Chapter-V: Finding, Conclusion and Recommendations

The present chapter is devoted to main findings, conclusion and suggestions. The researcher has succeeded to draw certain logical findings from the present study on the strong points of the analysis and interpretation and comparison of results in the proceeding chapter. The major findings, which have emerged from the present study and relevant suggestions, are discussed in the successive paragraphs.

5.1 PREFACE

Today, tourism has been appreciated and recognized as an economic giant, globally. In fact, it has become livelihood for more than three dozen countries especially, developing nations. According to WTTC (2015) tourism contributes 10 percent of global GDP, 7.0 percent of the total world exports, 30 percent of services exports and 9.09 percent of global employment while in India the contribution of tourism in GDP has been 4.90 per cent and accounting for 6.78 per cent of total employment in the country. Travel & Tourism is a truly global economic activity – one which takes place in destinations across the world, from leading capital cities and smaller towns and villages in rural and coastal areas, to some of the remotest points on the planet. It is one of the world’s largest industries, or economic sectors, contributing trillions of dollars annually to the global economy, creating jobs and wealth, generating exports, boosting taxes and stimulating capital investment. Nearly 200 million jobs worldwide are supported by Travel & Tourism – either directly in the industry or in related sectors. And these jobs are vital not only for the livelihoods of those employed, but also for their families and the wider communities in host destinations. Today, there are a very few people who have neither contributed to the growth of Travel & Tourism through their own spending, nor felt the impacts of others’ expenditure. Travel & Tourism is one of the world’s leading industries, or economic sectors, representing a major source of GDP, employment, exports and taxes. In 2014, the World Travel & Tourism Council (WTTC) expects it to contribute almost US$6 trillion to the global economy, or 9% of global gross domestic product (GDP) and in 2015 tourism contributed US$1.5 trillion in world exports. The rapid rise in global
demand for Travel & Tourism over the past few decades has been spurred by the rise in living standards, in turn fueled by growing wealth, coupled with the increased affordability of air travel. According to the World Tourism Organization (UNWTO, 2016 highlights), international arrivals worldwide have more than doubled since 1990, rising from 435 million to 675 million in 2000, and to 1186 million in 2015. By recognizing its socio-economic contribution to national, regional and local economy, most of the countries such as USA, UK, Germany, France, Malaysia, Thailand, Singapore, India and so forth inclined to promote and develop tourism in systematic and scientific manner. In India, tourism has emerged as an important segment of the economy with a potential to make a significant impact on local economy and generate large employment opportunities.

In recognizing its socio-economic contribution to national, regional and local economy, most of the countries such as USA, UK, Germany, France, Malaysia, Thailand, Singapore, India and so forth inclined to promote and develop tourism in systematic and scientific manner. In India, tourism has emerged as an important segment of the economy with a potential to make a significant impact on local economy and generate large employment opportunities. According to India Tourism statistical (2014) India received about 7.68 million foreign tourists during the year of 2014 with annual growth rate of 10.2% in comparison of 6.97 million foreign tourists in the year of 2013 with annual growth rate of 5.9% and 6.58 million foreign tourists in the year of 2012 with annual growth rate 4.3%. Till August, 2015 total tourist arrival was 5.89 million with the 4.5% of growth rate in the comparison of previous year. Ministry of Tourism report (2014) revealed that India’s annual growth rate was more than World’s annual growth rate of foreign tourist arrival during the years of 2013, 2014 and 2015 which was 4.6%, 4.2% and 4.6% respectively. Ministry of Tourism report (2014) shown that countries like USA, Bangladesh, UK, Sri Lanka, Russian Federation, Canada, Malaysia, France, Australia and Germany were major source for foreign tourist arrivals in India. During the last five years the tourist earning has also witnessed gradual growth such as Rs.94,487 crore in the year 2012, Rs.1,07,671 crore in 2013 and Rs.1,23,320 crore in 2014 with annual growth rate of 21.8%, 14.0% and 14.5% respectively. Till August, 2015 tourism earned Rs.82, 225 crore with the 30% annual growth. India is also performing well in domestic tourism.
as these were 1282 million Domestic Tourist visits with 11.9% annual growth rate during the year of 2014 (Ministry of Tourism GoI, 2014).

Tourism does not exist in isolation. It has certain basic components without which it cannot operate. These three basic components of tourism as follows: (1) Transport, (2) Locale (Attractions and Amenities), and (3) Accommodation. While elements of tourism include (1) Pleasing Weather, (2) Scenic attractions, (3) Historical and Cultural factors, (4) Accessibility, and (5) Amenities. The most significant characteristic of this industry is that it is least pollutant for which it is also called “Smokeless Industry”. The importance of this industry can well understand as it promotes national integration, builds better international understanding besides generating a vast employment opportunities. In fact, the whole economy of many counties like Singapore, Thailand, and France etc. are solely based on tourism. In the sociology of tourism, tourism is viewed primarily as a social phenomenon (Apostolopolus, 1996; Dann, 1996a; Cohen, 1996), with the consumption and social behavior of tourists being legitimate areas of research and study (Swarbrooke and Horner, 2001; Baudrillard, 1998). ‘Tourist satisfaction’ is one of the most discussed concepts in the field of tourism marketing and sociology of tourism (Schofield, 2000, p.269). Tourist satisfaction has been considered as a tool for increasing destination competitiveness (Adriotis et.al, 2008). Satisfaction or dissatisfaction is more than a reaction to the actual performance quality of a product or service. It is influenced by prior expectations regarding the level of quality. According to the expectancy disconfirmation or model, tourists form beliefs about services performance or destination based upon prior experience with services/destination and/or upon communications about the destination/services that imply a certain level of quality (Solomon, Michael R., 1996). According to Olson and Dover (1979), an expectation is the perceived likelihood that a product possesses certain characteristics or attributes, or will lead to a particular event or outcome. In this view Oliver (1980) said that expectations are belief probabilities of attribute occurrence, which perform two functions: provide the foundation for attitude formation and serve as an adaptation level for subsequent satisfaction decision. The expected level of performance can range from quite low to quite high. Expectations and perceived performance are not independent. Up to a point, consumers tend to perceive performance to be in line with their expectation (Hawkins et. al., 2007). Perception is
the critical activity that links the individual consumer to group, situation, and marketer influences (Hawkins et. al., 1995). Perception is the process by which stimuli are selected, organized, and interpreted (Solomon, Michael R., 1996).

‘Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing opportunities for the future’ (The World Tourism Organisation in Dickson and Arcodia, 2010). The manner in which resources are controlled guarantees the satisfaction of social and economic needs whilst preserving cultural and natural diversities (The World Tourism Organisation in Dickson and Arcodia, 2010).

According to Queiros (2003), sustainable tourism development is tourism that is established and preserved in such a way that it is economically viable over the long term, while at the same time does not deplete, destroy or change the natural and socio-cultural environments on which it depends. Sustainable tourism development is essential to ensure that the interactions and relationships between the natural, socio-cultural and economic environments are in a constant state of balance (i.e. where the three environments overlap). "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable
employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. Dimensions of sustainable tourism development include: Nature Based Tourism, Community Based or Community Participation Tourism, Responsible Tourism, Eco Tourism, Green Tourism, Alternate Tourism, Wildlife tourism, Heritage Tourism and almost all other type of tourism except promotion of mass tourism without sensibly thinking over the consequences of it over, over all environment and carrying capacity of the place.

Bringing sustainability into the destination management field has been a rather recent approach since the recognized shift from the DMOs non-marketing related activities to those as destination developers (Presenza, 2005, p. 3) Probably due to this recent development, the term sustainable destination management has not commonly been defined by scholars. However, Wollnik (2011, p. 4) defined sustainable destination management as “the joint management of a destination in consideration of the concept of sustainable development.” Ritchie & Crouch (2005, p. 184) argue that from a sustainability perspective, DMOs have to manage the various components of a tourist destination in a way that it ensures economic profitability while avoiding degradation of the factors that have created its competitive position. In accordance to this, Franch et al. (2002, p. 2) define destination management as “the strategic, organizational and operative decisions taken to manage the process of definition, promotion and commercialization of the tourism product, to generate manageable flows of incoming tourists that are balanced, sustainable and sufficient to meet the economic needs of the local actors involved in the destination.” From a sustainability perspective, the stakeholder groups to the DMO can be categorized under public sector, the private sector and the host community (Getz and Timur, 2008, p. 446). However, the
presence of multiple and diverse stakeholders that often hold different viewpoints complicates collaboration (Waligo et al., 2013, p. 343). According to Timur et al (2009, p. 231) when different stakeholder groups have varied interpretations of competing environmental-, social-, and economical goals an environment is created that hinders collective acting and decision making. Making tourism more sustainable means addressing all kinds of tourism stakeholders and to take into account tourism’s impacts and needs in the management, planning, development and operation on all levels of authority (Wollnik, 2011, p. 20). The German Agency for International Cooperation (GIZ) calls this process “mainstreaming sustainability” (GIZ, 2013, p. 62). Moreover, when dealing with destination stakeholders, DMOs have to find the right balance between competing environmental-, social-, and economical goals (Bieger, 2009, p. 311; Klimek, 2013, p. 30).

5.2 FINDINGS OF THE STUDY

On the basis of the analysis and interpretation of tourist satisfaction and destination attributes data in the previous chapter, the findings of the results are given below:

The demographic profile of the respondents shows that the gender distribution of the respondents was quite even, with 62.5% male respondents and 37.5% female respondents. The dominant age group of the respondents was 30 to 45 years with 40%; followed by below 30 years with 25%. Whereas, both 45-60 years and above 60 years occupied 20% and 15% sample respectively. Education is very important in modern society. It influences tourism activity. In terms of level of education, 37.5% of the respondents had been graduate followed by 25% respondents who had been educated to matriculate and post graduate, below matriculate and above post graduate level respondents were 20%, 10% and 7.5% respectively. In terms of occupation 37.5 were private sector employees followed by public sector employees who were 25%.

To understand various dimensions of tourist destination management, descriptive statistics was used. (M=3.93) mean was observed for 41 related indicators. This indicates the good presence of tourist destination management dimensions. Tourist destination management preserve moral standards has the highest mean followed by, Tourist destination management helps in controlling prices of local goods (4.18) and services (4.12) and Tourist destination management helps in controlling crime rates
This shows that there exists diverse dimensions of tourist destination management, which are recognized by the local people as well as by the tourists and stakeholders. This results in acceptance of H1.

Exploratory principal components factor analyses with Varimax rotation on the 41 individual dimensions of tourist destination management categorised into three groups. The dimensions of tourist destination management items were factored into three factors explaining from 81.10 to 83.60 percent of total variation. The first factor which comes after computation comprises of: In our area Tourism has become an important economic activity, Many People in our neighbourhood are attached with tourism, Tourism has contributed a lot in the development, The migration has stopped due to the tourism development, Tourism can be a tool which allows communities to pursue development without losing their identities, Tourist destination management contributing to protect natural assets and fostering community pride and social cohesion, Tourist destination management creates opportunities of self-employment, Tourist destination management helps in preserving and promoting local culture, Tourist destination management creates new markets for local products, Tourist destination management has brought more advantages than disadvantages, Tourist destination management development makes our community dependent on people outside of the community, Because of Tourist destination management the environment in my community is well preserved, Tourist destination management pride of their way of life and cultures among community members, Tourist destination management promotes cultural restoration and conservation, Tourism is good for my community, Tourist destination management Creates jobs for local residents, Tourist destination management is preserving local culture and lastly Due to Tourist destination management Local residents have easy access to the areas which tourists use, etc.

The second factor comprises of: Due to Tourist destination management the money spent by tourists remains in my community, Due to Tourist destination management the community has control over tourism, Tourist destination management promotes use of natural resources needed by local residents (e.g. fish, game, water, etc.), Tourist destination management helps stimulate local culture and crafts, Tourist destination management stops local access to public space, Tourist destination management
protects, Tourist destination management give boost to local activities, Tourist destination management preserve moral standards and Tourist destination management helps in controlling crime rates.

The third factor comprises of Tourist destination management helps in controlling prices of local goods and services, Tourist destination management Employs local youth, Tourist destination management helps the community obtain services, Tourist destination management promotes pride of their way of life and cultures among community members, Tourist destination management unites various groups inside the community to work together, Tourist destination management becomes a platform for skill training and learning new ideas for the community, Tourist destination management makes the community well known to outsiders, Tourist destination management promotes cultural restoration and conservation, Tourist destination management can help in curving un employment, Tourist destination management invites other organizations to assist the community, The environment of my community has been saved because of Tourist destination management, Tourist destination management creates new markets for local products, Because of Tourist destination management most tourists are respectful to the community and Tourist destination management is another form of education for tourists to understand and appreciate the life of the host community.

All the necessary information about the “three factors explaining between 81.10 to 83.60 per cent of the total variation that are above the generally accepted level of 50 per cent was explained. All items pass the eigenvalue (more than 1.00), the cut-off points (factor loading not less than 0.40), and the cross-loading (not less than 0.10) requirements. The Cronbach alphas of the three factors are very high (ranging from 0.80 to 0.87), and are above the generally accepted level of 0.70, which shows the high reliability of the responses.

In order to test the second hypothesis (H2) co-efficient of correlation was calculated between the factors representing overall dimensions of tourist destination management and the three factors. From the results it can be seen that all correlations are positive, highly significant and in most cases their values are rather high. Both factor 1 and 2 are significantly correlated with overall dimensions of tourist destination management at 5% level and factor 2 is significantly correlated at 1 %
level. In the light of these results we may accept Hypothesis 2, supporting thus, that there is a positive relationship between tourist destination management and sustainable tourism development.

In order to test the third hypothesis (H3) one way ANOVA was performed. While looking at the F Value from One way ANOVA it is clear that the Overall dimensions of tourist destination management is significant with age and occupation at 10% level, gender at 5 % level and is not significant with education. In view of the results, Hence H3 is accepted and we can say that there is a positive relationship between tourist destination management and demographic characteristics of local people.

5.3 THE POSITION OF HYPOTHESIS

In the light of above discussions, findings and conclusion the position of study hypothesis is as follows:

H1: There are diverse dimensions of tourist destination management; by analyzing the factor loadings of factor analysis. It indicates that all the factors have higher alpha, depicting the high reliability and usefulness of these variables in the study. The result from descriptive statistics and factor analysis reveals that there are diverse dimensions of tourist destination management. H1 ACCEPTED.

H2: There is a positive relationship between tourist destination management and sustainable tourism development; In order to test the second hypothesis (H2) coefficient of correlation was calculated between the factors representing overall dimensions of tourist destination management and the three factors. Table 4.4 presents the results of the same, where it can be seen that all correlations are positive, highly significant and in most cases their values are rather high. H2 ACCEPTED.

H3: There is a positive relationship between tourist destination management and demographic characteristics of local people; In order to test the third hypothesis (H3) one way ANOVA was performed. Table 4.5 presents the F Value from One way ANOVA. While looking at the table it is clear that the Overall dimensions of tourist destination management is significant with age and occupation at 10% level, gender at 5 % level and is not significant with education. H3 ACCEPTED.
5.4 CONCLUSION AND RECOMMENDATIONS

Managing tourism destinations is an important part of controlling tourism's environmental impacts. Destination management can include land use planning, business permits and zoning controls, environmental and other regulations, business association initiatives, and a host of other techniques to shape the development and daily operation of tourism-related activities. Management of tourism destination is an extremely complex process, firstly because of the large number of stakeholders with their desire to influence the creation of its uniqueness. The holders of tourist offer emphasize deficiency of communication between stakeholders as the basic problem for sustainable development in tourism, while citizens think of the local government and self-government as of the restricting factor in development. Tourists as stakeholders, in accordance with whose demands the offer is being created, are less satisfied with the elements of the offer created by local government and self-government, than by the natural givens within destination.

Tourism is an extremely competitive industry and to compete effectively destinations have to deliver excellent value to visitors. This depends on many aspects working together in unity. From the time that the visitor arrives at the destination, until he/she leaves, visitor value is affected by many services and experiences including a range of public services, private products and community interactions and hospitality. It is vital that the various components of the visitor’s stay are managed and coordinated to maximize customer value throughout the visit. Effective destination management allows destinations to maximize tourism value for visitors while ensuring local benefits and sustainability.

Further, considering the results and findings of the present research the following recommendations can be drawn:

1. Tourist destination management companies and various agencies involved must work together in a cooperative manner to achieve better results.
2. There is a dire need to understand the basic principles of sustainable tourism development and to understand the difference between traditional and sustainable tourism.
3. As the study area is still at its exploration, involvement and developmental
stage, responsible tourism should be given more focus than mass tourism.

4. The developers must also identify the suitable tools to manage destinations more sustainably.

5. It is strongly recommended to make optimal use of environmental resources, maintaining essential ecosystems and helping conserve biodiversity, to respect socio-cultural authenticity, conserve built and living cultural heritage, and contribute to cross-cultural understanding and tolerance and to ensure long-term socio-economic benefits, fairly distributed to all community stakeholders, including stable employment and income-earning opportunities, social services, and poverty alleviation.