics and figures are sparingly used to supplement the statistical treatment of data to draw meaningful inferences there from.

Factor analysis was conducted to create correlated variable composites from original 28 attributes and to identify a smaller set of dimensions, or factors, that explain most of the variances between the attributes. The derived factor scores were then applied in subsequent regression analysis. In this study, factors were retained only if they had values greater than or equal to 1.0 of eigen value and a factor loading greater that 0.1.
Multiple regression analysis was used to examine tourists' overall levels of satisfaction with the tourists' destinations. The dependent variable (tourists' overall satisfaction levels with the various destinations) was regressed against each of the factor scores of the independent variables derived from the factor analysis.

Multivariate Analysis of variance (MANOVA) was used to analyze the difference of derived factors in relation to tourist demographic characteristics and travel behavior characteristics.

Analysis of variance (ANOVA) was used to identify the differences in the overall satisfaction of tourists in terms of tourists' demographic characteristics and travel behavior characteristics.

Multivariate Analysis of Variance (MANCOVA) was performed to reveal the control variables which influenced the relationship between tourists overall satisfaction and various tourists destinations attributes.

1.15 Reliability and Validity

Quester & Smart argued that whilst the self-reporting method is straightforward in terms of both data collection and analysis, the results tend to be unreliable. Indeed, no matter which method a researcher uses, the validity and reliability need to be of great concern.

Reliability can be thought of as consistency in measurement. To establish the reliability of the tourists' satisfaction measurement used in the survey instrument, the reliability coefficient (Cronbach alpha) was verified. Therefore, the reliability of tests on the selected Tourist destination attributes was accomplished.

1.16 Limitations of the Study

The Study is not devoid of few limitations. First and foremost is that the study is confined to the sample respondents who are exclusively the tourists who visited tourist destinations in Chittoor district. Tourist service providers are excluded from the scope of the study. Second, the data collected from the tourist respondents are opinionistic responses which lack the characteristics of concrete objective data. Third, features of tourist products and services based on which the tourist consumers’ choices are made, are not studied. Fourth, all types of tourist destinations are included in the study in general. Hence the study is not focused on particular type of tourism. Fifth, no comparison is made between tourist destinations in terms of destination attraction attributes.

1.17 Organization of the Thesis

The thesis is organized into seven well delineated chapters.

Chapter one presents introduction to tourism, select review of literature. Objective, hypotheses of the study and research methodology adopted for the study.

Chapter two is devoted to tourism development in the world, region-wise and India.

In chapter three are dealt the growth trends of tourism in Andhra Pradesh and Chittoor District. Tourist time series data disaggregated into visitors to Vaishnavite and Saivite temples, heritage, historical, picnic spots and Zoo Park, are analyzed in-depth in this chapter.

Chapter four is focused in Socio-demographics and travel behavior characteristics of the sample respondents of the study.
Chapter five is exclusive presentation of utilization levels of tourist services and facilities for domestic, NRI and foreign tourists to various tourism destinations of Chittoor District.

Chapter six deals with tourist destination attributes and overall satisfaction of tourists.

Chapter seven, last chapter of thesis, is a summary presentation of findings, conclusions and suggestions of the study.

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