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# TOURISM INNOVATIONS

An International Journal of Indian Tourism and Hospitality Congress (ITHC)

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**Indian Tourism and Hospitality Congress**

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## Editor Note

*“Science or research is always under pressure to deliver something which can be used immediately for society.”* **Rolf Dieter Heuer**

I am delighted to introduce seventh edition of sixth edition of *Tourism Innovations- the Journal of Indian Tourism and Hospitality Congress*. It is really a wonderful moment to consider the emerging issues of tourism with up-to-date, high-quality and original research papers alongside relevant and insightful reviews. This journal aspires to be intellectually vibrant, engaging and accessible, and at the same time integrative and challenging.

During the past few decades, the study of tourism has become highly fragmented and specialized into various theme areas, or concentrations. This academic attention has resulted in the publication of hundreds of referred articles in media, yet *Tourism Innovations* is specifically devoted to emerging issues tourism and hospitality industry not only in India but all parts of the world.

My special thanks go to all members of the Advisory Board and the reviewers who have continuously assisted and supported in many ways given their time constraint and other commitments. Lastly, my heartfelt appreciation goes to the contributors for their strong support for research initiatives, and the readers who have always shown interest in the journal. I look forward to receiving your manuscripts and constructive feedback for improvement.

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**Prof. S.P. Bansal**

**Prof. Sandeep Kulshrestha**



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# Perception of Host Community Towards Expansion of Tourism Activities in Oman

Jyoti Kumar Chandel, Seema Varshney & Sushil Kumar

## ABSTRACT

Concerted efforts have resulted in the development of tourism in Oman. Tourism industry in Oman has demonstrated considerable growth over the last few years and has outpaced several other sectors of the economy. Tourism sector has immense potential to contribute in the diversification of Oman's economy and reduce dependence on oil and gas. Assessment of economic, social and environmental impacts of tourism is considered as an essential requirement for informed decision making by different stakeholders. Perception of host communities towards impact of tourism shapes their responses and subsequently influences decisions of other stakeholders as well. This research study attempts to understand the perception of residents of Oman towards economic, socio-cultural, and environmental impact of tourism growth. Survey of residents in Oman resulted in 116 usable responses. The results showed that respondents were in agreement with both positive and negative impacts of tourism growth in Oman. Specifically, respondents agreed that growth of tourism has contributed to infrastructure development, improved living standard, increased job opportunities, and protection of heritage sites & monuments in Oman. Yet, the surveyed respondents also agreed that it has increased the cost of living, pollution, and overcrowding. Based on the responses of surveyed respondents, it can be interpreted that tourism development in the region has not diluted the traditional and cultural values of Oman.

**Keywords:** Local Community, Oman Tourism, Tourism Perception, Economic Impact, Socio-Cultural Impact, Environmental Impact.

## 1. Introduction

Sultanate of Oman has delivered rapid growth in tourism sector with annual growth of 7.4% in the number of tourists visiting the country during the past 10 years from 2005 to 2014 (ONA, 2015). World Travel and Tourism Council (WTTC, 2015) has highlighted that tourism is fastest growing sector in the Middle East in terms of Gross Domestic Product (GDP). Travel and tourism has contributed 5.7% to Oman's GDP in 2015 (Oman Tourism, 2016). Oman has not stopped here and is eyeing for more milestones in tourism sector. In May 2016, Oman launched its Tourism Development Strategy-2040 for targeting rapid growth in arrivals of international tourists to 5 million

by 2040 from 1.2 million in May 2016 (BMI, 2016). For tourism to flourish at any destination, it needs support from the host community. Growth of tourism in Oman in recent years would have not been possible without the support of Omani citizens as warm host community. But it is not only citizens whose attitude matter as host community. Oman has a large number of residents of different nationalities for last four decades. According to National Centre for Statistics and Information (NCSI) of Oman, number of expatriates in Oman crossed over 2 million (Number of expats in Oman, 2016) comprising 45.5% of the total population of Oman (Oman Population, 2016). The expatriate population in Oman belongs to many countries from all continents. In view of diverse

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nationalities residing in Oman, the country gets a dynamic community as tourism host community.

A country cannot achieve the purpose of maintaining growth in tourism without considering the community's perception towards tourism. This understanding has led to increasing focus being given to the perceived impacts of tourism during the last two decades (Crompton, 1998). Community concerns emerging from tourism activities are often divided into three categories. First, economic that includes elements such as taxes, increased job opportunities, additional income, inflation, and local government debt. Second, socio-cultural element includes restoration of traditional crafts and festivals, cultural events, increased intercultural communication and understanding, certain ill effects like increased crime rates and erosion of cultural values and traditional practices. Third, environmental factor includes elements such as conservation of parks and wildlife, crowding, air, water and noise pollution, wildlife destruction, vandalism, and litter. Tourism is widely perceived as a potential activity for the economic growth of a particular location, providing elements that may enhance the quality of life by generating more employment opportunities, tax revenues, and it also has potential for preserving the local heritage and cultural values, and outdoor recreation facilities. The tourism sector in Oman offers many job opportunities that help to improve the living standards of local communities (Al Nasser, 2016). Oman has target to provide 500,000 jobs by the end of 2040 by implementation of Tourism Strategy (2016-2040) ("Oman Tourism Strategy to provide 500,000 jobs by 2040," 2016).

## 2. Aims of the Study

The aim of this research study is to analyse the perception of the residents of Oman towards the expansion of tourism activities in Oman through following two main objectives:

- i) To understand perceived positive and negative impact of tourism by residents of Oman as host community.
- ii) To test for the existence of any significant differences among demographic variables and perception of host community towards growth of tourism.

## 3. Literature Review

Initially, in tourism research, perceptions and attitudes of residents toward tourism was given little attention.

Travel and tourism organizations were more concerned with analysing visitors rather than residents' perception. Understanding of visitors' perception helps in effective marketing and management by different service providers (Chandel & Bansal, 2014). However, community is also being important stakeholder in tourism so perception of residents plays very important role in policy formulation and other areas. Hence, later in the 1960s, researchers started studying effects of tourism on local communities and focused on the positive effects of tourism in developed and in less developed regions (Swain et al., 1998).

Many studies have indicated the importance of understanding attitude of local community towards tourism in that region (Gunn, 1994; Menning, 1995; Kathleen & Christine, 2000).

In the 1960s, researchers studied the positive effects of tourism in different developed as well as less developed regions. In the 1970s, however, attention shifted towards local residents. Tourism studies inspired by Marxist theory have focused on the negative impacts of tourism development. Impact of tourism has been considered positive in all aspects (Andereck et al., 2005).

Sharpley (2014) has reported that well-being of local residents is important for minimizing the costs of tourism development. This study has reviewed and critically explored the development of research in context with residents' perception of tourism. Turker & Ozturk (2013) also studied the perception of host communities, living in the boundaries of the Kure Mountains National Park, towards the growth of tourism. This study has found that residents had neutral or somewhat positive attitude towards tourism development in the mountain region.

Tatoglu, Erdal, Ozgur, & Azakli (1998) anticipated that remarkable growth in number of overseas tourist arrivals between 1991 and 1998 may have significant impact upon host communities in Turkish tourist regions. Based on a survey of 238 local residents of Western Turkish coast, this study was an effort to measure their perceptions toward tourism impacts. The study found that there were strong and favourable perceptions toward economic, and social and cultural aspects, while environmental aspects were found to be least favourable.

The local community or its residents and their attitudes/ perceptions are essential when analysing the economic, socio-cultural and environmental impact of tourism development in a certain region (Castillo Canalejo, Nunez Tabales, & Sanchez Canizares, 2016).



In the paper “The social Impacts of Tourism: A Case Study of Bath, UK”, Haley, Snaith, & Miller in 2005 studied and examined the attitudes of resident in Bath. This research has identified a concern with the level of local involvement in the tourism planning decision making process.

Andereck, Valentine, Knopf, & Vogt (2005) investigated residents’ perception of tourism’s impact on community. People who are familiar and more aware and those who have better exposure to the environment have positive perceptions of tourism’s impact on community life, image, and economy, but not on community environment, services, or problems.

The residents’ profile, attitudes, and perception towards tourism development have been analysed by Zax mani-Farahani & Musa (2008). In this study, involvement of local community in tourism planning has been studied apart from studying the perception about development of tourism activities. Local Community strongly support the development of tourism related activities but their role in planning and management of tourism in the region has been very little. It is proposed that for the sustainability of tourism development, future planning should consider the inclusion of local people.

Many studies show that perception of local community is positive towards the growth of tourism in the region. Reasons mentioned in various studies are increased financial transactions, increased job opportunities, improved standard of living, and promotion of cultural events (Andereck et al., 2005; Matthew & Goodwin, 2001; McCool & Martin, 1994; Gilbert & Clark, 1997). On the other hand, many local people feel that tourism has negative impact on society, culture, environment,

overcrowding, increase in crime, and increase on cost of living (Brunt & Courtney, 1999; Mok, Slater & Cheung, 1991; Lindberg & Johnson, 1997).

Review of literature reveals a number of works done in the area of understanding and analysing attitude and perception of local people residing in the region or country. Encouraging local people for developing positive attitude and running campaign of disseminating positive outcomes of tourism among people who develop negative attitude is need of the hour for sustainable growth of tourism.

**4. Research Methodology**

In this research study, perception of host community towards expansion of tourism activities in Oman has been studied using the scale developed by Castillo Canalejo et al. (2016) in their study *Local Community Perceptions on Tourist Impacts and Associated Development: A Case Study on Sal and Boa Vista Islands*. This scale originally consists of 35 items and assessed tourism impacts by measuring both belief and affect towards the impact attributes.

A five-point scale was used (1 = Strongly Disagree and 5 = Strongly Agree). This study was conducted in Oman. The questionnaire was administered through online survey. The selection of respondents was based on convenience sampling. Survey resulted in 116 usable responses from residents of different nationalities in of Oman.

**Reliability Statistics:** Reliability of scales has been examined with Cronbach’s Alpha and values for all scales have been found to be between .85 and .90 which indicate high internal consistency and are acceptable (Tavakol & Dennick, 2011). Cronbach’s Alpha values are exhibited in Table 1.

**Table 1: Reliability of Scales**

Scales	Cronbach’s Alpha
Positive Economic Impacts	.887
Negative Economic Impacts	.877
Positive social and cultural impacts	.907
Negative social and cultural impacts	.884
Positive environmental impacts	.855
Negative environmental impacts	.896

**5. Results**

Demographic analysis of the respondents has been conducted for the variables of gender, age, marital status, nationality, education, occupation, monthly

household income, duration of living in Oman and governorate in which resident is living. Results are exhibited in table 2. Females participated in survey with 65.5% while males participated with 34.5%.

**Table 2: Demographic Characteristics of the Respondents**

Variable	Category	Frequency	Percentage
Gender	Female	76	65.5 %
	Male	40	34.5 %
Age	18-29 years	74	63.8 %
	30-44 years	32	27.6 %
	45-64 years	8	6.9 %
	Below 18 years	2	1.7 %
Marital Status	Single	76	65.5 %
	Married	40	34.5 %
Nationality	Indian	60	51.7 %
	Omani	49	42.2 %
	British	4	3.4 %
	Chinese	1	0.9 %
	Jordon	1	0.9 %
	Philippines	1	0.9 %
Education	High school	11	9.5 %
	Secondary	11	9.5 %
	Graduate	62	53.4 %
	Post graduate	24	20.7 %
	Doctorate	8	6.9 %
Occupation	Employed	44	37.9 %
	Self employed	3	2.6 %
	Student	69	59.5 %
Monthly household income	Below 500 OMR	34	29.3 %
	500-1000 OMR	38	32.8 %
	1001-1500 OMR	28	24.1 %
	1501-2000 OMR	5	4.3 %
	Above 2000 OMR	11	9.5 %
Duration of living in Oman	Less than 2 years	2	1.7 %
	2-6 years	18	15.5 %
	7-10 years	12	10.3 %
	11-20 years	39	33.6 %
	More than 20 years	45	38.8 %
Currently living in	Governorate of Muscat	96	82.8 %
	Al Batinah North Governorate	11	9.5 %
	Al Batinah South Governorate	5	4.3 %
	Governorate of Dakhiliyah	2	1.7 %
	Al Sharqiyah South Governorate	1	0.9 %
	A'Dakhliyah Governorate	1	0.9 %

Majority of respondents were from 18-29 years age group with 63.8% and 65.5% respondents indicated single status. Majority of the respondents (72.4%) are living in Oman for more than 10 years.

On the analysis of nationality, 51.7% Indian and 42.2% Omani participated in this survey. Graduates and Post Graduates constitute highest respondents with 53.4%

and 20.7% respectively. Students and employed respondents are highest with 59.5% and 37.9% respectively. Majority of respondents have monthly household income below OMR1500. Highest numbers of respondents are living in Oman for more than 20 years with 38.8%. Majority of respondents are currently living in Governorate of Muscat with 82.8%.

As mentioned above, the aim of this research study is to analyse respondents' perceptions about the positive and negative impacts of tourism in Oman. Positive and negative impacts of tourism were examined on economic, socio-cultural and environmental dimensions. Survey was conducted with 5 point Likert scale (1-strongly disagree, 5-strongly agree). Results are exhibited in table-3.

**Table 3: Level of Agreement About Impact of Tourism (1-5 Scale)**

Impact	Items	Mean	Standard Deviation
<b>Positive Economic Impacts</b>	Tourism has contributed to increase infrastructure investments in Oman	3.90	.838
	Tourism has contributed to increase job opportunities in Oman	3.68	.910
	Tourism has contributed to increase standard of living in Oman	3.71	.802
	Tourism has contributed to increase tax revenues in Oman	3.74	.747
	Tourism is one of the primary sector of Oman's economy	3.43	1.040
	Public investment to attract tourists is good in Oman	3.55	.963
	Tourism has contributed to revitalizing traditional craftsmanship in Oman	3.59	.923
<b>Negative Economic Impacts</b>	Tourism has contributed to increase housing prices in Oman	3.62	1.001
	Tourism has contributed to increase in cost of living in Oman	3.51	1.051
	Tourism has contributed to increase prices of products & services in Oman	3.52	1.034
	Tourism has benefited only small number of residents in Oman	3.39	.921
	Tourism has benefited more to foreign companies and individuals in Oman	3.46	.898
<b>Positive social and cultural impacts</b>	Tourism has contributed to improve quality of life	3.54	.927
	Tourism has contributed to add more recreational activities in Oman	3.64	.869
	Tourism has contributed improve greater understanding of other cultures	3.72	.871
	Inhabitants of Oman are prouder of being residents	3.72	.861
	Tourism contributed improve service quality in restaurants and shops	3.77	.848
	Tourism has contributed to improve police and fire protection	3.62	.910
	Tourism contributed improve protection of buildings and monuments	3.91	.860
<b>Negative social and cultural impacts</b>	Tourism has contributed to increase in travel accidents	3.20	1.032
	Tourism has contributed to increase in unlawful activities	3.12	1.064
	Tourism has contributed to increase in exploitation of people	3.15	1.032
	Tourism has contributed to loss of traditional culture	2.91	1.004
	Coexistence issues between residents and tourists have evolved	3.32	1.052
	Tourists enjoy privileges that residents do not	3.29	1.080
	Tourism has contributed to loss of tranquillity in the area	3.15	1.015
<b>Positive environ-mental impacts</b>	Tourism has contributed in better environmental protection	3.50	.918
	Tourism has contributed in improvement of infrastructure	3.71	.834
	Tourism has contributed in improvement of roads	3.93	.882
	Tourism has enhanced support for the restoration of historical buildings	3.80	.897
<b>Negative environ-mental impacts</b>	Tourism has contributed in damaging the landscapes	3.06	1.239
	Tourism has contributed in destruction of the local ecosystem	3.08	1.081
	Tourism has increased environmental pollution	3.29	1.194
	Tourism has contributed to overcrowding	3.24	1.169

Table 4: Demographic Differences in Community Perception of Tourism Impacts

	One-Way ANOVA Output																		
	Gender		Age		Marital St.		Nationality		Education		Occupation		Income		Duration of Stay		Location		
	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.	
<b>Positive Economic Impact</b>																			
Increased infrastructure investments in Oman	11.384	.001	2.317	.079	2.594	.110	1.356	.246	1.545	.194	9.338	.000	4.84	.747	3.499	.010	3.36	.890	
Increased job opportunities in Oman	2.30	.632	6.23	.01	2.30	.632	3.408	.007	1.053	.383	9.75	.380	3.10	.871	1.431	.229	2.03	.960	
Increased standard of living in Oman	11.390	.001	3.356	.021	4.171	.043	.910	.477	2.068	.090	4.276	.016	.042	.997	1.701	.155	1.963	.090	
Increased tax revenues in Oman	9.12	.342	2.417	.070	9.12	.342	1.741	.131	.341	.850	1.538	.219	.369	.830	4.414	.002	1.077	.377	
Tourism as primary sector of Oman's economy	22.629	.000	3.880	.011	7.559	.007	.542	.744	2.432	.052	5.297	.006	.979	.422	4.414	.002	1.120	.354	
Public investment to attract tourists is good	2.718	.102	4.08	.748	6.79	.412	6.08	.694	1.138	.343	4.87	.616	7.95	.551	7.32	.572	1.243	.294	
Revitalizing traditional craftsmanship in Oman	2.762	.099	1.020	.387	1.510	.222	2.189	.060	1.912	.113	2.127	.124	.340	.851	4.163	.004	.931	.464	
<b>Negative Economic Impact</b>																			
Increased housing prices in Oman	6.565	.012	2.604	.055	2.359	.127	1.282	.277	.444	.777	2.413	.094	.810	.521	3.623	.008	.876	.500	
Increase in cost of living in Oman	11.329	.001	2.672	.051	6.445	.012	.718	.611	.866	.487	2.191	.116	.349	.844	1.188	.320	.861	.510	
Increased prices of products & services in Oman	9.429	.003	3.990	.010	13.859	.000	1.032	.403	1.077	.371	4.046	.020	1.796	.135	1.175	.326	.678	.641	
Benefited small number of residents in Oman	1.374	.244	1.757	.160	1.374	.244	1.033	.402	1.233	.301	.376	.687	.195	.941	.729	.574	1.609	.164	
Benefited foreign companies and individuals	12.102	.001	1.007	.392	.505	.479	.388	.856	.649	.629	.700	.499	.994	.414	1.599	.180	1.452	.211	
<b>Positive social and cultural impacts</b>																			
Improve quality of life	12.037	.001	3.310	.023	7.605	.007	.847	.519	.973	.426	1.708	.186	.582	.676	2.570	.042	1.091	.369	
Add more recreational activities in Oman	7.060	.009	2.422	.070	.310	.579	.302	.910	.459	.766	2.041	.135	.771	.546	3.084	.019	.311	.905	
Improve greater understanding of other cultures	7.622	.007	1.906	.133	.047	.830	1.666	.149	7.04	.591	.214	.807	2.49	.910	5.093	.001	.331	.894	
Inhabitants are prouder of being residents	6.491	.012	1.559	.203	.809	.370	.664	.652	1.028	.396	1.281	.282	.346	.846	3.536	.009	.341	.887	
Improve service quality in restaurants, and shops	4.114	.045	1.527	.211	.150	.699	1.507	.193	1.327	.264	.111	.895	.767	.549	2.452	.050	.807	.547	
Improve police and fire protection	1.571	.213	2.679	.050	1.571	.213	.555	.734	.294	.881	1.292	.279	1.141	.341	2.414	.053	.814	.542	
Improve protection of buildings and monuments	.123	.726	1.662	.179	.123	.726	.748	.590	1.107	.357	.015	.985	.632	.641	1.942	.108	.657	.657	
<b>Negative social and cultural impacts</b>																			
Increase in travel accidents	6.267	.014	3.245	.025	1.733	.191	1.759	.127	1.958	.106	1.360	.261	.320	.864	1.759	.142	1.268	.283	
Increase in unlawful activities	10.307	.002	6.684	.000	9.025	.003	1.976	.088	.486	.746	2.516	.085	1.751	.144	2.684	.035	1.463	.208	
Increase in exploitation of people	6.193	.014	6.078	.001	12.579	.001	1.160	.333	3.559	.009	3.954	.022	2.366	.057	3.391	.012	1.092	.369	
Loss of traditional culture	5.878	.017	4.611	.004	15.751	.000	2.086	.072	1.704	.154	4.764	.010	1.002	.410	4.173	.003	.332	.893	
Coexistence issues between residents & tourists	1.145	.287	1.540	.208	5.853	.017	.880	.497	1.435	.227	.826	.440	.524	.718	1.933	.110	.259	.934	
Tourists enjoy privileges that residents do not	2.525	.115	2.543	.060	3.154	.078	2.192	.060	2.231	.070	3.096	.049	.705	.590	7.173	.000	.552	.736	
Loss of tranquility in the area	11.488	.001	3.850	.012	18.579	.000	1.671	.147	1.513	.203	3.614	.030	.893	.470	3.087	.019	1.875	.104	
<b>Positive environmental impacts</b>																			
Better environmental protection	2.241	.137	1.995	.119	.722	.397	.740	.595	1.661	.164	2.684	.073	.154	.961	.886	.475	1.037	.400	
Improvement of infrastructure	6.043	.015	2.508	.063	1.002	.319	1.218	.305	1.330	.263	1.659	.195	.321	.864	2.322	.061	.333	.892	
Improvement of roads	1.352	.247	1.003	.394	.028	.867	1.249	.291	.707	.589	5.483	.005	1.040	.390	1.265	.288	1.087	.371	
Support for the restoration of historical buildings	.041	.840	2.020	.115	.732	.394	2.156	.064	1.448	.223	.822	.442	1.440	.226	.605	.660	.268	.930	
<b>Negative environmental impacts</b>																			
Contributed in damaging the landscapes	7.994	.006	9.541	.000	26.215	.000	.280	.923	.812	.520	8.156	.000	.734	.571	2.472	.049	.851	.517	
Contributed in destruction of the local ecosystem	11.705	.001	7.898	.000	24.863	.000	1.162	.333	1.688	.158	8.076	.001	.960	.433	3.934	.005	.865	.507	
Tourism has increased environmental pollution	11.344	.001	9.854	.000	18.898	.000	1.414	.225	.994	.414	9.263	.000	1.227	.304	4.355	.003	1.097	.366	
Tourism has contributed to overcrowding	6.268	.014	6.531	.000	19.727	.000	.872	.502	1.546	.194	6.598	.002	1.065	.377	3.091	.019	.708	.619	

In order to find whether significant differences exist among responses of different demographic groups linked with a variable, one-way analysis of variance (ANOVA) has been used. The results of one-way ANOVA are exhibited in table-4.

Of 7 items related to positive economic impact, infrastructure development has significant difference with gender [  $F(1,114) = 11.384, p=.001, <.05$  ], occupation [  $F(2,113) = 9.338, p=.000, <.05$  ], and duration of stay [  $F(4,111) = 3.499, p=.010, <.05$  ]. Improved standard of living has significant differences in case of gender [  $F(1,114) = 11.390, p=.001, <.05$  ], age [  $F(3,112) = 3.356, p=.021, <.05$  ], marital status [  $F(1,114) = 4.171, p=.043, <.05$  ], and occupation [  $F(2,113) = 4.276, p=.016, <.05$  ]. Increased job opportunities [  $F(5,110) = 3.408, p=.007, <.05$  ] has significant differences in case of nationality and revitalising traditional craftsmanship in Oman [  $F(4,111) = 4.163, p=.004, <.05$  ] and duration of stay has significant differences. Whereas, increased tax revenues and good condition of public investment have no significant difference with any of the demographic variables.

Out of 5 items about negative economic impact, increased prices of products and services has significant differences with gender [  $F(1,114) = 9.429, p=.003, <.05$  ], marital status [  $F(1,114) = 13.859, p=.000, <.05$  ], age [  $F(3,112) = 3.990, p=.010, <.05$  ], and occupation [  $F(2,113) = 4.406, p=.020, <.05$  ]. Increased housing prices has significant difference in case of gender [  $F(1,114) = 6.565, p=.012, <.05$  ] and occupation [  $F(2,113) = 2.413, p=.008, <.05$  ]. Increased cost of living has significant difference in gender [  $F(1,114) = 11.329, p=.001, <.05$  ] and marital status [  $F(1,114) = 6.445, p=.012, <.05$  ]. Whereas, foreign companies and individuals benefited more have significant differences with only one variable i.e. gender [  $F(1,114) = 12.102, p=.001, <.05$  ] and small number of residents benefited only has no significant difference among any demographic variable.

Out of 7 items for positive social and cultural impact, improved quality of life [  $F(1,114) = 12.037, p=.001$  ], more recreational activities [  $F(1,114) = 7.060, p=.009$  ] and greater understanding of other cultures [  $F(1,114) = 7.622, p=.007$  ] have significant differences with gender. Whereas, there are no significant differences for improved quality of services, improved police & fire protection, and improved protection of buildings & monuments among any of the demographic

variables.

Of 7 negative social and cultural impacts, increase in travel accidents [  $F(1,114) = 6.267, p=.014$  ] and unlawful activities [  $F(1,114) = 10.307, p=.002$  ] have significant difference in case of gender and age [  $F(3,112) = 3.245, p=.025$  ], [  $F(3,112) = 6.684, p=.000$  ] respectively. Increased exploitation of people, loss of traditional culture, and loss of tranquillity in the area has significant differences with four common demographic variables i.e. gender [  $F(1,114) = 6.193, p=.014$  ], [  $F(1,114) = 5.878, p=.017$  ], [  $F(1,114) = 11.488, p=.001$  ] respectively; age [  $F(3,112) = 6.078, p=.001$  ], [  $F(3,112) = 4.611, p=.004$  ], [  $F(3,112) = 3.850, p=.012$  ] respectively; and duration of stay [  $F(4,111) = 3.391, p=.012$  ], [  $F(4,111) = 4.173, p=.003$  ], [  $F(4,111) = 3.087, p=.019$  ] respectively. Whereas, more privileges to tourists than residents and evolution of coexistence issue between residents and tourists have significant differences with one variable each that is duration of stay [  $F(4,111) = 7.173, p=.000$  ] and marital status [  $F(1,114) = 5.853, p=.017$  ] respectively.

Out of 4 items of positive environmental impacts, improvement of infrastructure and roads have significant difference in case of gender [  $F(1,114) = 6.043, p=.015$  ] and occupation [  $F(2,113) = 5.483, p=.005$  ] respectively. Whereas, other two items, better protection of environment and restoration of historical buildings have no significant differences among any of the variables.

All 4 items of negative environmental impacts, damaging the landscapes, destruction of local ecosystems, increased pollution, and overcrowding have significant differences with five common demographic variables i.e. gender [  $F(1,114) = 7.994, p=.006$  ], [  $F(1,114) = 11.705, p=.001$  ], [  $F(1,114) = 11.344, p=.001$  ], [  $F(1,114) = 6.268, p=.014$  ] respectively; age [  $F(3,112) = 9.541, p=.000$  ], [  $F(3,112) = 7.898, p=.000$  ], [  $F(3,112) = 9.854, p=.000$  ], [  $F(3,112) = 6.531, p=.000$  ] respectively; marital status [  $F(1,114) = 26.215, p=.000$  ], [  $F(1,114) = 24.863, p=.000$  ], [  $F(1,114) = 18.898, p=.000$  ], [  $F(1,114) = 19.727, p=.000$  ] respectively; occupation [  $F(2,113) = 8.156, p=.000$  ], [  $F(2,113) = 8.076, p=.001$  ], [  $F(2,113) = 9.263, p=.000$  ], [  $F(2,113) = 6.598, p=.002$  ] respectively; and duration of stay [  $F(4,111) = 2.472, p=.049$  ], [  $F(4,111) = 3.934, p=.005$  ], [  $F(4,111) = 4.355, p=.003$  ], [  $F(4,111) = 3.091, p=.019$  ] respectively.

## 6. Discussion

The results show that respondents are in agreement with both positive and negative impacts of tourism in Oman on all three areas economic, social & cultural, and environmental. Looking into specific domains, respondents indicated high level of agreement with positive impact of tourism on infrastructure developments, increased tax revenues, improved living standards, and increased job opportunities in Oman. At the same time, respondents also showed agreement with negative impact of tourism on increase in price of housing, products and services, and so overall cost of living in Oman.

In terms of social and cultural impacts of tourism, respondents indicated high level of agreement with the statement that tourism protect buildings, monuments, and natural areas in Oman. Respondents also agreed that tourism has improved the quality services in restaurants, shops, and hotels in the region as well as enhances understanding of other cultures. Though, respondents agreed on negative impact of tourism on society and culture in Oman but this level of agreement is lower than the level of agreement with positive impact. More specifically, respondents significantly do not agree that tourism contributes to dilution of traditional and cultural values in Oman.

On environmental parameters, respondents showed high level of agreement on positive impact of tourism and stated that it supported restoration of historical buildings and contributed in improving infrastructure such as roads in Oman. Yet, respondents also showed agreement with having negative impact of tourism on environment in Oman. Respondents agreed that tourism has led to overcrowding and increased pollution in Oman.

About demographic differences in community perception of tourism impacts, among items related to positive economic impacts, infrastructure development, improved standard of living, increased job opportunities, and revitalising traditional craftsmanship in Oman have significant differences with gender, age, marital status, nationality, occupation, and duration of stay. Whereas, increased tax revenues and good condition of public investment have no significant difference with any of the demographic variables.

Among items about negative economic impacts, increased prices of products/services, increased housing prices, increased cost of living, and foreign companies

and individuals benefited more have significant differences in case of gender, age, marital status, and occupation. Whereas, small number of residents benefited only has no significant difference among any demographic variable.

Among positive social and cultural impacts, improved quality of life, more recreational activities, and greater understanding of other cultures have significant differences with gender and occupation. Whereas, there is no significant difference for improved quality of services, improved police & fire protection, and improved protection of buildings & monuments among any of the demographic variables.

All negative social and cultural impacts i.e. increase in travel accidents, increase in unlawful activities, increased exploitation of people, loss of traditional culture, loss of tranquillity in the area, more privileges to tourists than residents, and evolution of coexistence issue between residents and tourists have significant differences with gender, age, marital status, and duration of stay.

Among items of positive environmental impacts, improvements of infrastructure and roads have significance difference with gender and occupation. However, better protection of environment and restoration of historical buildings have no significant differences among any demographic variables.

All items of negative environmental impacts i.e. damaging the landscapes, destruction of local ecosystems, increased pollution, and overcrowding have significant differences with five demographic variables i.e. gender, age, marital status, occupation, and duration of stay.

## 7. Conclusion

Results indicate that tourism has both positive and negative impacts in Oman. Broadly, based on responses given by respondents, it is concluded that positive economic impacts have no significant difference among respondents with different gender, occupation, and duration of stay. Negative economic impacts have no significant difference among gender, marital status, and occupation. Positive social and cultural impacts have significant differences with gender and occupation. Negative social and cultural impacts have significant differences with gender, age, and duration of stay. Positive environmental impacts have significant differences with gender and occupation. Negative environmental impacts have significant differences

with gender, age, marital status, occupation, and duration of stay.

Based on results of this study, it is inferred that no item related to any of the economic, social & cultural, and environmental factors have significant differences with two demographic variables i.e. income and location of stay.

This study is based on limited number of respondents with highest number of respondents from Governorate of Muscat so generalization of results for whole of Oman should be avoided. Future studies may be conducted with more sample size with representation of respondents from all Governorates of Oman.

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# Customer Perceived Service Quality in Hotel Industry<sup>1</sup>

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## ABSTRACT

The purpose of the study is to examine customers' perceptions of service quality in the Five star hotels of NCR region. The aim is to assess the perceived service quality of hotel attributes and to determine the factor structure of service quality perception. A modified SERVPERE scale was used to assess service quality perceptions from the perspective of domestic and international tourists. Data were collected in 06 hotels in the NCR region, using a self-administered questionnaire. Descriptive statistical analysis, exploratory factor analysis and reliability analysis were conducted. A modified SERVPERE questionnaire on five point Lickert scale from 1 (strongly disagree) to 5 (strongly agree) on a sample of 200 respondents has been used to study the perception of customer service quality of 06 hotels in the NCR region. The study showed that five factors play a vital role in influencing the perception of customers toward service quality in hotel industry. The study indicated that among the various service quality dimensions, 'tangibility' (with the largest  $\lambda$  value) is the best predictor, followed by 'empathy', 'assurance', 'reliability' and 'responsiveness'.

**Keywords:** Service Quality, Factor Analysis, Reliability Analysis, Hotel Industry.

## Introduction

From the last several years, the service sector has become greater economic importance and elements for gaining a sustainable competitive advantage in the marketplace. In the service sector, the quality of service, one of the most dominant themes of research in services, has become a strategic instrument for firms since 1990s (Fisk et al., 1993; Donnelly et al., 1995). Customer perceives services in terms of its quality and how satisfied they are overall with their experiences (Zeithaml, 2000). Yoo and Park (2007) found that employees, as an integral part of the service process, are a critical element in enhancing perceived service quality. The key to sustainable competitive advantage in today's competitive environment lies in delivering high-quality service that result in satisfied customers (Shemwell et al., 1998). In fact, service quality has become a great differentiator, the most powerful competitive weapon which many leading service organizations possess (Berry et al., 1985).

Parasuraman et al., (1988) defined service quality as a global judgment, or attitude, relating to the superiority of the service and explicated it as involving evaluations of the outcome (i.e., what the customer actually receives from services) and the process of service act (i.e., the manner in which service is

delivered). Parasuraman et al., (1985) initially identified 10 dimensions used by consumers in evaluating service quality and finally consolidated them into five broad dimensions. SERVQUAL refers to five service quality dimensions (Parasuraman et al., 1988).

1. Reliability (The ability to perform the promised service dependably and accurately)
2. Responsiveness (Willingness to help customers and to provide prompt services)
3. Tangibles (Physical facilities, equipment, and appearance personnel)
4. Assurance (Knowledge and courtesy of employees and their ability to convey trust and confidence)
5. Empathy (Caring, individualized attention the firm provides to its customer)

Cronin and Taylor (1992) argued that performance is the measure that best explains customers' perceptions of service quality, so expectations should not be included in the service quality measurement instrument. They developed a performance-only scale called SERVPERF and tested it in four industries. Results indicated that the SERVPERF model explains more of the variation in service quality than SERVQUAL; it had an excellent fit in all four industries and it

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contains only half the number of items that must be measured. These results were interpreted as additional support for the superiority of the SERVPERF approach to the measurement of service quality.

**Review of Literature**

**Parasuraman (1985)** found that services were very difficult to assess than product given that services were characterized by intangible, heterogeneity, simultaneity of production and consumption, and a high proportion of accuracy versus search and experience properties. Further, professional services were complex in nature and their effects were often delayed, which made even post purchase evaluation difficult.

**Parasuraman (1988)** define perceived quality as a form of attitude, related but not equal to satisfaction, and results from a consumption of expectations with perceptions of performance. Therefore, having a better understanding of consumers attitudes will help know how they perceive service quality.

**Jain and Gupta (2004)** evaluated the diagnostic power of the two service quality scales, namely, SERVQUAL and SERVPERF scales. The paper also searched the validity and methodological fitness of these scales in the Indian context’ an aspect which has so far remained neglected due to the preoccupation of past studies with service industries in the developed world. The data has been collected from 300 students and lecturers of different colleges and departments of the University of Delhi spread all over the city of Delhi. The study found SERVPERF scale to be providing a more convergent and discriminated valid explanation of the service quality construct. However, the scale was found deficient in its diagnostic power. It is the SERVQUAL scale by virtue of possessing higher diagnostic power to indicate areas of managerial interventions in the event of lack of service quality.

**Objective of the Study**

To study the perception of customer service quality in Hotel industry in NCR region

**Research Methodology**

For analyzing the customers’ perception towards service quality offered by hotel, a modified SERVPERE type questionnaire relevant to the hotel industry has been constructed. In ‘SERVPERE’ construct all the statements are one-dimensional and performance based, which incorporate the statements of ‘SERVQUAL’ model that can be used for measurement (Cronin and Taylor, 1992). All the items were measured on the five point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Based upon the earlier guidelines of researchers (Babakus and Boller, 1992; Boulding, et al., 1993), the overall perception of service quality was measured using single item, “your perception about the overall service quality of your hotel”, measured on a five-point Likert scale, anchored at 1: “very bad” and 5: “very good”.

The study covered 06 five star hotels in the NCR region. A sample of 400 customers was taken up who were approached personally. Out of the total, 200 correct completed questionnaires in all respects, yielding a response rate of about 50%, was taken for the purpose of analysis. For choosing the sample, non-probabilistic convenience sampling technique has been used. Stratified sampling technique has been used.

**Exploratory Investigations**

An exploratory qualitative study was undertaken to better understand the key dimensions of service quality that are important to customers. For this, personal in-depth interviews, comprising open-ended questions with the customers, were conducted (Seth, 2008). In all, thirty customers were randomly selected for interviews. Each interview lasted 15 to 30 minutes. The semi-structured in-depth interviews focused on the following issues:

- How do the customers evaluate service quality in hotel industry?
- What are the important factors influencing the customer’s perceptions of service quality in hotel industry?

**Demographic Profile of the Respondents**

Item (Gender)	Percentage
Male	62
Female	38

Purpose of Visit	Percentage
Business	28
Visit at friends & Relatives	41
Vacation	25
Others	06

Duration of Stay in Hotel	Percentage
1-4 days	55
5-10 days	39
More than 10 days	06

Age	Percentage
16-30 Years	23
31-45 Years	35
45-60 Years	37
60 Years and above	05

Income in Rs.	Percentage
Up to 50000	09
50000 to 100000	33
Above 100000	58

The respondents provided valuable insights regarding the service quality measures and key factors impacting their perceptions.

**Statistical Tools**

Data collected were subjected to descriptive analysis and reliability analysis, exploratory factor analysis using principal component method with varimax rotation, and multiple regression analysis. The regression analysis was conducted to determine the relative importance of service quality items influencing the overall service quality, importance of overall service quality to influence the customer satisfaction. Regression helps to predict the value of a dependent variable using one or more independent variables and is used for the investigation of relationships between variables. This analysis was also useful in quantifying the influence of various simultaneous effects on a single dependent variable (Gupta, 2009).

In order to test the strength of the relationship between the dependent and independent variables, regression coefficients were used to evaluate the strength of the relationship between the independent variables and the dependent variable. Chu (2002) indicated that

the beta coefficients of the independent variables can be used to determine its derived importance to the dependent variable compared with other independent variables in the same model. In general, the relationship of the independent variable with the dependent variable will be positive if the beta coefficient is positive. In contrast, if the beta coefficient is negative, the relationship between the independent and dependent variables will become negative. Of course, the beta coefficient equalling zero implies that there is no relationship between both of the independent and dependent variables.

R<sup>2</sup> which represents the percent of variance in the dependent variable (overall service quality) explained collectively by all of the independent variables. Thus the R<sup>2</sup> value in the model provided a measure of the predictive ability of the model. The closer the value to 1, the better the regression equation fit the data.

**Reliability Analysis**

The reliability test has been assessed by computing the coefficient alpha (Cronbach, 1951), that measures internal consistency of the items means reliability refers to the instrument’s ability to provide consistent results in repeated uses. For a measure to be

**Reliability Statistics**

Cronbach's Alpha	N of Items
.869	22

acceptable, coefficient alpha should be above 0.70 (Nunnally, 1978), therefore, perception scale demonstrated high reliability. The reliability coefficient (Cronbach's alpha) values is 0.869.

**Exploratory Factor Analysis**

In order to examine the dimensionality of SERVPERE instrument from the Indian perspective, 22-item scale was then Factor analyzed using the Principal Component method with Varimax rotation on the

perceptions for the customers is performed for establishing the strength of the factor analysis solution as it is essential to establish the reliability and validity of the obtained reduction. However, before conducting the factor analysis, the adequacy or appropriateness of data for factor analysis has been analyzed using SPSS software with the help of Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) and Bartlett's test of sphericity. In this study, value of KMO is acceptable because it exceeded the recommended value of 0.6 as suggested by Hair et

**Table 1: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.866
Bartlett's Test of Sphericity	Approx. Chi-Square
	2.888E3
	df
	231
	Sig.
	.000

al., (2010) indicating that factor analysis could be used for the given set of data. Moreover, the p value is 0.000 which is less than 0.05. The results thus indicate that the sample taken is appropriate to proceed with a factor analysis procedure.

Further, in order to assess the appropriateness of the data for factor analysis, the communalities (h<sup>2</sup>) ranged from 0.860 to 0.602 for various statements derived from the factor analysis were reviewed shown in the Table 2. Communality indicates how much of each variable is accounted for by the underlying factors taken together. In other words, it is a measure of the percentage of variable's variation that is explained by the factors. A relatively high communalities show that not much of the variable is left over after whatever the factors represent is taken into consideration. It meant that factor analysis extracted a good amount of variance in the statements.

The items having factor loadings less than 0.5 were eliminated. The commonly used procedure of Varimax Orthogonal Rotation using 0.5 as a cut off point for factor loading for naming the factor is employed in the analysis (Hair et al., 1995) shown in Table 2. The factors so generated had eigen values range from 1.133 to 7.387. These were all relatively large (greater

than 0.5), suggesting that the data set is appropriate (Stewart, 1981).

Meanwhile, five-factor solution explaining 73.069% cumulative variance, which is higher than 50% as recommended by Nunnally and Bernstein (1994). F1 explains maximum variance 33.57% followed by F2: 17.11% and F3: 9.78% variance, F4: 7.45% variance, F5: 5.15% variance respectively. It means that factor analysis has extracted a good amount of variance in the items. All the dimensions are named on the basis of the contents of the final items making up each of the five dimensions. All items were found highly loaded under five factors, which indicate customers are highly satisfied with these statements.

**Multiple Regression Analysis**

In order to assess the overall effect of the instrument on service quality and to determine the relative importance of six customer-perceived service quality dimensions of the generated scale, they were subjected to regression analysis. For this, based on Parasuraman et al., (1988) approach, multiple regression analysis model was followed in which the respondents' overall judgment of service quality perception was considered as dependent variable and the five extracted customer

**Table 2: Factor Extraction Results of Service Quality Measurement Items**

Sr. No.	Name of Factor	Factor Loading	Eigen Value	Variance in %	Communalities (h <sup>2</sup> )
<b>F1: Tangibility</b>					
1	The front desk was visually appealing	0.831	7.387	33.575	0.682
2	The employees were clean, neat uniforms	0.824			0.762
3	The restaurant's atmosphere was inviting	0.821			0.743
4	The outdoor surroundings were visually attractive	0.799			0.642
5	The hotel was bright and well lighted	0.763			0.690
6	Appropriate location	0.759			0.753
7	The hotel's interior and exterior were well maintained	0.732			0.648
8	The hotel was clean	0.669			0.665
<b>F2: Reliability</b>					
1	Performs the service right in the first instance	0.844	3.764	17.111	0.602
2	Service without delays	0.824			0.746
3	My guest room was ready as promised	0.766			0.819
4	When customers have a problem hotel staff shows sincere interest in solving it	0.763			0.670
<b>F3: Assurance</b>					
1	The behavior of employees of the hotel instills confidence in customers	0.891	2.152	9.781	0.758
2	Customers of hotel feel safe in their transactions	0.854			0.696
3	Employees hotel are consistently courteous with customers	0.818			0.760
4	Employees hotel have the knowledge to give professional services to customers and to answer customer's questions	0.794			0.697
<b>F4: Empathy</b>					
1	Give customer individual attention	0.914	1.639	7.450	0.809
2	Employee of the hotel understand the specific needs of their customers	0.903			0.776
3	Knowing the exact time when service will be performed	0.811			0.716
<b>F5: Responsiveness</b>					
1	Hotel staff has knowledge to answer questions	0.802	1.133	5.152	0.860
2	Employees have always been willing to help customers	0.729			0.843
3	Employees tell customers exactly when services will be performed	0.679			0.737

**Notes:**

1. Factor loadings greater than 0.5 is acceptable (Hair et al., 1995).
2. Alpha values of 70% or higher are considered acceptable (Nunnally, 1978).

**Table 3: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785a	.616	.606	.40179

a. Predictors: (Constant), REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

**Table 4: ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.182	5	10.036	62.171	.000a
	Residual	31.318	194	.161		
	Total	81.500	199			

a. Predictors: (Constant), REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

b. Dependent Variable: Overall

**Table 5: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.250	.028		114.394	.000
	REGR factor score 1 for analysis 1	.305	.028	.477	10.723	.000
	REGR factor score 2 for analysis 1	.149	.028	.233	5.233	.000
	REGR factor score 3 for analysis 1	.202	.028	.316	7.089	.000
	REGR factor score 4 for analysis 1	.284	.028	.444	9.971	.000
	REGR factor score 5 for analysis 1	.124	.028	.193	4.337	.000

a. Dependent Variable: Overall

perceived service quality dimensions were made independent variables. Thus, the extracted score for each of the dimensions were regressed on the overall service quality score obtained from each respondent survey.

The value of R<sup>2</sup> is 0.616, which explains that extracted factors account for 61.6% of variation in the overall customers' service quality perception. In other words, it has been observed that the overall regression model is significant (F= 62.171, p<0.000), with 61.6% of the variation in overall customers' service quality perception is predicted by independent variables. In other words, the value of R<sup>2</sup> is significant as indicated by the value of p value (0.000) of F statistic as given in ANOVA Table 4. This shows that regression model results are showing significantly better prediction of overall customers' service quality perception. The result of Table 5 can be summarized as regression equation given below:

Overall service quality as perceived by customers= 3.250+0.305 (Tangibility)+0.149 (Reliability)+0.202 (Assurance)+0.284 (Empathy)+0.124 (Responsiveness). All the factors were found to be significant and remained in the equation explaining overall service quality. The beta (β) coefficients provide the relative

importance. The dimension with the largest coefficient represents the most important dimension in terms of its influence on overall quality perceptions. The next largest coefficient represents the second most influential dimension and so forth. In other words, the higher the beta co-efficient, more the contribution of factors in explaining perceived service quality. The results indicate that perceived service quality is influenced by all the five dimensions with "Tangibility" as the most important dimension having β coefficient = 0.477, and Responsiveness appearing to be the least important (with β co-efficient = 0.193). In other words, among the various service quality dimensions, 'tangibility' (with the largest β value) is the best predictor, followed by 'empathy', 'assurance', 'reliability' and 'responsiveness'.

**Findings, Conclusions and Suggestions**

Thus the study shows that five factors play a vital role in influencing the perception of customers toward service quality of hotel. The results of the regression analysis highlighted the priority areas of service improvement and revealed that not all the dimensions contribute equally to the customers' perceptions of service quality in hotel industry. The study indicated that among the various service quality dimensions,

'tangibility' (with the largest  $\beta$  value) is the best predictor, followed by 'empathy', 'assurance', 'reliability' and 'responsiveness'. Hotels should give more emphasis on physical infrastructure of the hotel. Thus, the hotel industry is required to focus on important dimensions to achieve high levels of service quality and also aim at reaching acceptable level for not so important dimensions. Finally, the monitoring of service quality should be on continuous basis. The service providers can increase the size of market by managing the service quality dimensions in order of their importance. This is expected to increase the customers' satisfaction and the company will be more competitive in long run. Based on the relevance of each of these factors, hotel industry can draft a suitable action plans. Moreover, new comers who are planning to do hotel business in India should be attentive when analyzing on service quality, so that they can focus on the major dimensions and plan to meet the customers' perception regarding service quality. The hotel industry shall have to reorient themselves in terms of the customer service parameters to instill the concept of quality service in the mind of the customer and further in terms of growth. Thus, the findings can be used as a guide for hotel managers to improve crucial quality attributes and enhance service quality and business performance.

### Scope for Further Study

This study is done in NCR region; therefore, the result got may not fit to the country as a whole. There may be a possibility of cultural differences playing a role in the outcome of the study. Thus, there is need to explore these result for other part of country and other countries as well. This may provide comprehensive understanding of the service quality dimensions across different culture, values and beliefs. More dimensions of services can be added to measure the perception of customer service quality.

Additionally, future research could also assess hotel staffs' perceptions of service performance and compare them with guests' perceptions in order to identify the differences.

In the current study, exploratory factor analysis using principal component method with varimax rotation has been used. Moreover, the results of this study may further be validated by using confirmatory factor analysis technique.

The future studies may explore the significance of service quality dimensions and the factors influencing customer satisfaction and retention for corporate customers.

The study can be further extended to investigate the relationship between service quality, customer satisfaction, loyalty, retention, and competitiveness.

Another comparison can be done among private and public sector hotel in term of products offered. Study can also be done to measure the gap between expectation and perception of service quality of public and private sector hotel.

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# Development of Tourism and its Impact on Indian Economy

M.Devikala

## ABSTRACT

Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of country as a whole. This paper discusses tourist arrival and how it makes changes in India's socio-economy like employment, culture, education, medical, role in GDP etc., . It aimed to change the attitude and behavior toward foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times. It also discusses positive impacts of tourism on economy and negative impact.

**Keyword:** Tourism Industry, Impact on Economy, Tourist Arrival.

## Introduction

Tourism refers to that activity which is conducted for a short period of time, more than 24 hours and less than 1 year, for a non-remunerative purpose. According to UNWTO categorized tourism as domestic tourism and international tourism.

In developing country like India, service sectors are playing a major role in Indian economy, in that tourism has major part of contribution. And it has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. Whatever the contribution to economy it has positive as well as negative impact in county.

## Literature Review

**Brian, Pizam and Milman (1993)** in their study "Social Impacts of Tourism" investigated the perception of the residents of Nadi, Fiji towards the impacts of tourism and suggested that residents of communities dependent on tourism clearly differentiated between its economic benefits and social costs, and that awareness of certain negative consequences did not lead to opposition towards further tourism development.

**Kumar, Muneet (1992)** viewed that tourism is an economic activity, which helps to earn foreign exchange. He studied on tourism development and its associated aspects. He also pointed out that apart from the foreign exchange earnings, tourism also plays a significant role as a medium of social and cultural

development and promoter of employment. Tourism also promotes peaceful relations among nations and promotes goodwill and friendship among them. Today Indian Government is trying to exploit its tourism resources by providing series of incentives and by inviting private sector participation. The organization of various fair and festival for attracting tourists, tax exemption for the investors' encouragement etc. shows the sincere efforts of Indian Government for promotion of tourism. Apart from effective and efficient marketing strategies through electronic media supported by print media followed by marketing through tour operators and travel agents indicates the bright future for tourism industry in India.

**Prof. Neeta Rath, Asst. prof. Nilima singh, (2011)** conducted study on Impact of tourism on Indian economy, and suggested Eco- tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. The private sectors have to participate actively for sustainably growth in tourism if India is to become a worlds player in the tourism industry.

## Methodology

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In this study the researcher used case study methodology. Source of data: this study mainly based on secondary data has been collected from reports of the ministry of



tourism, reserve bank of India, CBSC text book, journals.

### Discussion on Tourism Development and Impact on Economy

#### *Positive Impacts*

1. **Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.
2. **Source of Foreign Exchange Earnings:** This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
3. **Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. tourism also helps in conserving the natural habitats of many endangered species.
4. **Developing Infrastructure:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors.
5. **Promoting Peace and Stability:** Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness.

#### *Negative Impacts*

1. **Undesirable Social and Cultural Change:** Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the

more the perceived risk of that place losing its identity. A good example is Goa.

2. **Increase Tension and Hostility:** Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.
3. **Creating a Sense of Antipathy:** Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers.
4. **Adverse Effects on Environment and Ecology:** One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources.

#### *Development of Tourism in India*

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the chairmanship of Sir John Sargent the then Educational Adviser to the Government of India. Thereafter, the development of tourism was taken up in planned manner in 1956 coinciding with the second five year plan.

But it was only after the 80's that tourism activity gained momentum. The government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee On Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1997 the New Tourism Policy recognized the role of central and state government, public sector undertakings and the private sector in the development of tourism.

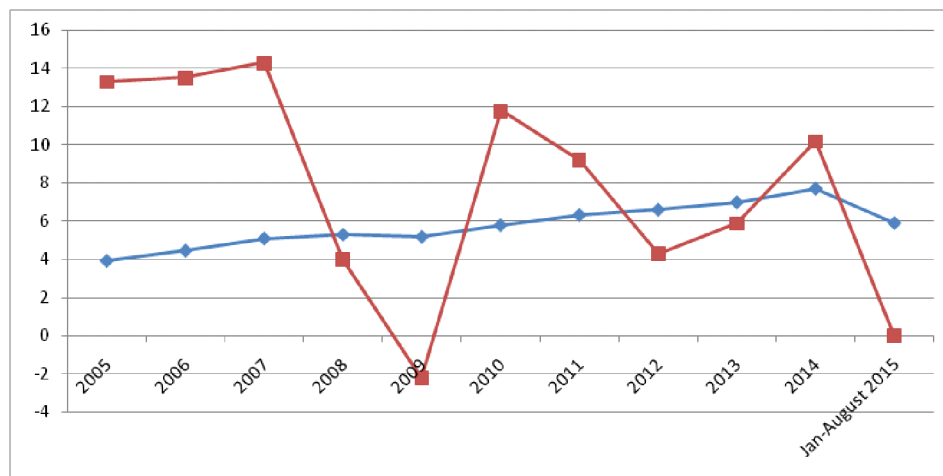
The development of tourism is depends upon the foreign tourist arrivals in India and also depends upon

the foreign exchange earnings and contribution levels charts are clearly explaining development and impact to Indian economy (GDP). The following tables and in economy.

**Table 1: Foreign Tourist Arrivals (FTAs) in India, 2005-2015**

Year	FTAs in India (in Million)	Percentage (%) Change Overthe Previous Year
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
Jan-August 2015	5.89	4.5 @

**Source:** (i) Bureau of Immigration, Govt. of India, for 1998-2014  
 (ii) Ministry of Tourism, Govt. of India, for Jan-August, 2015



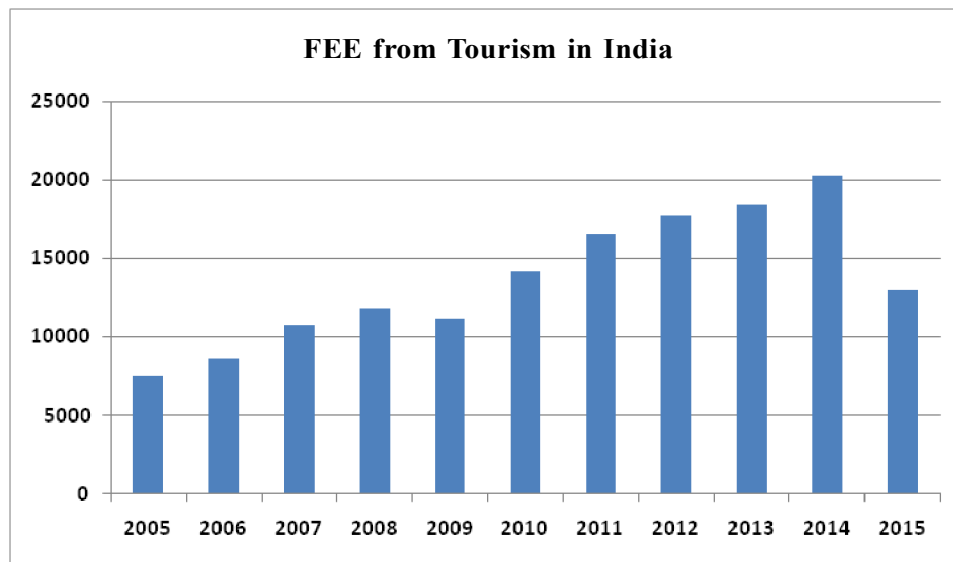
**Chart 1: Foreign Tourist Arrivals (FTAs) in India, 2005-2015**

**Table 2: Foreign Exchange Earnings (FEEs) (in US\$ Million) from Tourism in India, 2005-2015**

Year	FEE from Tourism in India (in US \$ million)	Percentage(%) change overthe previous year
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-5.9
2010	14193	27.5
2011	16564	16.7
2012	17737	7.1

2013#2014#2015 #1(Jan to August)184452023613017 4.09.7-1.3 @

**Source:** (i) Reserve Bank of India, for 1998 to 2010  
 (ii) Ministry of Tourism, Govt. of India, for 2011 to 2015



**Chart 2: Foreign Exchange Earnings (FEEs) (in US\$ Million) from Tourism in India, 2005-2015**

### Contribution to Indian Economy

The service sectors contribution to the Indian economy is high compare to primary and secondary sectors, generally service sector means group of the following industries higher education, mining, education, chemicals manufacturing, automotive manufacturing, travel and tourism, communication services, banking, financial services. In this travel and tourism playing major role as direct and indirect contribution but compare to direct, indirect contribution to GDP is high. As well as employment generation also increasing but in employment direct employment is high the indirect.

### Conclusion

The service sector is playing a major role in India's

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GDP, especially travel and tourism Industry. The growth of tourism has impact on Indian Economy like employment, foreign exchange, culture etc., Indian government also giving importance to tourism in policy making by highlighting like offering more tourism education growth in health care management, multi social cultural activities, growth in hotel industry, focus on rural tourism etc., it will help India to reach modern economic growth through structural transformation of the economy. Tourism is one of the right paths. But India has positive as well as negative impact from this tourism. To reduce this negative impact level India have to use such as sustainable tourism, development and responsible consumption of tourism. If India keep on their activity, India become a world player in tourism Industry.

# **Ecotourism as a Means of Emerging Adventure Tourism Activities in Nameri National Park of Assam**

**Niranjan Das**

## **ABSTRACT**

Ecotourism is a popular recreational activity for natural resource management; based on the principle that biodiversity must give for itself by generating economic benefits, particularly for local people. The aim of the present research is to highlight the adventure tourism activity that has been developed in the area after inception of Assam Bhoirelli Anglers and Conservation Association (ABACA) in Nameri National Park, who introduced the ecotourism initiatives in the prak for the first time during 1956. An expanding livelihood base that has been provided by ecotourism is reducing vulnerability of resources and man-animal conflicts. The numbers of inhabitant wildlife species in the park have increased due to adequate protection because of the development of ecotourism ventures.

An assessment has been made during the field study to develop the area as an ecotourism destination utilizing its local unique resources. This paper also tries to emphasize the possibilities of adventure tourism activities in Nameri National Park.

**Keywords:** Ecotourism, Natural Resources, Adventure Activities, Biodiversity Conservation and Revenue Generation.

## **Introduction**

Tourism, as a part of a country's economic growth strategy, has the potential to contribute significantly to the socio-economic aspirations of people living in tourist destinations (Alavi and Yasin 2000). Wunder (2000) argues that economic incentives for nature conservation are imperative, and without local communities' cooperation, conservation programs cannot succeed. Thus, balancing the social, ecological and economic aspects of tourism is a prerequisite for sustainability. Campling and Rosalie (2006), however, viewed that the focuses of the contemporary development activities focus on environmental and economic factors, giving the social aspects secondary consideration, if any. Scholars like Stronza (2006) and Butler & Hinch (2007) have attempted a socio-ecological understanding of tourism from an anthropological perspective and favor ecotourism that provides a platform for local participation. In Nameri National Park, ecotourism could provide this required foundation by encouraging the participation of rural communities in realizing the goals of financial sustainability and biodiversity conservation. Ecotourism is a sustainable form of natural resource-based tourism

that focuses primarily on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive, and locally oriented (control, benefits, and scale). It typically occurs in natural areas, and should contribute to the conservation or preservation of such areas (Fennell, 2003).

The term 'Ecotourism' was first coined by "Hector Ceballos Lascurain" in 1983, and was initially used to describe nature-based travel to relatively undisturbed area with an emphasis on education. This new approach of tourism is becoming an increasingly popular expression to conservation and sustainable development of the biodiversity (Yadav, 2002). It involves education and interpretation of natural environment and to manage it in an ecologically sustainable way. Here 'natural environment' includes cultural components and the term 'ecologically sustainable' involves appropriate returns to the local community and long term conservation of resources (Grant, 1995). In this way a person eventually acquires a consciousness and knowledge of the natural environment, together with cultural aspects, that will convert people keenly involved in conservation issues (Cebaballos, 1998).

Adventure Tourism has grown exponentially worldwide over the past years with tourists visiting destinations previously undiscovered. This allows for new destinations to market themselves as truly unique, appealing to those travelers looking for rare, incomparable experiences.

Tourism is one of the most rapidly growing sectors in the world, and adventure tourism is one of its fastest growing categories. Increasingly, countries in all stages of economic development are prioritizing adventure tourism for market growth, because they recognize its ecological, cultural, and economic value.

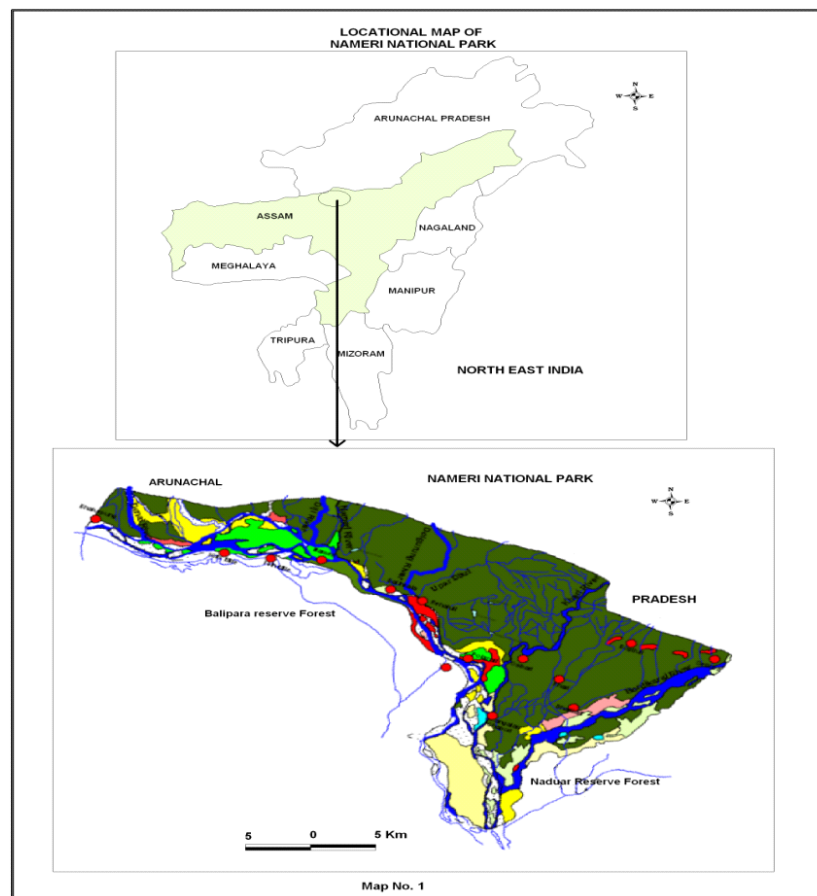
### Background of the Study Area

Assam is a part of global mega biodiversity hotspots of the world. It also forms parts of two endemic bird areas, viz. eastern Himalayas and Assam plain (Choudhury, 2000). Nameri National Park is a part of the north bank landscape designated by WWF and

also a part of Eastern Himalayan biodiversity regime rich in endemic biota of the world.

The study region covers Nameri National Park of Assam located in 26°50'48"N to 27°03'43"N Latitudes and 92°39'E to 92°59'E Longitudes covering an area of 200 km<sup>2</sup> in the northern bank of river Brahmaputra, in Sonitpur district of Assam. Nameri is covered by tropical evergreen, semi-evergreen, moist deciduous forests with cane and bamboo brakes and narrow stripes of open grassland along rivers. Grassland comprises of less than 10 per cent of the total area of the park while the semi-evergreen and moist deciduous species dominate the area. The park is enriched with threatened plants and animal species under International Union for Conservation of Nature (IUCN) Red List categories (Barua et al. 1999). Parts of the area were declared as Naduar Reserve Forest (Present East Buffer) in 1876 and Nameri Wildlife

### Location Map of Nameri National Park



Map No. : 1

Sanctuary in the year 1985. The Nameri National Park was formed in the year 1998.

During the British period the reserve forest was designated as Game Sanctuary for hunting of animals. Presently no villages are situated inside the core area of the park. There are 4 (four) forest villages and 1 (one) agriculture farming corporation has been situated in the west buffer of the park. Similarly 5 (five) forest villages are located in the east buffer. There is a total of 18 (eighteen) revenue villages situated outside but along the southern and south-western boundary of the park. The villagers in the south buffer area are dependant on the park to sustain their livelihood. They are engaged in collection of NTFP (non timber forest produce) and grazing of livestock. A sizable proportion of local populace has been engaged in ecotourism activities as tour guide, providing local accommodation, selling handicraft, engaging in the ecocamp, etc for their livelihood (Bhattacharya, 2003).

The Assam (Bhorelli) Angling & Conservation Association (ABACA) in the park has been organizing white water rafting with the assistance and cooperation of the department of sports, department of tourism and department of environment and forest, government of Assam.

### Objectives

The objective of the present study is:-

- i. to highlight the ecotourism resource base of the Nameri National Park; and
- ii. to evaluate the adventure activities as a part of ecotourism.

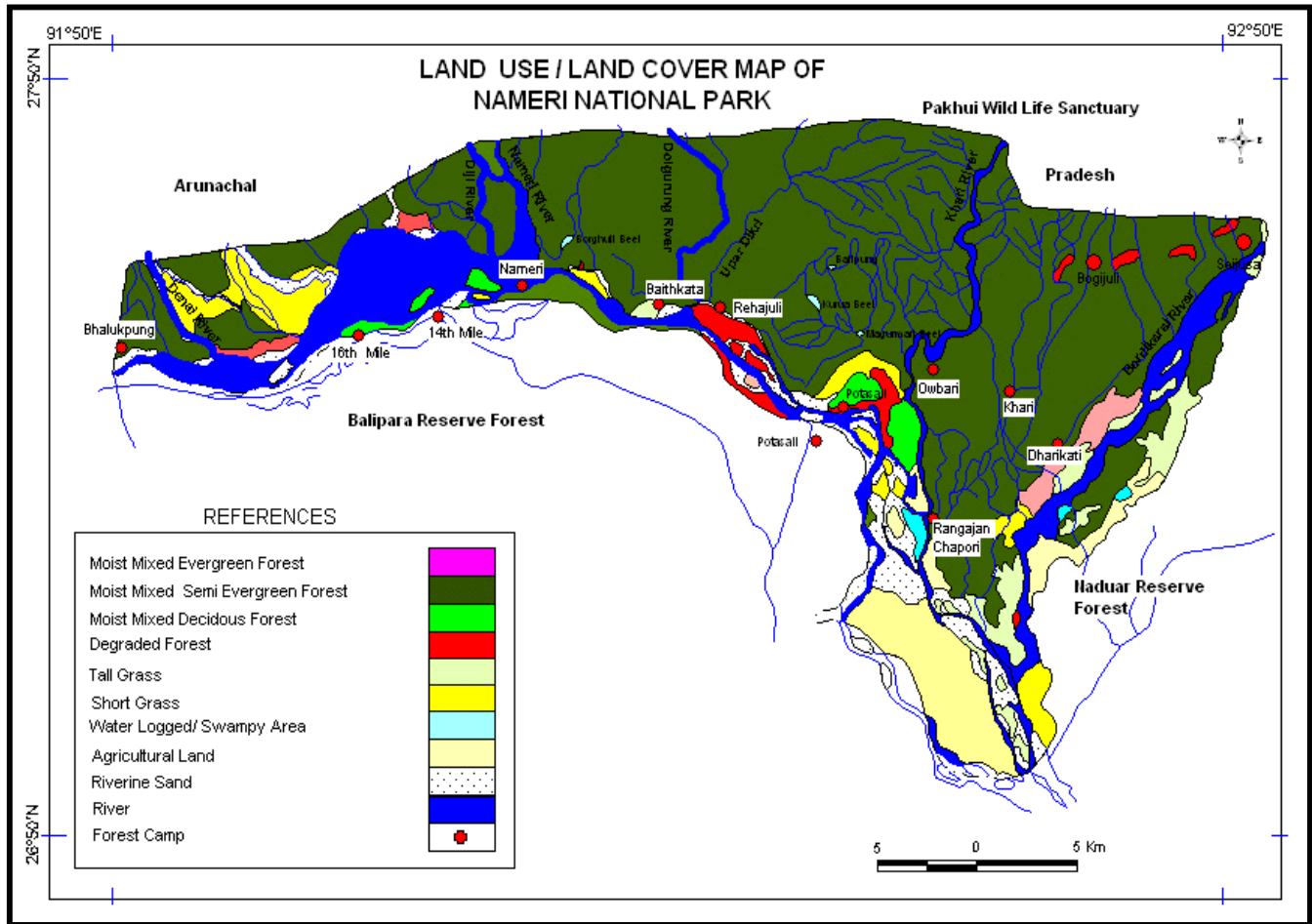
### Research Methodology

The present research is based on data collected between November 2014 to April 2015 using semistructured interviews, and updated using information gathered during successive local meetings. A process of triangulation was ensured where by key informants and focus group were interviewed and different sites (e.g. homestead, ecocamp, village market, river bank and

in the forest) visited. Snowball sampling procedure was used. This is a procedure where the researcher starts off with one informant who in turn introduces the next person considered useful to the investigation. Interview questions touched on livelihood options, wildlife conservation, and tourist resource management. The operation of ecocamp and the management committee was also investigated. A total of 48 individuals (10 local tour guide, 11 women group, 9 boatman, 8 cultivator and 10 forest personnel) were interviewed during the visit.

### Terrain Condition and Vegetation Types

The terrain is undulating, with lower areas at 80–100 meters along the Jibhorelli and its tributaries, and higher areas at 200–220 meters in the central and northern parts of the park. Soils are characterized by sandy and sandy loam alluvial deposits. Numerous small rivers and perennial streams originating in Arunachal Pradesh run through the park and feed into the Jibhorelli River (Bhattacharya, 2003). Forest and woodland cover the majority of the park (94 per cent, i.e. 188 sq km). Grasslands are found along the banks of the Jibhorelli River and its tributaries and cover an area of 10 sq km (5 per cent). The remaining 2 sq km (1 per cent) is formed by various river beds. Nameri is covered by Tropical Evergreen, Semi-Evergreen and Moist Deciduous forest with cane and bamboo brakes and narrow stripes of open grassland along rivers. Grassland comprises of less than 10 per cent of the total area of the park while the Semi-Evergreen and Moist Deciduous species dominate the area (Das, 2003). The vegetation of the park is a mosaic of four major forest types (1) Eastern Alluvial Secondary Semi-Evergreen Forest (2) Low Alluvial Savannah Woodland (3) Eastern Dillenia Swamp Forest and (4) Wet Bamboo Forest - usually found along streams or on badly drained hollows (Champion and Seth, 1968); with areas of cane brakes formed by *Calamus tenuis*. Orchids include *Dendrobium*, *Cymbidium*, *Ladies Sleeper* etc. tree fern, lianas; creepers are some of the specialties of this forest.



**Map No: 2**

*Source:* Prepared by Researcher using LISS-IV Satellite Images and SOI Topographical Map

### Status of Vegetation Types of the Park

The density of forest cover in the park varies from 0.5 to 0.9 (As per NDVI).<sup>1</sup> There are open areas in the east and west buffer where encroachment takes place (Das, 1998). Food for herbivores is abundant in core area. As the foraging area required for Asiatic Elephants is quite big, so many elephants come out of forests and they cause depredation in the paddy lands of nearby village areas during October to

December. Fruiting trees are available for avian species.

The water bodies in the form of wetland named Borghuli Beel, Kurua Beel and Magurmari Beel are formed in the dry courses of Jiabhorelli River. They are the habitat for aquatic birds during dry season. The Ficus, Bischofia, Prema, Amoora, Terminalia, Castanopsis etc. seed bearing trees are available for the avian species. Grasslands are available for Deer

<sup>1</sup> Nearly all satellite Vegetation Indices employ difference formula to quantify the density of plant growth on the Earth - near-infrared radiation minus visible radiation divided by near-infrared radiation plus visible radiation. The result of this formula is called the **Normalized Difference Vegetation Index (NDVI)**. Written mathematically, the formula is:

$$NDVI = (NIR - VIS)/(NIR + VIS)$$

Calculations of NDVI for a given pixel always result in a number that ranges from minus one (-1) to plus one (+1); however, no green leaves gives a value close to zero. A zero means no vegetation and close to +1 (0.8 - 0.9) indicates the highest possible density of green leaves.

and other herbivores. Natural food for animals in both eastern and western buffer area is almost not existence.

*Altingia excelsa*, *Morus laevigata* were abundant in this locality, but due to exploitation prior to formation of the wildlife sanctuary, these species have become rare. The grasslands along the riverbanks and river islands are to be protected and maintained for forage of the herbivores. The *Mesua ferrea*, which were abundant in both the east and west buffers, have also died out due to excessive opening of the forest cover. The forests covered area of the park has been estimated by the Assam Science Technology and Environment Council (ASTEC) with the help of image classification technique.

The environment of the Nameri National Park is favours good vegetation cover. Moist Mixed Semi-Evergreen Forest is predominant in Nameri National Park (161.76 km<sup>2</sup>) and the east and west buffer i.e. Balipara Reserve Forest (78.69 km<sup>2</sup>) and Nauduar Reserve Forest (28.88 km<sup>2</sup>). Only 2.63 km<sup>2</sup> Moist Mixed Deciduous Forest found in core area (Nameri National Park) and in Balipara Reserve Forest (1.37 km<sup>2</sup>). Grasslands of both tall and short grasses dominate the core area all along the bank of the rivers, tributaries and wetlands. Tall grass locally known as Tora (*Zingiberaceae*), Ekora (*Poaceae*), Kaupat (*Phynium imbricatum*) and Patidoi (*Marantaceae*) is abundant in the area and is suitable for elephant habitation. Degraded forest covers 7.18 km<sup>2</sup> in Nameri National Park and 1.08 km<sup>2</sup> in Balipara Reserve Forest. Nauduar Reserve Forest of east buffer covers maximum areas (7.42 km<sup>2</sup>) of degraded forest. Human encroachment in the east and west buffer (Nauduar and Balipara Reserve Forest) is a serious task. Deforestation has taken place for agriculture and human habitation in the buffer area which often led to man-elephant conflict. There are five forest villages in both east and west buffer of the park comprising different ethnic identity. These villagers directly depend upon agriculture and Non Timber Forest Produce (NTFP); hence encroachment has caused threat to biodiversity of the park. Agricultural land of the encroachers in the Nauduar Reserve Forest is 32.21 km<sup>2</sup> and 27.26 km<sup>2</sup> in Balipara Reserve Forest. But the core area (Nameri National Park) is free from human intervention because the park is bounded by rivers in three sides and Pakhui Wildlife Sanctuary of Arunachal Pradesh forms the northern boundary. Occasionally livestock grazing by the

villagers is found in the southern part of the core area (13.06 km<sup>2</sup>) near Rangajan Chapori (riverine sandy areas of Jiabhorelli River). There are five major tributaries along with other perennial sources of water course in the core area of the park which constitutes 14.73 km<sup>2</sup> areas. The entire water course inside the park flows in east west direction and meet the Jiabhorelli River in different locations. Some patches of riverine sandy area are distributed all along the tributaries inside the park and in east and west buffer. These areas are dominated by grasslands and suitable for mammalian habitation.

### Adventure Tourism Activities in the Park

Protected areas have great potential for recreation and adventure tourism. Recreation and adventure tourism have been introduced into protected areas which have helped to reveal the ecological value and fragility of the area (Brechtin, et. al. 1991). The impression of Nameri National Park on tourists and visitors has always been associated with outdoor recreation. Despite being small in area, it has a significant array of landscape, scenic beauty and cultural variety of the communities residing near the park. This natural setting also embraces a variety of ecological habitats and various animals and plant species, essential for the development of ecotourism (Bhattacharya, 2004).

Nameri National Park and its adjoining areas are rich in culture with different communities inhabiting nearby the park. Ecotourism tries to preserve cultural integrity because human value cannot be separated from natural value. Most potential ecotourism sites are inhabited by ethnic minorities (Nepal, 2000). The principle of 'encouraging community participation in ecotourism activities' create income and maintain cultural identity of the host community. These communities have a deep understanding of traditional festivals, cultivation and land use customs, culinary culture, traditional lifestyle and handicrafts including historical places (Zurick, 1992). Ecotourism highly depends on the elements available in a particular tourist destination. The strength of these elements directly affects the flow of tourists into the spot (Gee, 1959). The following pleasure seeking adventure activities attracts tourist to Nameri National Park.

### Angling

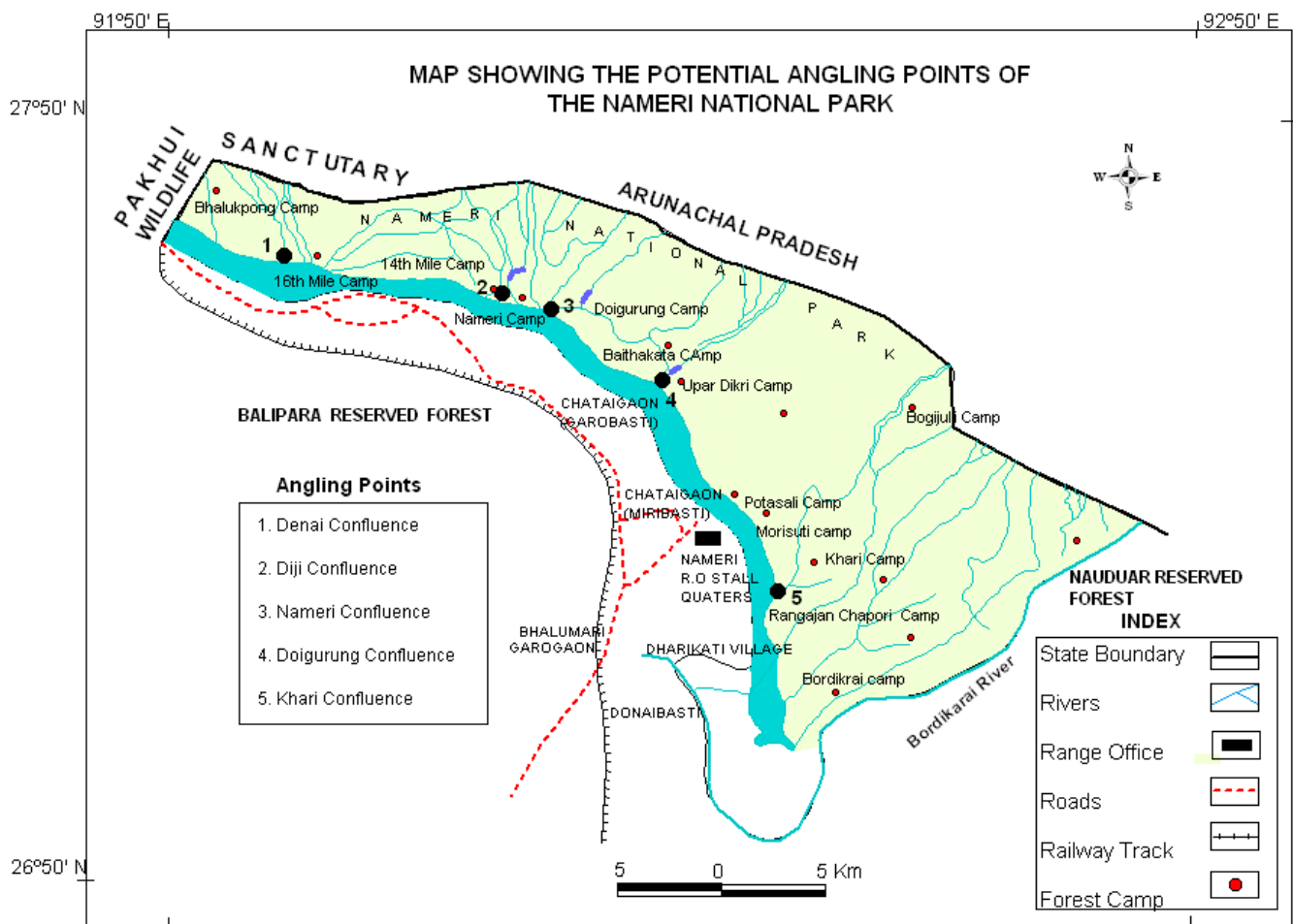
Angling or sport fishing has tremendous potential in the North-Eastern region, both from the point of view



tourism as well as adventure sport. The numerous tributaries and hill streams that rush down to meet the mighty Brahmaputra provide unparalleled opportunities for angling for the Mahseer, the prized game fish of the Indian subcontinent. It is an outdoor sport par excellence camping out in the wilderness under starlit skies and celebrating nature to the fullest degree. Regulated angling (catch and release) can go a long way in the preservation of fish fauna of the rivers. Angling and conservation are complimentary aspects of preservation of the environment.

The Jia-Bhoreli River constituting western boundary of the Nameri National Park is accessible by river. The best angling is being are along the 20 km rubber

boat ride from 16th mile to Potasali in all the confluences of five major tributaries of Jia-Bhoreli River namely Diji, Dinai, Doigrung, Nameri and Khari. Regulated angling is one of the most attractive tourism activities in the park which prefers 18.57 per cent of domestic and 27 per cent of foreign tourist in 2014 during the tourist season. The Assam (Bhorelli) Angling and Conservation Association (ABACA) based at Tezpur are very active in the area and can offer its help and guidance to intending anglers. The association has been organizing angling competitions every year since 1981 with the assistance and cooperation of the Department of Sports, Department of Tourism and Department of Environment and Forest, Government of Assam.



Map No. 3

Source: Prepared by Researcher using LISS-IV Satellite Images and SOI Topographical Map

**Rafting**

Rafting is one of the recreational activities available in the park’s rivers. This is usually done on whitewater

or different degrees of rough water, in order to thrill and excite the riders. The development of this activity as a leisure sport has become popular since the mid 1980s.

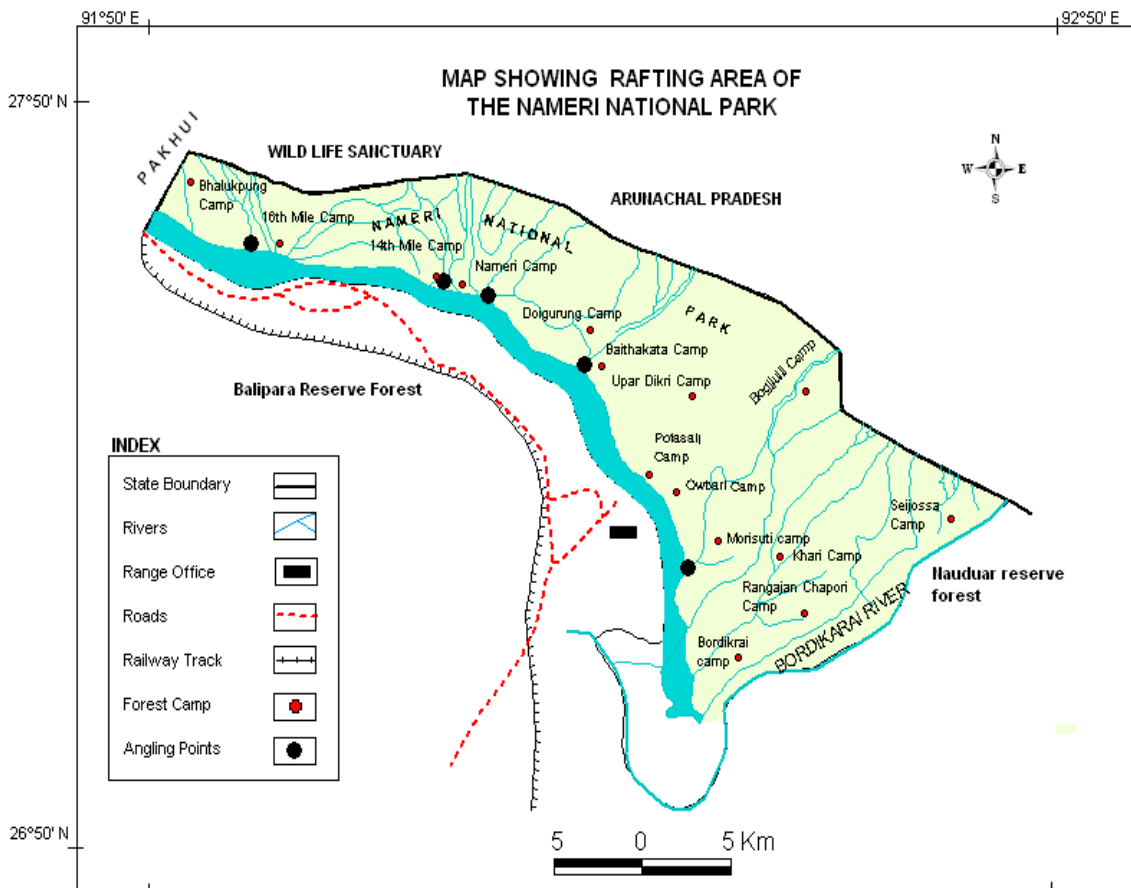
**Table 1: Rafting Graded in Jia-Bhoreli Rivers**

Grade: I	Small, easy waves; mainly flat water
Grade: II	Mainly clear passages; some areas of difficulty
Grade: III	Difficult passages; narrow in places and with high waves

Source: Adventure Sports Association of India-2003

The Jia-Bhoreli River has been included to Nameri National Park and is well looked after by the Department of Forest (Wildlife), Government of Assam. A stretch of 20 Kms. in length of Jia-Bhoreli River from 16th mile point to Potasali is included for rafting. Tourists may avail a shorter distance in this route starting from other rafting points from 13th

mile area. Rafting period starts from 1st November to 31st March. It is a popular tourist activity in the park which is preferred by 21.47 per cent and 19 per cent of domestic foreign tourist respectively in 2014. Large number of boatmen is engaged for rafting from amongst the local people who also earn for their livelihood from this activity.



**Map. 4**

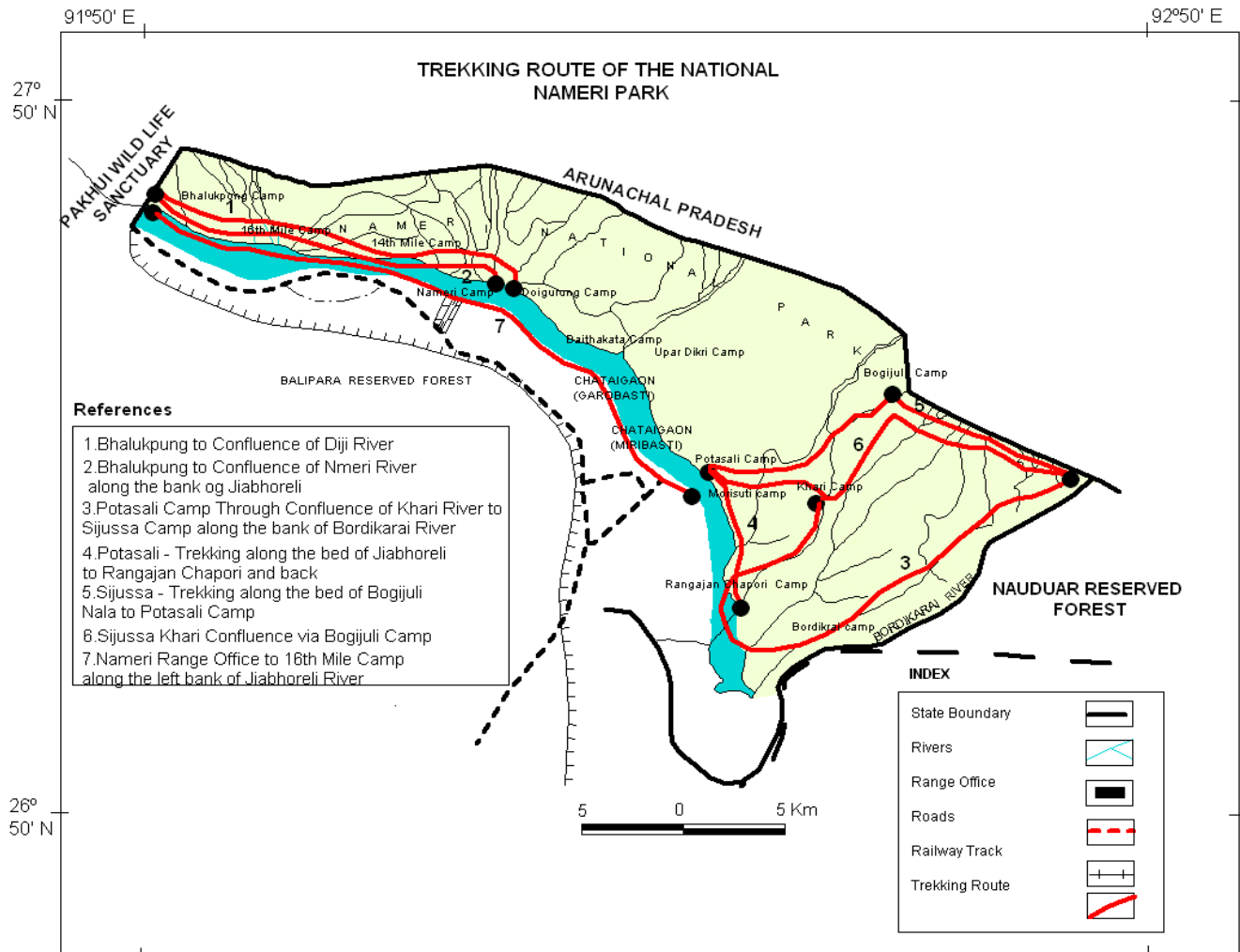
Source: Prepared by Researcher using LISS-IV Satellite Images and SOI Topographical Map

**Trekking**

Trekking is one of the best ways to view the landscape of a particular tourist destination. Nameri National Park offers some of the most awesome trekking opportunities to the tourists. It has breathtaking trekking trails all across, from north to south and from east to west. The trekking season in the park starts from late spring to late winter and covers almost

the whole year.

The park also offers a considerable bonanza for trekkers that range from moderate to strenuous treks and which takes about 3 to 5 days. Though the season starts from October to March the ideal trekking time is between the months of October to May. However, trekking can also be done in the summer months. This activity attracted 14.76 per cent of and 23 per cent of domestic and foreign tourists in 2014.



**Map. 5**

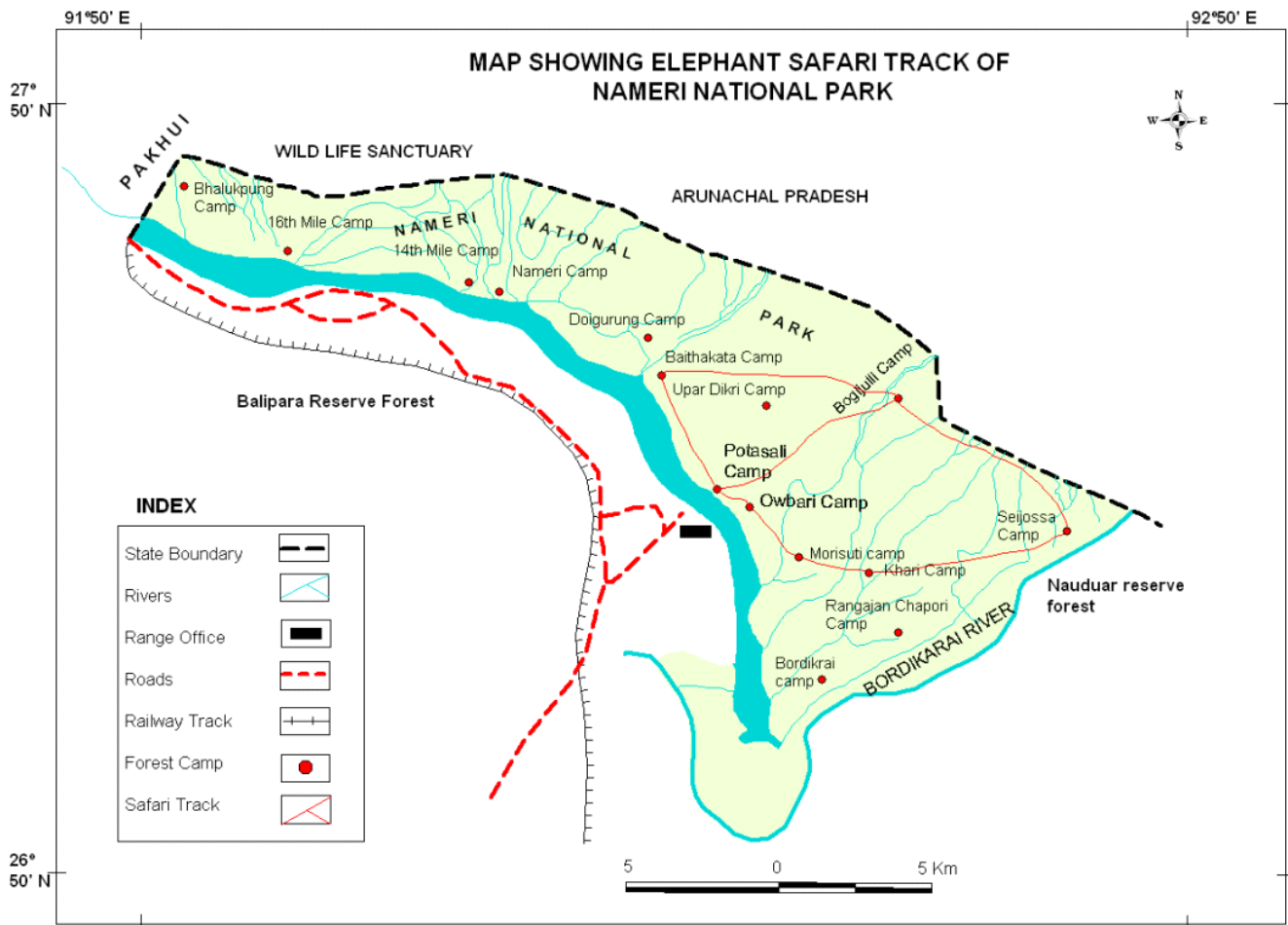
*Source:* Prepared by Researcher using LISS-IV Satellite Images and SOI Topographical Map 2014.

**Elephant Safari**

Elephant safari helps the visitors to travel through difficult terrains and also provides suitable mode of wildlife viewing in the inaccessible part of the park. Elephant safari is ideal in and around the wild regions

where riding the elephant can give easy access for viewing the wildlife. In Nameri National Park elephant safari is the best option for exploring the wildlife distributed all along the park, about 19.84 per cent domestic and 33 per cent foreign tourist enjoyed the trails in

It offers an opportunity to view some of the rare and endangered animals occasionally migrated from the adjacent Pakhui Wildlife Sanctuaries of Arunachal Pradesh.



Map. 6

Source: Prepared by Researcher using LISS-IV Satellite Images and SOI Topographical Map 2014.

**Bird Watching**

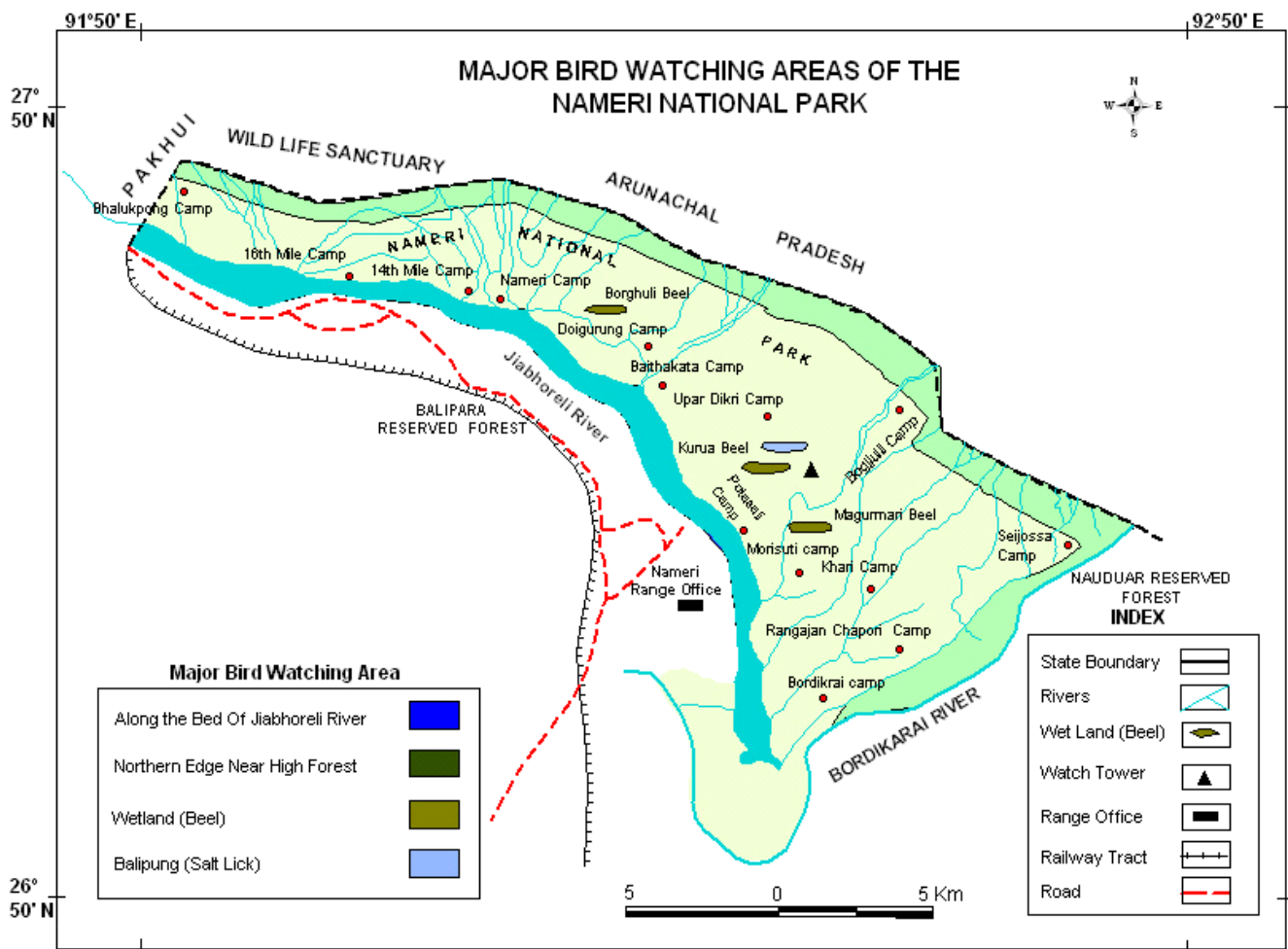
Nameri National Park is famous for avian species. The most active time of the year for birding is during the spring, when a large variety of birds are seen. On these occasions, large number of birds travels north or south to wintering or nesting locations (Choudhury, 2000). Certain locations in the park such

as the forest, rivers and wetlands may be favoured according to the position and season. Nameri National Park is gifted with more than 337 species (Baruah, 1999) of both resident and migratory birds. The tourist can enjoy a long season of bird watching during winter (November to March). During the season, 27 per cent and 43 per cent of foreign and domestic tourist enjoy bird watching in 2014.

**Table 2: Major Bird watching areas of Nameri National Park**

	Locality	Resident Bird	Migratory Bird	Grassland Bird	Hill Bird in Winter	Hill Bird Round the Year
1.	Potasali (Watch tower)	a	a	a	a	na
2.	Kuraa Beel	a	a	na	a	a
3.	Borghulli Beel	a	a	a	a	na
4.	Magurmari beel	a	a	na	a	na
5.	Balipung area	a	a	a	a	na
6.	Along the bed of the Jia-Bhoreli river	a	a	a	na	na
7.	Near Bogijuli Nala	na	a	a	a	a

**Source:** Check List of Birds of Nameri National Park prepared by Pankaj Sarmah and Mann Baruah, 1999 and Authors field visit, 2006-2007 (a: available, na: not-available)



**Source:** Prepared by Researcher using LISS-IV Satellite Images and SOI Topographical Map 2014.

**Conclusion**

Adventure tourism started out small, but has gained market share throughout the world. This is due in

part to vacationers who want something different, to be able to use their time to make a difference, or they may be looking to combine travel with their

favorite sport or activity. Whatever the reason, economically depressed areas and emerging markets can capitalize on the opportunity presented by adventure tourism.

The idea that adventure tourism can sustain local economies has emerged from United Nations support of adventure travel, in conjunction with ecotourism or sustainable tourism, as a means to help free developing countries from downward-spiraling cycles of human poverty and environmental degradation. The possibility of becoming guides for adventure travel tours or providing meals and lodging for adventure travelers, or selling them handmade arts and crafts—creates interest in doing so. The possibility of gainful employment also increases interest in education.

Additionally, exposure to adventure travelers presents opportunities for locals to project new, positive personal and community images.

The challenge overall, according to the International Union to Conserve Nature (IUCN), is creating effective, measurable conservation incentives based on the “goods and services” provided by ecosystems, so communities benefit directly from being good stewards. Adventure tourism offers just those incentives. Local resources in Nameri National Park now valuable for the tourism-related benefits they provide, suddenly have lasting worth as protected, sustainable resources as well as justification for land use regulation and other conservation practices.ow environment impact.

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## **Ecotourism in the Loktak Lake**

**Shantibalal Devi**

### **ABSTRACT**

As ecotourism is a new approach in tourism, greater emphasis is being laid on it with a view to appreciate the cultural and natural history of the environment with special care to preserve and protect the natural resources and not to disturb the ecosystem. Ecotourism may be regarded as a vital means for generating employment, income, and revenue of the State, preserving cultural heritage, improving overall environment and facilitating growth of a sound and fair Social order.

Manipur, being a land of enchanting natural beauties has abundant potentials of ecotourism. The Loktak Lake of Manipur, the largest fresh water lake in North-East India, situated at Moirang, about 48 km. away from Imphal, enriched with her bountiful ingredients of nature like various aquatic flora and fauna, her cultural aesthetics and historical significance is one of the foremost ecotourism destinations in Manipur to cater to the eco tourists and nature lovers. This paper attempts to highlight the ecotourism potentials in the Loktak Lake and its surrounding areas for the promotion of ecotourism in the State to achieve Socio-economic benefits as well as the preservation of nature, environment and cultural heritage.

**Keywords:** Ecotourism, Environment, Potentials, Aquatic, Aesthetics, Heritage.

### **Introduction**

Tourism is an ever growing phenomenon expanded all over the world. It is one of the highest income earning industries in the world. Ecotourism, a major branch of rural tourism is a nature based tourism in which visiting programmes are made to natural areas to enjoy the scenic beauties of nature taking care not to disturb the integrity of the ecosystem. Thus ecotourism can be defined as a nature based tourism programme, ecologically sustainable, in which education and interpretation is a major constituent and where local people are benefitted. (Eco Tourism in India a, n.d.). Ecotourism creates a lot of advantages to the people. It can generate employment opportunities, and sustainable market economy. Besides, preservation of traditional or cultural heritage, conservation of biodiversity, exploration of virgin natural beauties and promotion of sustainable tourism development are the main opportunities provided by ecotourism. (Sunita and Sulochana, 2014)

Manipur a land of enchanting beauties is a small state lying on the North East Frontier of India far beyond the Brahmaputra and the Ganges. Surrounded by a number of hill ranges on all sides, she is one of

the beauty spots on the earth. Bewitched by her beauty, the Japanese soldiers during the Second World War described her as ‘Takane No Hana’, which literally meant, “a flower on the lofty heights” (Evans and Brett, 1962). This beautiful and unique region is enriched with a number of ecotourism potentials which attracted many tourists from inside and outside the country. Rather than her natural charms, Manipur is proud of being the sports factory of India, her unique historical significance and bountiful essence of cultural heritage. Adding more to the beauty of Manipur, Loktak Lake the largest fresh water lake in North East India, shines like a spotless mirror among the blue hillocks at the centre of the State.

### **Objectives of the Study**

The broad objectives of the Study are:

- i) to explore the different potentials of ecotourism in the Loktak Lake.
- ii) to point out the main factors for creating threats in the ecosystem of Loktak Lake and also to highlight the basic innovative plans undertaken by the central and State Govt. as well as the Civil societies for the development

of Loktak Lake and promotion of tourism industry in and around the lake.

- iii) to highlight the main Strategies for the development of Loktak Lake and promotion of ecotourism in the Lake as well.

### Methodology

The present paper is based on previous research works available on websites, relevant journals of N.E. India as well as local dailies of the State, books, documents, magazines etc. Interview methods and field study are also done whenever necessary.

### Background and Facets of Loktak Lake

Abundant sources and folk elements such as different legends, mythological accounts, folktales and puyas or ancient literary accounts throw a flood of light regarding the origin of the Loktak Lake. Ancient text of Manipur, viz. Thangjing Chingoirol, Moirang Sayol, Kanglei Lamthon, Kege Pung Ngangoi Lammitlon etc. reflect different aspects of the Lake including the unexplored sites of the lake, its holy places, beautiful hillocks, origin of the word 'Loktak' and the cultural aesthetics of the lake. The stories of Moirang kangleirol, which have been inseparable ingredients of Manipur history, culture and civilization, are closely associated with the Loktak Lake.



**Loktak lake**

*Source:* <https://www.epao.nic.com>

The etymology of Loktak is Lok = Stream and Tak= the end, meaning the journey end of several streams and rivulets (Gajananda and Sundari, n.d). It is situated at Moirang about 48 km from Imphal, a place once famous for her pristine glory, unique cultural heritage

and historical importance. The Lake covers an area of about 286 sq. Km at an elevation of 768.5 m located between 93.45 to 93.55 E. Longitude and 24.25 to 24.42 N. Latitude. (Loktak Lake a, n.d.) The Lake is unanimously the meeting point of different streams and rivulets from different hill and land areas of Manipur particularly from the Western hill ranges of the State, like Koubru, Karong, Kangpokpi, Ngaprum Chingjel, Laimaton and Thangjing hills (Shamungou, 2011) The major streams and rivulets which directly or indirectly drain into the Loktak Lake are the Nambul, the Nambol, the Thongjaorok, the Awang Khujairok the Awang Kharok, the Ningthoukhong, the Potsangbam, the Oinam, the Keinou and the Irulok (Loktak lake b: n.d.) There are fourteen different hillocks appearing as islands in the southern portion of the Lake. Among these Sendra, Ithing, Karang, Thanga are worth mentioning. The Lake is also the only floating lake in the world due to the floating phumdis, heterogeneous mass of vegetation, soil and organic matters at various stages of decomposition on it. They cover, a substantial part of the lake area and the largest single mass of Phumdi is in the southeastern part of the lake, covering an area of 40 sq. km. This mass constitutes the world's largest floating park, namely Keibul Lamjao National park. The Park was formed to preserve the endangered Eld's deer subspecies, called Sangai (*Cervus eldi eldi*) also known as the Dancing deer of Manipuri.

### Potentials of Ecotourism in the Loktak Lake

Lakes are the most valuable gifts of nature which attract enormous numbers of tourist Lake tourism in India is not new as there are many beautiful lakes like Dal Lake in Kashmir and enchanting Mughal Gardens around it. Lakes at Ooty and Kodai Canal, Nakki Lake in Mt. Abu, Wenna Lake in Mahabaleshwar, Nainital and Bhimtal in Uttaranchal, Jaisamand and Rajsamand Lakes in Udaipur, Nal Sarova, a natural lake in Gujarat etc. are some of the well-known lakes in India captivating a large number of tourists every year (Achouba a, 2013)

4) Loktak Lake becomes a part and parcel of the life of Manipuris in terms of its socio economic value, environment, cultural tourism, habitats of numerous waterfowls, plants, animals, fishes, dynamic ecological system and Potential natural resources. Besides, from the eco tourism viewpoint, the places in and around the Loktak are a State tourism asset. With special



reference to its fauna, there are 57 species of water birds and another 14 species of wetland associated birds inclusive of 28 species of migratory water fowl (most migrating from different parts of the northern hemispheres beyond the Himalayas). Also recorded were 425 species of animals, 249 vertebrates and 176 invertebrates. The list includes rare animals like the Indian python, Sambhar and barking deer, (Loktak Lake c, n.d.) in and around the lake.

On the Northern sides of Keibul Lamjao, beautiful hillocks, viz. Chingjao, Pabotching and Toyaching are standing still where Sangai Kharsha and other species of rare animals take refuge from early historical times. It is said that Sangai loves to live on phumdis. Phumdis are a mixed variety of water weeds & other herbivore plants species covering most part of water surface. The main components for forming the phumdis are phragmiteskarka (Tou) Singut (Manipuri) Saccharumlatifolia (Ishingkambong) Saccharumprocerum (Singnang), etc. Phumdis can support the weight of large mammals floating all over the Lake. (Babycha a, 2015). Keibul Lamjao National park is open for all tourists and the shortest route from Imphal is around 1 hour journey from Imphal accessible by private vehicles and local transport services.



Besides the national park the islands of Sendra and Phubala which attract numerous visitors are another destination for tourism in the Loktak Lake. The Sendra Tourist Home on the island with an attached Cafeteria in the middle of the lake is an ideal tourist spot. The visitors get a bird's eye view of life on the lake - the small islands that are actually floating phumdis on which the inhabitants live. Thanga and Karang are also becoming another notable tourist centres of Manipur as they stand now as the "Thanga Karang", small islands surrounded on all sides by the fresh water. Local Villagers use locally made boats or Heenaos to connect with Karang- an island enriched with natural beauties and phumdis.

It is said that the best season to visit the tourist centers of Loktak Lake particularly the Keibul Lamjao is between October and February. Since early historical times tourism in the Loktak Lake was a recreation and pastime of Manipuri Kings. References are abundantly found in this regard in the Royal Chronicle Cheitharol Kumbaba (Iboongohal and Khelchandra : 1989).



#### Threats in the Ecosystem of Loktak Lake

The lake and its precincts have been facing serious problems due to loss of vegetal cover in the catchment area and construction of Ithai Barrage. Deforestation and shifting cultivation in the catchment area have accelerated the process of soil erosion thereby resulting in the lake's shrinkage due to siltation.

The annual silt flow into the lake is estimated to be 3,36,325 tons. Besides, the nutrients from catchment area and domestic sewage from Imphal City carried by Nambul -River are directly composited into the lake thereby resulting in pollution of water and encouraging the growth of water hyacinth and phumdis. Rather than this it disturbs navigation and other traditional practices in the lake.

The construction of Ithai Barrage resulted in the proliferation of Phumdis in the Lake to an alarming situation. It has adverse effect on the biodiversity and overall fish productivity of the lake. About 35 number of fishes like Ngaton (Cirrhines Reba), Ngaril Leina (Anguilla Bangalensis), Ngawa Arangbi (Aspido paria morar), Ngawa (Barilius), Ngatin (L. Panguisia), Ngara (Tor progenices) etc. had disappeared due to the blockage of migratory routes of these fishes from the Chindwin River to the Imphal Valley. (Arunkumar, 1993). Besides, as the thickness of the Phumdis becoming thinner, the survival of Sangai deer becomes unpredictable now a day. With the phumdis becoming

thinner, the hoofs of the limbs of Sangai get stuck in the marsh thereby resulting in their drowning (Tombi, 1993). The population of a number of economic plants and major food plants have been decreased which becomes a factor for starvation conditions of Sangai Deer. Due to these factors, the world famous Dancing deer of the State is on the brink of extinction. The economy of poor inhabitants in and around the Lake also begins to degrade due to the extinction of natural resources of the lake as they have been depending on the lake resources for their livelihood. In addition to this, hazardous substances such as DDT, PCB's, greases, plastic, metallic waste, oil and oil products brought by the rivers and used by the inhabitants of the Lake make the Lake not only a polluted water body but also adversely affected upon the species of flora & fauna and even human beings. Incidents of floating dead fishes on the surface of the lake in large numbers are very frequent in these recent months.

#### Development Policies

The Lake plays an important role in the economy of Manipur as it has been a source of water for irrigation and drinking purposes. Besides the valley would be suffered frequent floods during rainy season and draught during the dry season if there were not such a lake in the State. In view of its importance in the socio economic life of the people, it is considered as the Life line of Manipur (Achouba b, 2011). The fruits of Heikak (*Trapa bispinosa*), (Thangjing) Eurayle Ferox, Loklei (*Hedychium spicatum*) etc. are the major sources of livelihood for thousands of people, which are the products of the lake. Thus, in terms of its socio-economic potential, and other important values, the Lake is becoming indispensable not only to the people of Manipur but also of the world. The first International concern of this lake was in the year, 1990 in which the Convention of Wetlands of International Importance drafted at the Iranian City of Ramsar (1971) gives full emphasis on the Loktak Lake for its particular characteristics (Gajananda and Sundari, n:d). Besides, the Manipur Loktak Lake (Protection) Act 2006 (Manipur Act 3 of 2006) was passed with the objective to provide for administration, control, protection, improvement, of the Loktak Lake...(Loktak Lake d: n.d.) Moreover, a Project on Sustainable Development & Water Resources Management of Loktak Lake (SDWRML) jointly formulated by Wetlands International South Asia

(WISA) & Loktak Development Authority was initiated in 1997 to address the root cause, problems & development strategies for sustainable management of the lake, with financial support provided by India Canada Environmental Facilities. L.D.A. & India Canada Environmental Facility have brought out a publication, 'Atlas of Loktak Lake' in 2004 that presents information on ecological, hydrological & Socio-economic aspects of this Wetland of International Importance in India. In 2006, Ministry of development of N.E. region has sanctioned Rs. 41.00 crores recently for management and development of Loktak Lake and removal of phumdi and improvement of catchment areas are being carried out continuously by LDA (Loktak Lake, Rain water Harvesting, n.d.).

New development ventures have also been adopted to promote wide scale tourism activity in Loktak Lake & generate large revenue which include plans for introduction of adventure water sports in Takmu, Integrated cable car, Ropeway & Lakeside Development of Loktak lake. In Keibul Lamjao National Park (K.L.N.P.) the park management provides some sets of rules & regulations for regulating ecotourism. There are route guides, trekking and interpretation facilities and also supports emerging international movement aimed at promoting green tourism, which takes ecological tourism a step further, promoting environmentally responsible tourist operations with a view to conserve energy, recycle waste, instruct staff & tourists on proper behaviour in parks and protected areas at a nominal charge. Heavy vehicles are strictly restricted and only light vehicles with the route guides are allowed to go within the area of the ecological park (Babycha b, 2015). Thus a comprehensive Tourism policy is being finalized by the State Govt. The State Tourism Department is also looking at rural tourism projects.

In spite of these facts, there is no adequate boarding and lodging facilities surrounding the area. But not only the government but also some of the local NGOs like Loktak Eco Tourism Development Organization (LEDO) are serving near the tourist centers with the aim of promoting ecotourism in the lake and upliftment of the economic condition of the fisherman by doing ecotourism. The members of LEDO not only provide Food & lodging services to the ecotourists but also enable them to enjoy the scenic beauties of Loktak Lake on local traditional boats viz. (Lukai Hi) instead of motorboat as a means to protect eco-

system in the lake (Ecotourism, 2015) Thus tourism facilitates the State as well as rural economy to a great extent. The tourist traffic in Manipur is somewhat encouraging as the arrival of foreign and domestic tourists during 2013-14 is 1,22,964 in which 1932 are foreign tourists and 1,21,032, domestic tourists, (Directorate of Economics & Statistics,2015).

### Suggestions

The schemes so far taken up for the development of tourist facilities in and around this lake are so inadequate that even one percent of the charms of this lake has not been explored for the tourists (Joshi, 2002). Still there are a number of unexplored sites of scenic beauties having historical, ecological as well as cultural values in the Loktak lake. In order to promote ecotourism in the Loktak Lake, getting desirable impacts in terms of economy as well as ecology, the following suggestions can be taken up :

- (i) Installation and improvement of road network within the identified tourism zones in and around the lake.
- (ii) Making frequent tour programs for visiting unexplored areas of Loktak Lake and other sites having the potentials of ecotourism.
- (iii) To provide adequate boarding and lodging facilities to the tourists surrounding the tourist centers.
- (iv) To check pollution and other ecological conflicts, use of motor vehicles and boats should be minimized and encouragement for using traditional canoes (Heenao), walking and cycling in and around the lake. Proper Management of waste disposal should be adopted in the tourist zones.
- (v) To achieve the goal of ecotourism, tourists should be encouraged to learn about the flora and fauna, traditional food habit, history, language, arts and crafts, indigenous method of fishing at the Lake, folk songs, etc.
- (vi) As a possible step to check the ecological imbalance and environment pollution, mass awareness programmes and education for

better prospects on the protection and conservation of environment is the need of the hour. Though the Government and NGOs have made enormous efforts to protect and save Loktak and its surrounding areas, it will be impossible if the commoners have not possessed the sense of environment consciousness, eco-system, cleanliness, disposal of waste products and after all civic sense. So awareness and providing environment education to the common people inclusive of illiterate old age people, women and children is the urgent need of the hour.

(f) If a Responsible Tourism Development Policy can be taken up in and around the Loktak Lake area, tourism in this area might be flourished remarkably very soon as in case of Sikkim. Since the Govt. of Sikkim has implemented the Sikkim Ecotourism policy in 2011 with the objective to protect and manage the forest and sustainable livelihood development, the entire state is eco green and pollution free. (India's North East a: 2013). Thenmala in Kerala is the first planned ecotourism destination in India created to cater the eco-tourists and nature lovers (Ecotourism in India: b, n.d.)

### Findings & Conclusion

Loktak Lake, the precious gift of nature with its bountiful and charming facets, its socio-economic values, its cultural aesthetics and historical significance is indeed one of the most appropriate sites in the world for ecotourism. However, due to the ignorance and greedy nature of human beings, their inexcusable ceaseless efforts to challenge nature and mismanagement of scientific products, hazardous effects are fallen on the eco-system, natural resources and other valuable features of the unique Lake. If this process is continuing further without any resistance, definitely our State will suffer the loss of this 'Spotless Mirror of Manipur'. As lakes, the precious gifts of nature are the most sensitive features of ecosystems, such hazardous, management policy can easily transform a beautiful lake into an ecological slum in a short period.

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# **Special Events for Special Impacts on Destinations: A Tourists' Perspective on Summer Festival, Shimla**

**Jaswinder Kumar & Meenu**

## **ABSTRACT**

Special events are organised on various destinations globally for attracting the tourists as well as local community and give the destination a good image. A tourism event attracts people by appealing to specific tastes, desires or needs. There is a large number of tourists who visit different event for knowledge, curiosity and participating in events. These special events tourism generates new opportunities in businesses not directly involved in tourism can benefit from tourist activity through developing close relationships with tourist facilities where local foods can be used as part of the tourism offering in a locality. The tourism industry is often promoted as an exciting and growing industry suited to the energies and enthusiasm of young people. Summer festival, Shimla is a very popular event of Himachal Pradesh. Shimla Summer Festival is organised every year in the month of May/June and is combination of colors and festivity and is celebrated on a grand scale. This paper tries to assess the various dimensions of special events and role of summer festival Shimla in attracting tourists and building images of Shimla tourism. This paper also measures the tourist's perception about Shimla by comparing their attitude about Shimla before and after visiting summer festival. This paper finds out that there is increase in level of satisfaction and perception about Shimla after attending the festival. This paper finally suggests that there is need to have more and more special events in Himachal Pradesh to enhance the image of Himachal tourism and increasing tourist's visitation in the state.

**Keyword:** Special Events, Summer Festival, Impacts.

## **Summer Festival Shimla**

Shimla is the capital of Himachal Pradesh and is very famous hill station famous for history and culture, bazaars and heritage buildings. Its beautiful landscape and colonial past makes it a wonderful holiday destination. The UNESCO world heritage toy train ride from Kalka to Shimla is a memorable one and enjoyed by everyone. Shimla is famous for beauty, architectural churches, wooden handicrafts and apple orchards. The climate of Shimla is enjoyable all the year round. Winters are ideal for enjoying snowfall, skiing and ice skating. Summer festival, Shimla is a very popular event of Himachal Pradesh. Shimla summer festival is organised every year in the month of May/June and is combination of colors and festivity and is celebrated on a grand scale. The Summer festival consists of a huge association of men and

women who gather and celebrate the advent of summer. They sing and dance in gratefulness to the glory of God. The major events that grace this occasion are folk dances, food festival, flower shows, Himachali film festival as well. It also features musical performances, some of them from famous singers.

Summer festival time is best occasion to enjoy shopping as various handicrafts from the various stalls that are set up during this time. Colorful flower shows are organized, which add fun and color to the whole atmosphere thus making it even livelier. The local artists give performance in music and dance and every day, a famous personality is called to perform on the stage. These children also put up various cultural acts and performances and the Summer Festival acts as a stage to showcase their talent and skills. Other events include photography competition, poster-making competition and a fashion show that showcases the

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talent of local designers. The unique thing about this fashion show is that it showcases folk dresses. This festival has been declared as a state level festival. There is massive participation by culture groups, local people and tourists from all corners of the world. The time of carnival is a feast for the visitors when the five-day long festival is held. The performers try to show their, excellence and give their level best. Various competitions are conducted like Indian classical music (vocal and instrumental), folk songs, folk dances, classical dances, group dances, group songs, fancy dress, film songs, film dances, one act plays, and street plays. Apart from the traditional folk dances and dramas, the Summer festival offers good feats including snow sports and other competitions for tourists. The festival essentially entails a series of fulfilled activities and events like musical

performances, family games, live theatre and recitals, fashion shows, talent competitions, magic displays, and cultural programmes. Many a time celebrities and famous personalities are invited to lend an inimitable touch to the pleasant goings-on. Children are, as can be discerned, particularly cared for with many activities and functions meant especially from them.

The festival allures national and international tourists from distant places to enjoy rich tradition and natural beauty of Himachal Pradesh. Shimla attracted 29,92,991 domestic and 1,64,006 foreign tourists in the year 2013, however in the month of June 1,37,419 domestic and 13055 foreign tourists visited, which is less as compare to other months. This indicates that in the month of June tourists arrival is less and there is need of special events to attract tourists more

**Table 1: Tourists Arrival in Shimla District (Year 2013)**

Month	Domestic Tourists	Foreign Tourists
Jan.	220746	9642
Feb.	190874	8191
Mar.	215637	12561
Apr.	376256	13362
May.	442126	14121
June	137419	13055
July	182402	14434
August	219114	13617
Setp	238410	15901
Oct	270150	16870
Nov	190319	14928
Dec	309538	17324
TOTAL	2992991	164006

Source: himachaltourism.gov.in/

### Study Objectives

The aim of the present study is to gain insight into the concept of event tourism in context of Himachal Pradesh with special emphasis upon the Summer festival Shimla. The role of such event is destination promotion is also studied and tourist opinion about the interest in carnival is examined based upon the perception before and after the visit. To achieve these general aims, the research focuses on three specific objectives as follows:

- To study the role of event tourism in destination promotion

- To study the tourists perceptions about Summer festival Shimla
- To study the opportunities of event tourism in Himachal Pradesh.

### Literature Review

Events are meant for attracting the tourists as well as local community and give the destination a good image. "An event can, in its broadest definition, encompass anything attracting an audience by appealing to specific tastes, desires or needs. However, in the context of travel and tourism, this broad spectrum becomes limited to that segment of the

industry that is unique to a specific geographic location and is limited in duration.” (Carey, 1994). There is a large segment of tourist who visit different event for knowledge, curiosity and participating in events. “Event tourists are those people who visit a destination for the primary purpose of participating in or viewing an event.” (Turco, Riley & Swart, 2002). The Getz (2005) has categorized events into different types. Some are for public celebration as ‘community festivals’ while others are planned for purposes of competition, fun, entertainment, business or socializing. Event tourism provides additional income for tourism stakeholders, job creation in rest houses, hotels and catering trades, transportation, retailing, and in information/heritage interpretation areas . Event tourism generates new opportunities in businesses not directly involved in tourism can benefit from tourist activity through developing close relationships with tourist facilities where local foods can be used as part of the tourism offering in a locality. The tourism industry is often promoted as an exciting and growing industry suited to the energies and enthusiasm of young people.

Hall (1992, p. 22) provided a classification of hallmark tourist events as

1. Religious and sacred events
2. Cultural events
3. Commercial events
4. Sports events
5. Political events.

Getz (1991a) suggested that the definition of a special event depended upon one’s perspective, so too is it suggested here that the demarcation between categories also tends to reflect one’s perspective. For example, an event that is held on an annual basis may be regarded as special in its first year because it is so different, but then be regarded as routine in subsequent years as the ‘newness’ wears off.

Events are becoming more popular in Himachal Pradesh. Winter carnival of Manali, Carnival of Dharamshala, Shoolini festival, Bir Paragliding event, Raid de Himalaya car rally , cycling rally which are creating a good image of Himachal tourism. There are other minor events which are related to local customs and traditions are also presented now as events in different corners of Himachal Pradesh.

### Events for Tourism Promotion

Festivals and events have been part of a wider range

of new ‘cultural strategies’ (Fox Gotham 2005a) used to regenerate and orient post-production economies towards consumption (Zukin 1995) where leisure, entertainment and tourism underpin an ‘experience economy’ (Pine and Gilmore 1999). The importance of events for tourism promotion and regional development has also been acknowledged in all over the world. According to Jago, Chalip, Brown, Mules, and Ali (2003) the staging of major events or special events has recently become a significant component of destination branding due to awareness and image benefits. Events have actually come a full circle. “In recent years one could reasonably argue that the term ‘event’ has been used to define that which is extraordinary in popular culture” (Goldblatt, 2000) . Summer festival has proved as a catalyst in attracting people for all parts of the world because of diversity of features, programmes and activities. This is a special event for boosting the local economy and generating significant economic impact and socio-cultural exchange. Geier (1986) said “a special event [is] defined as any activity: outside of an organization’s normal program, presented for and/or with a group of people and that has a specific time frame” Similarly Getz (1991a) conducted the most comprehensive analysis of the term ‘special event’ as a onetime or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body.

### Special Events for Special Experiences

Special tourism event like Summer Festival, Shimla are opportunities for tourists for leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience” (Getz 1991a, p. 44). During the 1990s, there has been a growing number of people advocating a move away from mass tourism to forms of tourism that will be sustainable and will deliver greater economic benefits. Often these alternative forms of tourism have been categorized as ‘special interest tourism’, the important characteristics of which have been claimed to be low volume and high value (Hall 1995). There are many forms of special interest tourism including ecotourism, heritage tourism, cultural tourism, adventure tourism, rural tourism, industrial tourism and special event tourism.

The events “are now widely recognized as one of the fastest growing types of tourism attractions” (Crompton and McKay 1997, p.429). Sport and event

tourism have become the subject of an increasing level of both academic and government interest, and are seen as important components of place marketing and destination competitiveness. Events often generate significant revenue and can contribute social and cultural benefits to host regions and countries. When event tourists enjoy their experiences, leading to satisfaction, word-of-mouth recommendations, and a higher probability for repeat revisits, the host region or destination should gain long-term advantages. It has recently been argued by Getz (2007) that the core phenomenon of event studies is the “planned event experience and meanings attached to it”, and that much more attention has to be given by researchers and practitioners to how such experiences are designed or facilitated, as well as to consumer/tourist reactions of the experience.

Events are also called as one-time or infrequently (usually held no more frequently than once a year) occurring events of limited duration that provide participants with leisure and social opportunities beyond everyday experience (e.g. Getz, 1997; Mossberg, 2000). They are in many regions seen as very important elements of tourism products and a way of creating and promoting tourism (McMorland & Mactaggart, 2007; Walo, Bull, & Breen, 1996 cited in Jackson et al., 2005). The use of tourism as a tool for regional development has a long history (Gunn, 2004). Events have also become a tool for regional development since their economic benefits have been noticed (Moscardo, 2007; Dimmock & Tiyce, 2001).

### **Branding of Destinations through Event Tourism**

Special events play a crucial role in destination branding. Events like summer festival are tourists' attractions which take place in tourists' destinations. Thus for such events branding refers to the set of marketing activities involved in differentiating a cultural festival from competing festivals by use of name, marks, words, symbols, product or service, etc. thereby building a positive image of the festival or event in the minds of the tourists and ultimately their choice. Summer festival Shimla has played significant

role in branding Shimla by building its good image. Gartner (1993) observes that destination image comprises of hierarchically interrelated components – cognitive, affective and conative. Baloglu and Brinberg (1999) found that the affective images of tourism destination countries varied across both positive and negative (sleeping, glooming, unpleasant and distressing) dimensions. Nickerson and Moisey (1999) argue that it is difficult for a marketer to provide an image such as relaxation, pleasantness, a challenging experience or something inspirational that would be interpreted in the same way by all potential visitors. When tourists visualize an event, the event seems more likely because tourists exhibit a positive reaction when they imagine themselves using the product or attending the event (Hoyer and McClinnis, 1997). The attributes of the place (destination) where the event is staged are regarded as peripheral attributes. The ambience of the environment, facilities, infrastructure, and presence of signage are a few examples of physical attributes of a cultural festival. The interactional attributes of a cultural festival is the attitude of residents toward tourism development and visitors to the event. Summer festival in this regard fulfills all the attributes for visitors.

### **Method**

An on-site survey of the tourists in Summer festival 2016, Shimla was undertaken for this study in 07-11, June 2016. The study was comprehensive, with data collected from tourists who visited Summer festival Shimla. The data collected from these rating scale items were designed to quantify tourists perceptions of these changed views. Visitors were asked to indicate, on a 5-point scale from 1 (*none*) through 5 (*very high*), their perceptions of their (a) interest in local culture, (b) interest in cuisine, (c) interest in exhibitions, and (d) interest in handicrafts (e) interest in cultural nights (f) interest in shows before the visit and after the visit. The total 300 randomly selected visitors were asked on various parameters.

### **Description of Survey Respondents**

**Survey** (During Summer Festival ,Shimla) (N=300)



**Table 2: Socio-Demographic Variables**

Gender	Frequency
Male	168
Female	132
<b>Nationality</b>	0
Indian	213
Foreigners	87
<b>Age</b>	0
20–29	96
30–39	123
40–49	60
50 and above	21
<b>Occupation</b>	0
Student	45
Company employee	168
Civil servant	6
Housewife	33
Professional	24
Sales/service worker	15
Others	9
<b>Educational level</b>	0
High School	3
Graduation	9
Senior high school	39
College graduate or above	249

**Table 3: Percentage Response Choices for Before and After-Visit Ratings for all Respondents**

Tourist Perception about interest/ awareness in	Before/ After	Percentage response					M	S.D
		None	Low	Moderate	High	Very High		
Culture	Before visit	0	42	138	90	30	3.31	.86
	After visit	0	6	90	150	54	3.33	.79
Cuisine	Before visit	0	27	153	96	24	3.43	.84
	After visit	0	3	105	126	66	3.45	.86
Exhibitions	Before visit	0	36	156	66	42	3.42	.92
	After visit	0	9	111	99	81	3.34	.94
Handicrafts	Before visit	0	36	144	84	36	3.43	.74
	After visit	0	0	96	126	78	3.81	.74
Cultural nights	Before visit	0	48	132	72	48	3.12	.87
	After visit	0	9	51	150	90	3.92	.77
Shows	Before visit	0	54	126	72	48	3.65	.76
	After visit	0	12	78	120	90	3.84	.86

**Results**

**Rating Scale Items**

Tourists were asked to rate their levels of interest and awareness concerning local culture, cuisine, exhibitions, handicrafts, cultural nights and shows reflecting on what these levels had been before, as well as after, the visit. The percentage frequencies for the five response choices given by visitors for each of the six rating scale items are reported in the table 3.

The results show that for this group of 300 visitors, most indicated that their interest and awareness in

local culture, cuisine, handicrafts, exhibitions, cultural nights and in shows varied from low to very high before visit to carnival. Further, the patterns of responses show that, for each item, there were increases in the percentage of people choosing high and very high for their perceived post-visit interest. For each of the six items, a Wilcoxon matched-pairs signed-rank test was used to determine if any differences between visitors' responses for their pre-visit interest and their post-visit interest were statistically significant. This non-parametric test is suitable for ordinal data.

**Table 3: Results for Wilcoxon Matched-Pairs Signed-Rank Tests**

Visitors' Perception of their Interest in	Negative Response (%)	Positive Response (%)	Ties(%)	Z	P
Local Culture	0	48	52	-5.943	0
Cuisine	0	45	53	-6.782	0
Exhibitions	0	46	54	-6.782	0
Handicrafts	0	54	46	-7.348	0
Cultural nights	0	67	33	-8.231	0
Shows	0	59	42	-7.616	0

In the table 3 negative ranks indicate that ratings were higher before the visit than after; positive ranks indicate that ratings were higher after the visit than before; ties indicate that before and after ratings were the same. Table 3 reports these results and shows that, for all six items, all visitors who perceived a change in their interest (or awareness) perceived it to be in the positive direction. There is 48% of respondents increased their ratings for interest in local culture, 45% for local cuisine, 46% for cuisines, and approximately, 54% for handicrafts, 67% for Cultural nights and 59% for shows. The increase in ratings was nearly always one point on the 5-point scale. Table 2 also shows that for every item the probability that the sums of negative and positive ranks are equal is  $<.001$ , indicating that, overall, the positive differences in visitors' ratings of their before and after visit perceptions are statistically significant (Z ranging from 5.943 to 8.185). From the data analysis there is clear indication that the different activities in the Summer Festival Shimla has increased interest among tourists which is resulting in increased knowledge and entertainment that is helpful in promotion of the destination. Hence it is found that the summer festival is playing a very significant role

in enhancing the tourist interest and awareness to a very great extent.

**Impact of Summer Festival in Shimla Tourism**

Summer festival in Shimla is becoming very helpful in attracting tourists from different parts of the country as well as from abroad. Since this festival is of very specific duration it is giving chance for tourists to enhance the destination knowledge and raising their awareness. It is also becoming very helpful for branding and image building of Shimla by attracting media attention and huge publicity. It is generating a large economic impact in terms of revenue generation for hoteliers, restaurants, transporters, guides and other stakeholders. It is emerging as a platform for social and cultural exchange for locals and visitors making it unique.

**Suggestions**

An emerging trend in the tourism and leisure fields is that people are seeking more participative experiences, and hence special events like summer festival Shimla are giving them opportunity for a participative experience. Special event tourism has become a major source of employment, revenue,

awareness and opportunity for branding the areas. Destination developers should formulate and implement event tourism strategies in order to reach their full tourism potential. Special events can help destinations plan how to use events in a tourism role, set event tourism goals and find out the possible ways to achieve the goals in a long-term perspective. Special events further lead to continuity in the development of the tourism industry and help maximize the possible positive benefits that events can bring to destinations. There is need of research to identify the potential of a particular event in a particular destination according to its different socio cultural, topographical and environmental settings. The need of identification and involvement of stakeholders is also very important in this regard.

Events like Summer festival are an important element

in the marketing of tourism because they offer tourists attractive reasons to visit a place. They are now established methods for promoting destinations and effective instruments in attracting not only the first time visitors but also more important the repeat visitors to gain joys as well as to discover new cultural experiences. Himachal Pradesh is rich in culture, wildlife, heritage, adventure sports, natural attractions etc. There is huge opportunity of special tourism events life sports events, events relating to wild life, fairs and festivals , events to promote heritage tourism , food festival etc. can be started in different corners of the state. This event is very helpful not only in attracting tourists but also in the destination branding and promotion also. The tourism stakeholders should take interest in developing and marketing such events for destination development in different parts of the state.

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# **Climatic Variations and Visitation: An Interplay Between Seasonality and Touristic Influx in Ladakh**

**Shamim Ahmad, Zubair Ahmad Dada, Mazafar Ahmad Wani & Eshan Malik**

## **ABSTRACT**

Tourism has emerged an industry of primary importance for growth and development of underdeveloped regions. Ladakh is basically a cold desert with extremely cold and long winter and short summer with mild temperature. Tourism is seasonal economic activity which takes place during summer months from April to September and tourism activities closes down with the onset of bone chilling winters. Tourists are sensitive to climate and to weather which affects the relative attractiveness of destinations and hence the motive for international tourists to leave their country of origin. This paper investigates the influences of weather and climate on the demand of tourism products of Ladakh. The study attempts to correlate the room occupancy level, month wise tourist flow, and air flight with mean monthly maximum and minimum temperatures. The broad qualitative message is clear that tourism business in Leh town of Ladakh is a seasonal phenomenon which generally takes place in summer season. In general, temperature indicator of demand for tourism displays a strong positive correlation with tourist flow for all months, except in winter. On the basis of the results of this empirical study a suggestion is being made for development of winter sports in the form of ice hockey seeking, because the climatic conditions are very congenial for these activities to be undertaken.

**Keywords:** Temperature, Weather, Room Occupancy, Tourist Flow, Demand, Leh.

## **Introduction**

Climate change is likely to have significant impacts on a number of key economic sectors. Weather-dependent industries, including agriculture and tourism, are likely to be particularly impacted. With increasing temperatures being projected by the Intergovernmental Panel on Climate Change, there are likely to be major changes in the distribution of tourists around the planet and in trends for tourism both at home and overseas (Taylor, 2009). Tourism has become a major contributor to the local economy to combat poverty and generate the new economic opportunities in less developed region of Ladakh. However, this increasingly important sector is highly vulnerable to the effects of weather and variability. Favorable climatic conditions at destinations are key attractions for tourists, in mountain tourist destinations. Climate

and weather are important factors in tourist's decision making and also influence the successful operation of tourism businesses. More specifically tourists expect certain climatic conditions when they travel to a place, they will experience the actual weather, which might deviate quite substantially from the average conditions. Hence, in the first place tourists and tourism businesses are likely to be affected by weather conditions, although in the long term these will follow systematic changes as projected under different climate change scenarios (Becken Susanne, 2010).

Even though most tourism demand studies focus on economic variables (Crouch, 1994; Lim et al., 2008), however climate has been identified as a key driver for tourism and an important destination attribute (Hu & Ritchie, 1992) Climate is either the main tourism resource, for example in the case of beach destinations (Kozak et al., 2008), it acts as a facilitator that makes

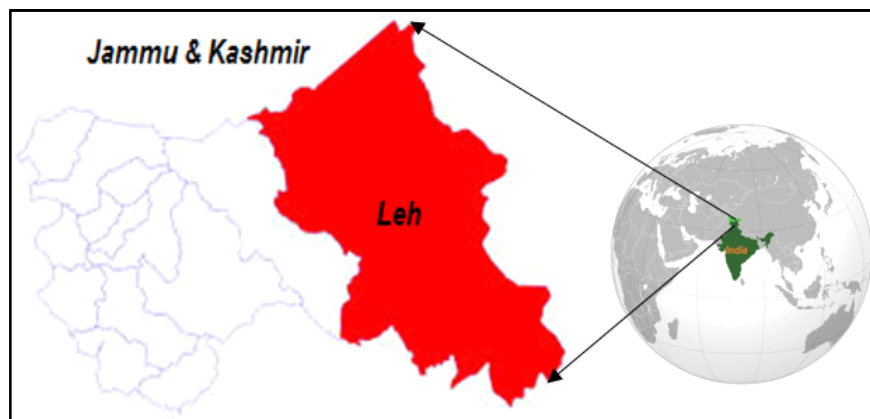
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tourism activities possible and enjoyable (Gómez Martín, 2005). The importance of climatic attributes for tourist destinations is reflected in advertising materials (Gómez Martín, 2005) as well as destination image construction (Pike, 2002). While Barbadoes sells ‘good weather’ with a money-back guarantee (Scott & Lemieux, 2009), other destinations have learned to turn potential disadvantages into successful niches. Tarifa in Spain has capitalized on its frequent and intense wind (to become an important destination for windsurfing (Gómez Martín, 2005). Tourists’ motivation of experiencing a certain climate has been confirmed in tourism demand studies, for example in Germany, the UK and Canada (Lohmann&Kaim, 1999; Scott & Lemieux, 2009). These studies show that besides destination choice, climate is also an important factor for the timing of travel (Lohmann and Kaim, 1999; Hamilton and Lau, 2005). Seasonality has been described as one of the main challenges of tourism’s viability .Tourism’s seasonality is not only

driven by climatic conditions at the destination and tourists’ home countries, but also by institutional factors such as school holidays (Butler, 2001). The impact of climate change on tourism has been examined quantitatively in several different ways. There are economic theory based studies that involve estimating the demand for destinations using, among other things, climate variables (Maddison, 2001; Lise and Tol, 2002 and Hamilton, 2003). Related to these studies are global models of tourism flows that include temperature as a determinant of the flows of tourists between countries (Hamilton et al., 2003). There are also studies that use tourism climate indices to predict the effect of a changed climate on tourism demand (Scott and McBoyle, 2001). The latter group of studies combine climate variables in a more complex way to reflect the thermal, physical, and aesthetic properties of climate. The former two groups take a more simplistic approach: they include temperature, and up to two other variables.

**Study Area**



*Source:* Survey of India, Toposheet (1971)

Leh district is situated between 32° to 36° North latitude and 75° to 80° East longitude and altitude ranging from 2300 meters to 5000 meters above sea level. District Leh with an area of 45100 Sq. Kms. makes it 2nd largest district in the country after Kutch (Gujarat) with an area 45652 Sq. Kms. the district is bounded by Pakistan occupied Kashmir in the west and china in the north and eastern part and LahulSpiti of Himachal Pardesh in the south east. It is at a distance of 434 Kms from State capital (Summer) Srinagar and 474 Kms from Manali(HP). Topographically, the whole of the district is mountainous with three parallel ranges of the

Himalayas, the Zaskar, the Ladakh and the Karakoram. Between these ranges, the Shayok, Indus and Zaskar rivers flow and most of the population lives in valleys of these rivers (Namgail et al., 2006). Ladakh lies on the rain shadow side of the Himalayan, where dry monsoon winds reaches Leh after being moisture in plains of Indian sub-continent. It has Wide diurnal and seasonal fluctuation in temperature with -40°C in winter and +35°C in summer. The Precipitation is very low with annual precipitation of 10 cm mainly in form of snow during winter season. The region has inherent physical constraints, like prolonged winter, scanty rainfall, rugged mountain

terrain, and limited availability of fertile land. Nevertheless, agriculture and pastoralism are the main livelihoods in the region, although these traditional sectors have been adversely affected by the development of tourism and government services (Bhatnagar et al., 2006).

**Research Design and Instrumentation**

The information related to the present study has been gathered using a variety of methods to gain a better understanding of the influence weather pattern on the tourism demand of Leh. The present study is based on both primary as well as secondary data. Data collection methods include documents, literature review, questionnaires survey and observations. The data regarding tourist flow and accommodation sector has been collected from Department of Tourism Jammu and Kashmir (Leh) and Leh airport. While as the temperature data was acquired from the Defense Institute of High Altitude Research (DIHAR). The data regarding hotel and guest house room occupancy was obtained with the help of questionnaire survey through stratified random sampling. The data was interpreted with the help of bar graphs and line graphs etc.

**Results and Discussion**

**Growth of Tourism in Leh Town**

A close examination and analysis of the trend of tourist arrivals reveals that tourism in Leh also seems to be going through stages similar to what is proposed by Butler in his TALC model. The tourism industry in Leh is only about 36 years old which is a relatively short time period for a complete application of the tourist area life cycle model. However the period

from 1974-80 clearly resembles the exploration stage with very small numbers of tourists; mostly Europeans mainly from Germany. Air services to Leh did not exist at that time and there were very few accommodation facilities; tourists were accommodated with the local families (Jina, 1994) thus the concept of home stays developed in Ladakh. This period can be regarded as initial exploration stage of tourism in the region. As tourist flow increased, the State Government provided up to 50 percent subsidies for the construction of hotels in order to promote the development of tourism. This led to a significant jump in the number of hotels and guest houses in the region, supplemented by the introduction of air services in the 1979, led to rapid development of tourism (Jina, 1994). The period from 1980 onwards resembles a stage of increased involvement of local residents in providing services to tourists and this time period also saw increase in the number of daily flight to Leh. During the 1990s, tourism in Leh started developing as an industry, with an increased level of organization (Jina, 1994). The 1999 Kargil conflict and subsequent 9/11 attack shown its impact on the tourist flow of tourist to Leh. Leh started getting more promotion as a travel destination and the unique natural environment and cultural heritage started being more specifically marketed as its strengths. while as this period also saw a more rapid change in the region’s infrastructure such as roads connecting the remotest villages as well as facilities and services in Leh town got augmented. More importantly, the number of domestic tourists, which had always been lower than foreign tourists, started picking up after 2003. Thus there has been a change in the type of tourists the region receives.

**Comparison between Butler’s Model and Tourist Arrival to Leh Town**

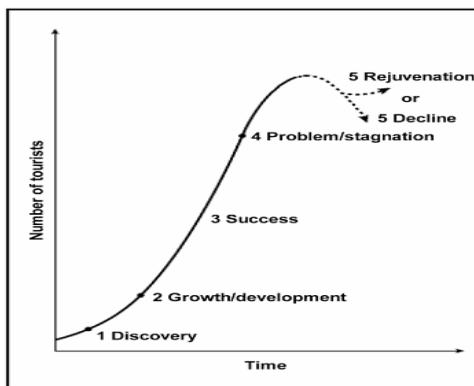


Figure 3

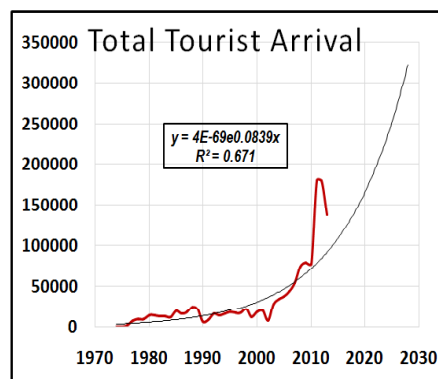


Figure 4

In year 2011 the number of tourists exceeded the permanent local population of Leh district the first time (shah and Wani 2014). All these events are characteristic of the development stage of a tourist area suggesting that Leh is currently in the development stage of the tourist area life cycle model. The above discussion illustrates the broad applicability of the life cycle model to Leh tourism sector. It is not yet possible to determine whether the tourism trend is approaching the consolidation stage. The development stage might continue for several years or more until the region’s natural capacity is reached.

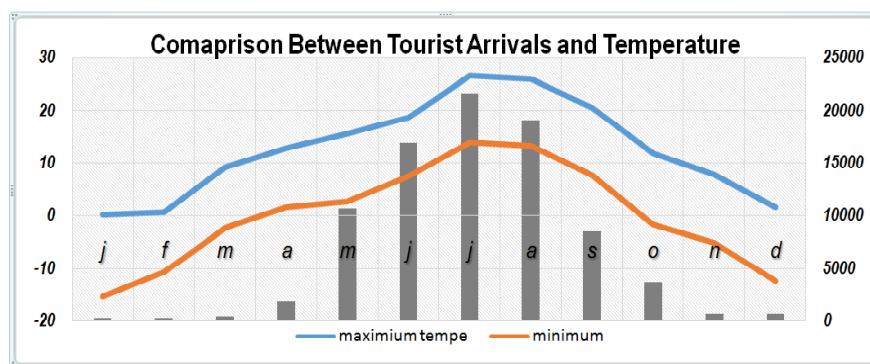
**Seasonal Variations and Tourist Flow to Leh**

In the Koppen’s scheme of climatic types, the Ladakh Division has been shown as the (Dwd) which means extremely cold and dry winter and short cool summer (Hussain 2002). Ladakh is essentially mountainous, characterized by undulating relief of steep slopes, deep gorges, snow-covered peaks and rugged topography. Ladakh is a high-altitude region on an average altitude of 4’000 m. The temperature are extreme Himalayan and can change very quickly. The days can be hot with strong Sun Shine and nights equally cool. The weather of Ladakh remains cold and chilly for most part of the year and the best time to visit is from Mid-May to September.

The weather and climate plays an important role in the tourist activities of a region especially in the mountain areas. During the summer months these

mountain areas attracts lot of the tourists from those areas which are facing the high temperature at their native places. The mountain areas provide them the cold and calm temperature that is why Ladakh is witnessing a huge tourist flow during the summer months. During the winter season mountain especially Himalaya’s areas receive heavy snow fall which makes these areas inaccessible. The tourism in Leh is seasonal in nature as the tourism is activities in summer months only. The climate of the Ladakh is extreme in nature during the winter the temperature falls below zero degree and reaches up to -150 C while as during summer the temperature reaches up to the 300C. The tourist flow to the region is mainly concentrated on the summer months only, from the figure (4.6) it can easily be depicted. The tourist flow also follows the same trend, with the rising of temperature the graph of the tourist flow also starts rising, first slowly and then reaches its zenith in the month of August and September. As the temperature starts falling in the month of September the tourist flow also starts slowing down and it follows the same trend till the month of April in the next year when the temperature starts rising. One of the main reasons in the variation of tourist flow apart from the temperature is the heavy snowfall during the winter months. As against tourist attraction, in these months it acts as a great barrier for the tourists. During these months the major roads remain cut off from rest of the world because of heavy snowfall and landslides.

**Relation between Tourist Flow and Temperature**



As revealed by the above climatic panel data model, there is a serious correlation between the climatic variables and tourist arrival numbers.

**Seasonal Variations in Room Occupancy Levels**

Occupancy rate indicates Occupancy measures the

economic health of the accommodation industry. It reflects both supply and demand there are 7870 beds available in the tourist accommodation of the Leh. In the months like January, February, March and April the tourist activities are almost at zero level, the occupancy rate remains at its lowest level ranges



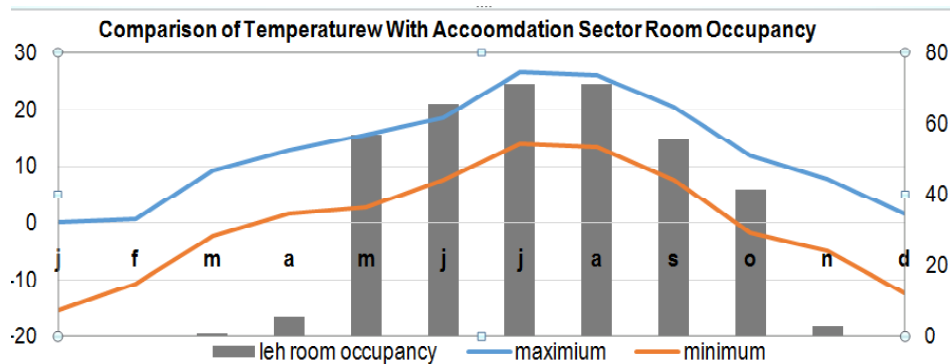
between 1% to 5%. The tourist arrival is low because of the severe cold and road connectivity. The snow fall in this hilly region blocks the entire road and it is very difficult to clear these roads because of threat of land slide and the continuous snow fall. Though the air routes are open but the tourists do not prefer to visit this cold desert in cold climatic condition. When the snow melts the roads get opened for the traffic, large number of tourists enters Leh as the weather improves the tourist arrival also increase and during the month of June, July and August the

occupancy rate touches above 80%. The number of the tourists is so large that the occupancy rate reaches up to seventy to eighty percent. The occupancy rate comes down in October and reaches to almost zero level in the month of January, because of the coldness and the blocking of the roads by snow fall. During the month of the May the domestic tourists come in large number because of summer vacations throughout India and due to high temperature in the entire Indian plains.

Monthly Room Occupancy Level of Tourist Accommodation Sector in Leh

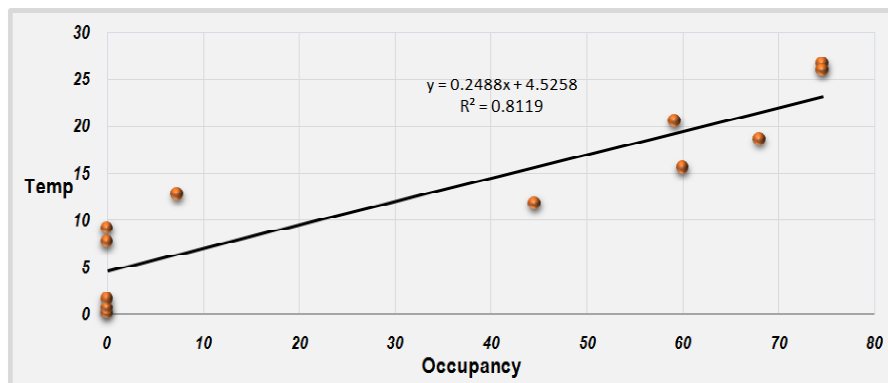
Tourist accommodation type	J	F	M	A	M	J	J	A	S	O	N	D
A category Hotels	0	0	0	15	70	80	80	80	70	60	0	0
B category Hotels	0	0	0	10	70	70	80	80	70	50	0	0
C category Hotels	0	0	0	5	60	70	80	80	60	40	0	0
D category Hotels	0	0	0	5	50	60	70	70	50	40	0	0
Guest Houses	0	0	0	1.3	50	60	63	63	46	33	0	0
Average	0	0	0	7.3	60	68	74.6	74.6	59.2	44.6	0	0

Source: Field Survey



Source: Defense Institute of High Attitude Research, Leh (2015)

Linear Regression Model





**Regression Statistics**

Multiple R	0.90
R Square	0.81
Adjusted R Square	0.79
Standard Error	15.23
Observations	12

**ANOVA**

	DF	SS	MS	F	Significance F
Regression	1	10016.54	10016.54	43.17	6.30728E-05
Residual	10	2320.12	232.01		
Total	11	12336.66			

	Coefficients	Standard Error	T Stat	P-Value	Lower 95%	Upper 95%
Intercept	-8.686568648	7.6391	-1.1371	0.282	-25.70	8.33
Mean Maximum Temperature	3.26400811	0.4967	6.5705	6.30728E-05	2.15	4.37

**Residual Output**

Observation	Predicted Mean Monthly Room Occupancy	Residuals	Standard Residuals
J	-8.36	8.36	0.58
F	-6.73	6.73	0.46
M	21.34	-21.34	-1.47
A	32.77	-25.47	-1.75
M	42.00	18.00	1.24
J	52.02	15.98	1.10
J	78.10	-3.50	-0.24
A	76.18	-1.58	-0.11
S	58.26	0.94	0.06
O	29.73	14.87	1.02
N	16.51	-16.51	-1.14
D	-3.53	3.53	0.24

**Probability Output**

Percentile	Mean Monthly Room Occupancy
4.17	0.00
12.50	0.00
20.83	0.00
29.17	0.00
37.50	0.00
45.83	7.30
54.17	44.60
62.50	59.20
70.83	60.00
79.17	68.00
87.50	74.60
95.83	74.60

As revealed by the data panels and regression modeling, it can be observed that there is a strong impact of temperature variation on room occupancy levels. As shown by the data panel, one percent change in temperature variables accelerates eight one percent change in the room occupancy levels. Higher the temperature at a given point in time, the study area shows higher occupancy rates and strong touristic influxes and vice versa. The modeling, therefore, indicates a strong relationship.

**Conclusion**

Climate change is likely to have a significant impact on tourism flows in the Ladakh and worldwide. This paper has shown that climatic variables can have significant impacts on domestic tourism. The panel

data models developed in this paper suggest that there is much scope for use of regional data to analyze the influence of climatic variables on tourism. Further analysis of regional data sets across J&K and worldwide would enhance the evidence based on the influence of climate on tourists’ decisions as to domestic destinations. The implications of this study are that there is likely to be increased domestic tourism as a result of climate change, as the results of climate models suggest hotter summers for the Ladakh Region. This may have effects on tourism infrastructure in the region and on the relative attractiveness of overseas destinations. Climate change – alongside other factors such as increasing incomes and changing population demographics – is likely to have a significant impact on domestic tourism in the region.

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# Perception of Tourists About Problems Faced and Worth of Money Spent at Tourist Destinations in Himachal Pradesh

Suneel Kumar

## ABSTRACT

Tourism is one of the most important sectors for the state economy in terms of foreign exchange earnings as well as creation of employment opportunities. Himachal Pradesh is known as the 'Abode of Gods', the State conjures up visions of ancient temples, with exquisitely carved wooden panels, occupying almost every hilltop and the festivities associated with these religious places. This present paper is focused on the analysis of perception of tourists about the various problems faced by them and the opinion of tourists regarding the prices charged for basic tourism facilities in the study area. The present study is based on Primary data, at the first stage with the help of convenience and purposive sampling four districts i.e. Shimla, Kullu, Kangra and Kinnaur have been selected. At the second stage, twenty tourist places from these four districts with the help of simple random sampling have been selected. At the third stage, 300 tourists (200 domestic and 100 foreign) @ 15 tourists from each tourist destination are selected conveniently. For testifying the research objectives the chi square method, standard deviation, means and skewness has been used.

**Keywords:** Foreign Exchange Earnings, GDP, Abode of Gods, Cultural Diversity

## 1.1 Introduction and Literature Review

Tourism is simply defined as the practice of traveling for recreation. As the largest business sector in the world economy, the tourism industry is estimated to comprise 5890 billion US\$, or 9.9% of the total world GDP. India is one of the tourist hubs in the world and Himachal Pradesh is a major tourist destination in India. The vast geographical and cultural diversity of state provide it with a plenty of attractions to draw both domestic and international tourists in the state. There has been substantial growth in domestic and international tourist arrival in Himachal Pradesh over the last few years. Its serene valleys can promote medical/wellness and spiritual tourism in the state. Its terrain also provides innumerable opportunities to promote adventure tourism and the rural regions and pilgrimages can be used for the promotion of rural and pilgrimage tourism. The state has well developed social physical and industrial infrastructural and virtual connectivity. It has a strong hydro power base because of its immense water resources and diverse topography. Tourism is one of the most important sectors for the state economy in terms of

foreign exchange earnings as well as creation of employment opportunities. Himachal Pradesh has slashes of beautiful towns and hamlets all over the state, which offers tourists a variety of destinations. The state is blessed with enormous natural beauty and diverse set of tourism products like pilgrimage, excursion, adventure sports, heritage, culture, cuisines, festivals etc.

Himachal Pradesh is also known as the 'Abode of Gods', the State conjures up visions of ancient temples, with exquisitely carved wooden panels, occupying almost every hilltop and the festivities associated with these religious places. Even a casual glimpse at the traditionally attired local deities being carried in meticulously decorated palanquins, devotees dancing to the rhythmic play of traditional drums and clarions, leaves a lasting imprint on one's mind. This natural and cultural richness of the state coupled with its simple peace loving people and traditional hospitality makes the state a most favored tourist destination. Anybody with a zest for life, a spirit of adventure and a love for nature will find all that his heart desires amongst the pristine environs of Himachal Pradesh.

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for international tourists and proved that facilities like travel and hospitality have improved tourist statistics by 15.3%. Heeson (2004) noted that tourism industry was keen to promote eco and rural tourism and emphasized to overcome the challenges in tourism which include the failure of tourism policies, poor feasibility, low profitability, weak infrastructure, poor connectivity and rigid government policies. Experts, too, stress upon the fact that the main challenge in India is the low level of community involvement in this sector. Dhar (2005) concluded that India has a prominent place in tourism related activities and tourism is an important tool in marketing India as a tourist destination. Tandon (2006) noted that with the rise in unemployment, the Government of India is focusing on tourism as the biggest potential job market in collaboration with Common Wealth Youth Programme named, Asia Center.

### 1.2 The Major Tourist Circuits in Himachal Pradesh

- Dhauladhar circuit (Delhi -Chintpurni - Jwalamukhi -Kangra - Dalhousie - Khajjiar - Chamba - Dharamsala - Chamunda - Palampur - Jogindernagar – Delhi)
- Beas circuit (Delhi - Swarghat - Bilaspur - Mandi - Rewalsar - Kullu - Manali - Rohtang - Naggar - Manikaran - Delhi)
- Tribal circuit (Delhi - Shimla - Sarahan - Sangla - Kalpa - Nako - Tabo - Dhankar - Pin Vally Kaza - Losar - Kunzum - Koksar - Sissu - Tandi - Udaipur - Trilokpur - Rohtang Pass – Manali - Delhi)
- Sutlej circuit (Delhi - Parwanoo - Kasauli- Barog - Solan - Chail - Hatkoti - Rampur - Sarahan - Narkanda - Naldehra - Tattapani - Shimla - Kiarighat - Delhi)

#### Identified circuits

- Shimla Circuit (Kalka - Solan - Shimla- Chail - Kufri - Naldara)
- Dharamshala Circuit (Dharamshala - Kangra - Palampur - Chamba)

#### Key Circuits

Dalhousie, Shimla, Mandi, Hamirpur, Chamba, Manali, Kullu, Solan, Dharamshala, Kangra, Narkanda, Sarchan, Rohtang

### 1.3 Research Objectives

- To study the perception of tourists about the various problems faced by them at the tourist destinations in Himachal Pradesh.
- To study the perception of tourists regarding the prices charged for basic tourism facilities in Himachal Pradesh.

### 1.4 Research Hypotheses

- H01: The perception of tourists about the problems faced by them at tourist destination does not vary significantly.
- Ha1: The perception of tourists about the problems faced by them at tourist destination does vary significantly.
- H02: The perception of tourists towards the prices charged for tourism facilities in the study area does not vary significantly.
- Ha2: The perception of tourists towards the prices charged for tourism facilities in the study area does vary significantly.

### 1.5 Data Base and Research Methods

The present paper is mainly based on primary data and focused on the perception of tourists regarding the prices charged for basic tourism facilities in the state and the investigation of tourist's opinion about the various problems faced by them at the tourist destination. Convenience sampling has been used for collection of data from the respondents from four districts of Himachal Pradesh, i.e., Shimla, Kullu, Kangra, and Kinnaur. A total of 300 tourists (200 domestic and 100 foreign) have been selected from 20 tourists destinations of selected districts, thereby taking 15 samples from each destination. While selecting the sample, special care has been taken to ensure the representation of different regions, age groups, educational levels, sex, and income levels. Tourists' responses were tabulated and further interpreted with the help of simple percentage, mean value, standard deviation and skewness. In view of the large size of sample (300), hypotheses have been tested by using chi square test at 1% level of significance.

### 1.6 Perception of Tourists towards Various Problems

It is evident from table 1 that majority of tourists are of the opinion that they have faced the problem

Table 1: Perception of Tourists towards Various Problems

S. No.	Tourists Problems	Very high	High	Moderate	Low	NC	Total	Mean	S.D.	SK	Table value of at 1 %
1	Accommodation booking	36 (12.0)	77 (25.7)	96 (32.0)	59 (19.7)	32 (10.7)	300 (100.0)	3.09	1.16	-0.12	49.10 Significant
2	Language problem	20 (6.7)	58 (19.3)	72 (24.0)	110 (36.7)	40 (13.3)	300 (100.0)	2.69	1.13	0.34	77.47 Significant
3	Water and Sanitation	36 (12.0)	55 (18.3)	100 (33.3)	70 (23.3)	39 (13.0)	300 (100.0)	2.93	1.19	0.10	45.70 Significant
4	Crime and cheating	15 (5.0)	37 (12.3)	74 (24.7)	115 (38.3)	59 (19.7)	300 (100.0)	2.45	1.09	0.55	96.27 Significant
5	Tourist guide problem	14 (4.7)	53 (17.7)	97 (32.3)	86 (28.7)	50 (16.7)	300 (100.0)	2.65	1.09	0.18	71.83 Significant
6	Coolie problem	6 (2.0)	49 (16.3)	87 (29.0)	116 (38.7)	42 (14.0)	300 (100.0)	2.54	0.99	0.28	120.43 Significant
7	Electricity problem	13 (4.3)	22 (7.3)	83 (27.7)	128 (42.7)	54 (18.0)	300 (100.0)	2.37	1.00	0.68	147.37 Significant
8	Banking	9 (3.0)	43 (14.3)	86 (28.7)	110 (36.7)	52 (17.3)	300 (100.0)	2.49	1.03	0.36	102.17 Significant
9	Telecommunication	16 (5.3)	41 (13.7)	76 (25.3)	129 (43.0)	38 (12.7)	300 (100.0)	2.56	1.05	0.57	129.97 Significant
10	Transportation	20 (6.7)	49 (16.3)	100 (33.3)	104 (34.7)	27 (9.0)	300 (100.0)	2.77	1.04	0.35	105.77 Significant
11	Room service problem	17 (5.7)	45 (15.0)	97 (32.3)	102 (34.0)	39 (13.0)	300 (100.0)	2.66	1.06	0.33	94.13 Significant
12	Housekeeping problem	22 (7.3)	53 (17.7)	87 (29.0)	93 (31.0)	45 (15.0)	300 (100.0)	2.71	1.14	0.27	58.93 Significant
13	First aid problem	25 (8.3)	46 (15.3)	71 (23.7)	103 (34.3)	55 (18.3)	300 (100.0)	2.61	1.19	0.43	56.93 Significant

Note: Figures in parentheses indicates as percentage of row total

Source: primary probe, NC:-No Comments, S.D.:-Standard Deviation, SK:-Skewness

in accommodation booking. The mean value of the opinion is quite high from the mean standard score. The standard deviation is 1.16 whereas skewness is  $-0.12$ . It shows that their opinion is distributed more towards higher side from the average. Further, the calculated value of chi-square is significant at 1 percent level of significance, which shows that the majority of tourists agree more strongly with the opinion that accommodation booking was a big problem for them. Further, the opinion of tourists indicates that the language was not an issue for them. The standard deviation and skewness are 1.13 and 0.34 respectively. This shows that their opinion is towards lower side. The alternative hypothesis is accepted. It reveals that the distribution of the views over this issue is not equal and is distributed more towards the lower side of mean value.

It is observed that the mean value of responses relating to water and sanitation is less than the average standard score. The standard deviation is 1.19 and skewness is 0.10. It shows that their opinion is distributed more towards lower side of average score. The calculated value of chi-square is very high than the table value. Thus, the above analysis leads to the conclusion that majority of the respondents agree more strongly with the opinion that there was no problem of water and sanitation in this state. The table further reveals that crime and cheating is not a big problem in Himachal Pradesh. The calculated mean value supports the above opinion. The standard deviation is 1.09 which is very less and skewness is 0.55. This shows that their opinion is scattered towards the lower side of mean score. The calculated value of chi-square is much higher than the table value. It also supports that the respondents agree more strongly with the opinion that crime rate is not high in the state as is a common feature in other states of India.

Majority of respondents are of the view that there is no problem of tourist guides at different tourist spots in the state. The mean value (2.65) supports the above opinion. The standard deviation is 1.09 while skewness is 0.18. The calculated value of chi-square, when compared with the tabulated value at 1 percent level of significance, is found to be significant which indicating that majority of respondents agree more strongly with the adequacy of guides in Himachal Pradesh. The mean score of opinion relating to coolies is lower than the mean standard score at five point scale. The standard deviation is 0.99 whereas skewness is 0.28. It shows that opinion of respondents is

changing towards lower side of mean standard score. The chi-square value is significant at 1 percent level of significance. Therefore, above analysis reveals that there is no problem of coolies in Himachal Pradesh.

Regarding the electricity problem, the mean score of responses is less than the mean standard score and the standard deviation and skewness are 1.00 and 0.68 respectively. It can be concluded on the basis of statistical figures that the responses are inclined towards lower side of the mean score, showing that electricity problem was not faced by the respondents during their stay in the state. The table further indicates that the mean value of the opinions relating to the banking as the problem is less than the mean standard score on the five point scale. The standard deviation is 1.03 whereas skewness is 0.36. It shows that their opinion is distributed towards lower side from the mean standard score, indicating that banking was not a problem in Himachal Pradesh. The calculated value of chi-square shows that there is a large difference between the opinions over this issue.

It is apparent from the table 1 that respondents did not find any telecommunication problem in this state. The mean value is in conformity with the above opinion. The standard deviation is 1.05 and skewness is 0.57, which shows that variation in their opinion is changing towards the lower side of the mean standard score. The mean value of opinions relating to transportation is slightly less than the standard mean i.e. 3 on the five point scale. The standard deviation and skewness are 1.04 and 0.35 respectively, showing that their opinion is distributed more towards lower side from the mean standard score, which reveals that the tourist's not faced any problem of transportation in the state.

It can be observed from the table that the mean score of the responses relating to the room service is less than then standard mean score (2.66). The standard deviation and skewness are 1.06 and 0.33 respectively which shows that the variation is more towards lower side of the mean score. The chi-square value is significant at 1 percent level of significance and null hypothesis is rejected. The table further exhibits that the mean value of the responses relating to housekeeping is 2.71 which are lower than the mean standard score on the five point scale. The standard deviation of the responses is 1.14 and skewness is 0.27, which shows that their opinion is scattered more towards lower side of the mean standard score. The calculated value of chi-square is more than the table

Table 2: Perception of Tourists Regarding Prices Charged for Various Facilities

S. No.	Prices Charged	Very high	High	Moderate	Low	NC	Total	Mean	S.D.	SK	Table value of at 1%
1	Food and beverages	57 (19.0)	116 (38.7)	105 (35.0)	14 (4.7)	8 (2.7)	300 (100.0)	3.67	0.93	-0.46	166.50
2	Accommodation	54 (18.0)	101 (33.7)	122 (40.7)	17 (5.7)	6 (2.0)	300 (100.0)	3.60	0.91	-0.21	172.10
3	Transport	36 (12.0)	80 (26.7)	145 (48.3)	34 (11.3)	5 (1.7)	300 (100.0)	3.36	0.89	-0.10	198.37
4	General shopping	55 (18.3)	104 (34.7)	112 (37.3)	21 (7.0)	8 (2.7)	300 (100.0)	3.59	0.96	-0.33	148.17
5	Portrait	36 (12.0)	110 (36.7)	102 (34.0)	16 (5.3)	36 (12.0)	300 (100.0)	3.31	1.13	-0.64	122.53
6	Parking charges	34 (11.3)	80 (26.7)	107 (35.7)	29 (9.7)	50 (16.7)	300 (100.0)	3.06	1.22	-0.30	72.43
7	Prices of handicrafts	51 (17.0)	107 (35.7)	103 (34.3)	16 (5.3)	23 (7.7)	300 (100.0)	3.49	1.08	-0.62	124.07
8	Sightseeing charges	39 (13.0)	118 (39.3)	89 (29.7)	23 (7.7)	31 (10.3)	300 (100.0)	3.37	1.13	-0.65	114.27
9	Beauty and health treatment	45 (15.0)	102 (34.0)	91 (30.3)	20 (6.7)	42 (14.0)	300 (100.0)	3.29	1.22	-0.54	81.23
10	Charges for guide services	28 (9.3)	88 (29.3)	120 (40.0)	33 (11.0)	31 (10.3)	300 (100.0)	3.16	1.08	-0.38	116.30
11	Entry fees at various historical monuments and museums	32 (10.7)	68 (22.7)	113 (37.7)	62 (20.7)	25 (8.3)	300 (100.0)	3.07	1.09	-0.02	81.43

Note: Figures in parentheses indicates as percentage of row total

Source: primary probe

NC:-No Comments, S.D.:-Standard Deviation, SK:-Skewness

value at 1 percent level of significance and null hypothesis is rejected. The table also shows that the tourists felt that there was no problem of first aid in the state of Himachal Pradesh. The calculated mean value supports the above opinion. The standard deviation is 1.19 and skewness is 0.43, this shows that their opinion is scattered towards lower side of the mean score. The chi-square value also supports that tourists agreed strongly with the opinion that there was no first aid problem in this hilly state.

### 1.7 Perception of Tourists Regarding Prices Charged for Various Facilities

It is observed (Table 2) that the mean value of the views with regard to prices charged for food and beverages is 3.67. It is higher than the mean standard score on the five point scale. The variation in the mean score and skewness is 0.93 and  $-0.46$  respectively. This shows that opinion of tourists over this issue is ranging between moderate to higher price. The chi-square value shows that the distribution of the views regarding the prices charged for food and beverages is not equal and is distributed more towards higher side. Further, it is evident that the majority of respondents are of opinion that the price charged for accommodation facilities are quite exorbitant. The mean value supports the above opinion. The standard deviation and skewness are .91 and  $-0.21$  respectively which means their opinion is towards higher side. The chi-square value is significant at 1 percent level of significance, so the alternative hypothesis is accepted.

The mean score of the responses relating to the charges of transportation is slightly higher than the average standard score. The variation in the opinion is 0.89, whereas skewness is  $-0.10$ . This shows that their opinion is shifting from moderate to high charges. The value of chi-square value is significant at 1 percent level. It shows that distribution of the responses is not equal and majority of the tourists feel that they are charged very high prices for transportation. It is observed that general shopping is very expensive at these tourist destinations and the mean value (3.59) supports the above opinion. The standard deviation and skewness is recorded of 0.96 and  $-0.33$  respectively. The chi-square value reveals that opinion of the tourists with respect to prices charged for general shopping facilities is not equally distributed and majority of responses are inclined towards the higher side.

In case of prices charged for the portrait the mean value (3.31) is slightly higher than the standard mean on the five point scale. The standard deviation is 1.13 while skewness is  $-0.64$ . The chi-square value is significant at 1 percent level of significance, which shows that the opinion of the tourists over this issue is not equally distributed. The mean score of responses relating to prices charged for parking of vehicles is more than the average standard score i.e. 3 on the five point scale. The standard deviation is 1.22 while skewness is  $-0.30$ . It shows that their opinion is distributed more towards higher side of the average score. The calculated value of chi-square is very high from the table value. It shows that the opinion of tourists is not equally distributed over this issue.

The mean value of the responses relating to the price charged for handicraft products depicts that the majority of responses are towards higher side of the mean standard score. The standard deviation is 1.08, while skewness is  $-0.62$ . It shows that distribution of their opinion is more between moderate to very high. The chi-square value is 124.07, which is higher than the table value at 1 percent level of significance. So, the alternate hypothesis is accepted and it can be concluded that the majority of respondents admitted that the prices charged for the handicraft products are quite high. As far as sightseeing charges in the state are concerned, the mean value is higher than the average standard score on the five point scale. The standard deviation is 1.13 and skewness is  $-0.65$ . It shows that their opinion is changing more towards higher side of the average value. The chi-square value is 114.27, which is much higher than the table value at 1 percent level of significance, so null hypothesis is rejected. It is evident from the table that majority of tourists are of the opinion that prices charged for beauty and health treatment are quite high. The mean value of responses supports the above viewpoint of the tourists. It is 3.29 on the five point scale. The standard deviation and skewness are 1.22 and  $-0.54$  respectively. It shows that the variation in the opinion is less and their opinion is shifting towards higher side over this issue. It reveals from the value of chi-square test that the opinion of the respondents is not equally distributed over this issue and majority of the respondents agree more strongly with the opinion that the price charged for the beauty and relaxing programmes are very high. It is clear from the table that the majority of tourists are of the opinion that prices charged for guide services



are on the higher side. It is supported by the mean value of 3.16. The standard deviation and skewness is 1.08 and – 0.38 respectively. The chi-square value rejects the null hypothesis at 1 percent level of significance and reveals that the opinion of respondents with respect to charges of guide services is not equally distributed, thereby indicating that respondents agree more strongly with the opinion that charges of guide services are higher. The mean score of the views relating to entry fee at various historical monuments and museums is higher than the mean standard score. It depicts that majority of tourists have admitted that entry fees is high. The standard deviation in the views is 1.09 and skewness is – 0.02. This shows that their opinion is shifting towards higher side over this issue. The calculated value of chi-square is 81.43, which is quite high as compared to table value at 1 percent level of significance and the null hypothesis is rejected. It shows that the opinion of respondents is not equally

distributed over this issue.

### 1.8 Conclusion of the Study

In a nutshell it can be concluded that besides the problems relating to accommodation booking, there was no problem of language, water sanitation, crime and cheating, tourist guide, coolie, electricity, transportation, banking, telecommunication, room service, housekeeping and first aid services in the state. It can also be concluded that majority of respondents are of opinion that they have been charged higher prices for the various facilities, like food and beverages, accommodation, transport, shopping, portrait, parking, handicraft, sightseeing, beauty services, guide and entry fees at various places in the state. It may be because of the fact that there is no proper mechanism in the state for ensuring uniformity in prices.

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# Investigating the Impact of Food Image on Tourists' Behavioral Intentions: A Comparative Analysis of Kashmir and Ladakh

Shunali & Suvidha Khanna

## ABSTRACT

Food image of the destination plays an important role in attracting tourists toward it. Local Food and beverages reflect the destination's culture and lifestyle. Food and wine tourism is growing rapidly and is highly in demand in tourism markets these days. Tourists are now more involved in local food related activities at the destinations. Local cuisines represent the destination and through its consumption, tourists can learn about its culture. Food and its image of the destination both are capable enough to attract tourists towards the destination and can generate positive intentions among visitors. Also, it has been noticed that food has strong impact on behavioral intentions of the tourists and this can predict the future behavior of the tourists like revisit or repurchase intentions to some extent. It has been believed that destination's achievement is highly based on the tourist's behavioral intention like revisit to the destination due to its gastronomy (Hall & Sharples, 2003) and in order to build food image of the destination, it is very important to know tourist's behavioral intentions for the cuisine of that particular destination. Every destination has some type of unique gastronomic products and recipes that can pull tourists towards it. Local food introduces new flavors, traditions, and cooking methods to the tourists. Kashmir's food image is widely known and it has also gained greater recognition internationally. It is a beautiful combination of tastes and ingredients and some of its ingredients like saffron, walnuts etc are very famous among visitors. But Ladakh's food image in comparison is supposed to be not very strong. No-doubt Ladakh as a destination is known globally but its food image potential in comparison to Kashmir is yet to be studied. Thus, the purpose of this study is to understand and compare the impact of food image on tourists' behavioral intention in Kashmir and Ladakh.

**Keywords:** Behavior Intentions, Food Image, Kashmir, Ladakh.

## 1.1 Introduction

Gastronomy is a simple combination of food and drinks, and this simple concept has given a birth to a new form of tourism activity as gastronomy tourism. Gastronomy and culinary tourism is a tourism where tourists get a chance of tasting food and drinks which enhances their experiences (Ottenbacher & Harrington, 2010). According to the Long (2004), culinary tourism is participation in the food ways of other destination, the participation include the consumption of local food products, cuisine and learning about the meal system, or eating style of local people. Oosterveer (2006) observed that food consumption is not only restricted to only serving and eating of local food

but it is a social practice that brings visitors closer to local people socially, culturally and politically. According to Santich (2003), gastronomy is considered as a part of cultural tourism as tourists can enjoy the different cultures through local cuisines of the destination.

The global gastronomy tourism movements are quite significant these days as food is now establishing itself as one of the most unique tourism activity and attracting number of people. Every destination, that is rich in its gastronomic culture, is trying to focus on food related tours. Experiencing the unique and amazing food, wine and other local gastronomy products of another region is a significant part of

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the travelling experience. Gastronomy tourism, besides being the unique tourism activity is also a means of economic development of the region. As a result, many destinations that are rich in gastronomic products are trying to promote their destinations on the basis of food in tourism markets, as there are huge numbers of tourists who are primarily interested in gastronomic tourism activities and prefer gastronomy tourism over other types of tourisms.

In recent years, the interest of visitors in local food has been increased which in turn increases the importance of traditional, lost and forgotten recipes of the destination. This fast and furious growing culture of food is so auspicious for the destination that it gives a self-definition and identity to the place. Regional food is just like a mirror that reflects destination's culture and traditions. Authentic Food recipes is one such treasure that has been transferred from one generation to other, and this process helps to fill the gaps between generations. Moreover food also strengthens the bond between tourists and local people by providing tourists an opportunity to learn about their culture and traditions. Many a times, food is a medium of interaction between locals & tourists and generates a feeling of cohesiveness between them. Food is like social network that brings together different people and help them to learn about the significance of eating together in traditional atmosphere. Authentic cuisine is a tool for tourists' liveliness and enjoyment. It is a unique product which differentiates one destination from other destinations and local authentic food act as a strong motivational force behind rural areas gastronomic tours. It attract tourists that are health conscious, interested in folklore and old ways of eating traditions and in local ways of curing diseases. Gastronomy tourism is a source of learning cultural values and expresses the complexity of place's customs, practices, cultural and social outlook (Bertela, 2011) and this tourism activity has been rapidly growing over the past few years (Billups, 2007). Food and wine tourism need to be promoted especially in rural areas, where majority of the population depends on agriculture and in food related occupations. So, in such areas, food events should be organized with only one main motive of attracting visitors and enhancing the economic sources of local producers (Hoffman et al., 2001). Ozoemir & Culha (2009) also found that there are number of things like gastronomic products, unique actions, displaying of cooking skills amusement tricks that

are used in events and festivals related to food in order to attract tourists to the destination. It has been also observed that tourists also search for unique authentic experiences during travelling and events and festivals provide them opportunity to enjoy unique food and food related activities (Yuan, Cai, Morrison, & Linton, 2004). Local authentic food plays an important role in creating a quality visiting experience for tourists and therefore, influences their behavioral intentions for the destination.

Behavioral intention is defined as an individual's predictable or deliberate future behavior (Oliver & Swan, 1989). The concept of behavioral intentions has attracted the attention of destination managers and policy makers because favorable behavioral intentions help destination to retain tourists. Alexandris, Dimitriadis & Markata (2002) declared that the topic of customer behavioral intentions should not be ignored in the service industry because consumers decision-making is influenced by their behavioral intentions (White & Yu, 2005). It has been noticed that satisfaction is an antecedent of consumers behavioral intentions and it strongly influence behavioral intentions towards the services or product being offered (Kang et al., 2004). Many researchers found that service quality had significant impact on behavioral intentions in service industries like restaurant, tourism, etc (Chi & Qu, 2008; Ryu, Han, & Kim, 2008). Also it has been noticed that tourists' satisfaction and behavior intentions is measured as the key factor of tourists' likelihood of recommending (Hui, Wan, & Ho, 2007; Yoon & Uysal, 2005) which in turn is beneficial for service industry like food or tourism sector. It has been usually recognized that intention to revisit a destination is by and large depend on the tourists' overall satisfaction with the food experience during a tour (Ryu & Jang, 2006). Poon (1989) explained today's tourist is different from the old and traditional tourist typologies. There are many transformations in tourists' overall behavior. They like unique experiences during travelling. In such case nothing is better than food. Authentic local food provides both unique experience and satisfaction to the travelers and thus influences their behavioral intention for the destination too. Castro, Armario, & Ruiz (2007) found that the positive image has strong influence on the consumers especially in sectors like airlines, tourism, and restaurants. Similarly positive food image also influence the tourists behavioral intentions for the destination. Food and drink cannot be separated from

overall tourism experience. It has been observed that these fundamentals of the tourist experience have mostly been overlooked by many destinations and researchers in order to make clear the tourism development processes (Hall and Mitchell, 2005). But those destinations that have realized the power of the food image are earning huge profits. For example Thailand, Singapore, Italy France has developed their destinations food image globally and this further influences tourists' behavioral intentions for these places, as they like to revisit these places again and again and in turn destinations generate revenues. The aim of this research is to gain an empirical understanding and comparing the impact of food image on tourists' behavioral intentions between Kashmir and Ladakh.

### **1.2 Review of Literature**

Gastronomy is defined as an art of living, the possession of skills and knowledge relating to food and drink and their preference, which gives the pleasure and enjoyment of eating and drinking. It is considered as a part of cultural tourism as tourists can enjoy the different cultures through local cuisines of the destination (Santich, 2003). Harrington & Ottenbacher (2010) defined gastronomy tourism as a tourism that strongly motivate travelers and also influences their behavior. Gastronomy Tourism is a kind of tourism that provide opportunity to the travelers to enjoy unique food and beverage and such unique experiences influence their behavior and also act as a motivational tool (Fields, 2002). Gastronomy tourism has also been used as a tourism product by tour operators and travel agents for destination promotion and marketing (Chaney & Ryan, 2012). Gastronomy of the place helps in destination positioning i.e. the cuisines of countries or regions differentiate one place from other, because every place is unique in its food culture (Van Keken et.al, 2006). Moreover this destination differentiation is also beneficial for the tourists as they can easily recognize the place with its food. For example when we talk about pizza and pasta, certainly the name of Italy click in mind', similarly if we talk about briyani the name of Hyderabad (India) comes in mind. In general, gastronomy tourism comprises of all that products and services that are consumed by tourists and which are also used in marketing of the region (Sevil & Yüncü, 2010). The main reason of gastronomic tourists during travelling is to discover and experience the

unique cuisine and gastronomic products of a particular destination (Wolf, 2006). Kozak (2002) found that visitors are now more interested in traditional food and cooking methods and this increasing demand of local products is also beneficial for the destinations and destinations can in turn enhance their businesses too. These days cultural tourism is not only restricted to few activities but many new branches are introduced in cultural tourism like gastronomy tourism which is largely based on the activities related to cuisine and food of the region (Santich, 2003). The basic rationale of gastronomy tourism is to get familiar with local or regional gastronomic products, to know about local food production process, to visit local restaurants, food festivals and events ,to enjoy local food safaris and to taste special dishes of a region (Chuang, 2009). All such activities at the destination provide immense satisfaction and unique experiences to the tourists and the tourists feel proud in sharing such experiences with other people at their native places and this help in food image building of the destination (Guzman & Canizares, 2011). Food is as an undividable part of travel activity. Through food, travelers are able to enjoy unique local experiences (Smith and Xiao's, 2008). The local or regional food provides tourists with authentic, memorable and unforgettable experiences (Smith & Costello, 2009). Also food of the place expresses its culture and traditions. And culinary tourism is one such activity where tourists experience other's culture and shares their own through culinary resources (Smith & Xiao's, 2008). According to Green & Dougherty (2008), linking local food systems with the tourist experience is beneficial. According to Pyo, Uysal, & McLellan (1991), tourists not only spend a major amount of their total expenditure on food, it is also the least likely activity for tourists to cut costs on. Quan & Wang (2004) explained that food help tourists to sense unique experience and opportunity to enjoy the gastronomic cultural heritage of the destination. Many visitors rank gastronomy as number one source of enjoyment in the destination (Selwood, 2003). According to Correia et al. (2008), gastronomy is not only a just a constituent of attraction but one can learn about different cultures through it and it is also a cultural product. It has also been observed that gastronomy of the place is one such asset that is unique in itself and no one can replicate its authentic features (Hillel et.al, 2013). So, in this way it helps in building gastronomic identity of the destinations and this helps

to compete with other destinations. Gastronomy is important elements that creates awareness about the destination and support the destination to compete with other destinations (Zagralli & Akbaba, 2015). Gastronomy tourism which is the subset of culture tourism has also been defined as a special interest tourism (Bratec, 2008). Local food is also considered to be the most memorable part of the trip which helps in increasing the tourists' experience and satisfaction at the destination. But Berno (2006) confirmed that the many local and traditional gastronomic products and recipes are disappearing gradually with time and in this case, it becomes the duty of local people, local authorities to support and protect the local gastronomic culture by implementing new ideas to increase the demand of the local food and local cuisine among visitors and thus increasing the gastronomy tourism activity at the destination. For many people travelling is an ultimate way to taste new cuisines and learn about new cultures (Mc Kercher et al., 2008). And this creates the cut throat competition among destinations and every destination is trying to compete with each other in world tourism market and try to showcase their unique local gastronomic products to visitors (Shenoy, 2005). Henderson (2009) found that food and drink helps in image building of the destination and it also provides new experience to the visitors at destination. Sparks (2007) also confirmed this fact that during holidays, local foods and drinks are ultimate resource of pleasure and satisfaction. Another research studied the impact of food on satisfaction and it has been observed that gastronomy of the region is an important antecedent of the tourist satisfaction and behavioral intentions (Correia, Moital, Costa, & Peres, 2008). It has also been observed that behavioral intention is an important predictor of consumer behavior (Baker, Parasuraman, Grewal & Voss, 2002). It is only the behavior intentions which predict that whether visitor would like to buy the same product or would like to visit the same destination again or not. Manrai & Manrai (1993) found that consumers would have overall positive intentions for the country's products if they have a good image of the country of its origin. Food is one such product which strongly influences tourists' overall travel experience as it provides tourists long lasting memories (Sanchez-Canizares & Lopez-Guzman, 2012). Many tourists like to experience and hang on to something different from their day to day life while travelling, and exotic food is one of

that product that tourists consume at the destination and can retain its taste in mind for long time and in this case, food provide great eating experiences to consumer (Gyimothy & Mykletun, 2009). But selection of food is really a difficult process which is strongly influenced by both the food-related factors and personal factors and both play an important role in the decision making process (Eertmans, Victoir, Vansant, & Van den Bergh, 2005). Rimmington and Yuskel (1998) found that the majority of travelers revisited Turkey only for its food .So, it is clear that food and food image has strong impact on tourists' behavioral intentions and revisit decisions. With this backdrop, the present study aims to investigate the difference between Kashmir and Ladakh's food image and its impact on behavioral intentions.

### **1.3 Justification**

Role of food in tourism is a complicated process and require a wide research, to attain a clearer understanding of the impact of food image on tourists' behavioral intentions. Many people are now travelling particularly in order to taste different cuisines and experience unique food culture. This growing interest in food and food culture has shown a sudden increase in the food and beverage industry (LeBesco & Naccarato, 2008). Tourists are also changing their travelling behaviors. They are no more restricted to sun, sea and sand but they are being attracted toward new fields in tourism sector like gastronomy tourism and food related activities. In this case, food image of the destination play an important role in attracting tourists towards the destination. C. M. Hall and Mitchell (2005) found that gastronomic tourism has recently become a deciding factor for travelling for many potential tourists' and number of destinations are trying to portray the local food and wine as the major attraction for visitors. Food image of the destination also have a strong influence on tourists' behavioral intentions but the scarcity of research on the role of food image in influencing tourists' behavioral intentions especially in the state of Jammu and Kashmir, is the main purpose behind the present study. There are little empirical evidences, which in true sense validate the impact of food image on tourist behavioral intentions and their revisit intentions.

Jammu and Kashmir is one such destination which is bestowed with diverse gastronomic delights and every region of the State has its own cuisine, its wide range of delicacies is an opportunity for tourists

to explore the destination through its authentic food. But every region has its own strengths and weaknesses in case of food image and the present study will also help to gain deeper knowledge about the difference in food image of two different regions with in the state i.e. Kashmir and Ladakh. As Kashmir is famous for its beauty all over the world and its cuisine, beverages and special 36 course meal (Wazwaan) is also famous among national as well as international tourists, many Kashmiri dishes are being prepared and served in foreign countries too. Every year Kashmir receive a huge chunk of tourists and these tourists are being served with local authentic dishes and almost every eating joint in Kashmir serves local food but on the other hand Ladakh which also a famous destination among national and international tourists and is also Jam-packed with tourists during summers, but very few tourists are familiar with its cuisine and there is a huge gap between Kashmir and Ladakh on the basis of their cuisine. To understand this gap the present research selected both Kashmir and Ladakh as a case study and this study analyzes and explore how the food image impact the tourists behavioral intentions and also compares the two destinations and further suggests the measures to be taken to strengthen the behavioral intentions of the tourists towards the less familiar destination's cuisine. Moreover, this study will be theoretical contribution to existing literature of food image and behavioral intentions and this study will also assist hospitality/ tourism managers, tourism professionals, Government, Tourism organizations, and other related people to take necessary and required amendments in the field of food tourism in the state of Jammu and Kashmir.

#### 1.4 Hypothesis

- H1:- There is a significant difference in the Food Image of Kashmir and Ladakh.
- H2:- Food image has a significant impact on behavioral intention of tourists visiting Kashmir and Ladakh.

#### 1.5 Methodology

This study is descriptive in nature and used a questionnaire as the method for collecting data .The data is collected from both primary as well as secondary sources as per the need of the study. The primary data was collected from the target population. However secondary data was collected from the sources such as books and journals, magazines etc.

Articles also played a major part in this investigation, either for illustration or as a point of reference for the study. The Internet was also valuable source of secondary data. The questionnaire used in this study was having four sections. First section is about general information regarding demographics. Section second-Food Image comprises of 20 questions adapted from ( Karim et al, 2011). Respondents were asked to respond on a five point Likerts scale that ranges from 1 being strongly disagree to 5 being strongly agree. And section third is Behavioral Intentions consists of 8 items adapted from Gonzalez, Comesana & Brea's (2007) study by using a Five point Likert scale ranging from 1 being strongly disagree to 5 being strongly agree. The last section was open ended for the respondents to give their valuable suggestions. Further the geographical area for the data collection was restricted to the Kashmir and Ladakh. The information was collected from the tourists visiting to these two different regions. According to 2015 statistics by Directorate of Tourism, Kashmir Department of Tourism Jammu & Kashmir, the number of tourists visited are as below:

Kashmir	9, 27,817
Ladakh	1, 36,801

The sample size is determined from the table by the research advisors (2006) and the calculated Sample size is 1,561. The present study approached 783 respondents from Kashmir and 778 respondents from Ladakh. The formula applied in the table is the one used by Krejcie and Morgan (1970).The confidence level taken is 95% with 3.5% margin of errors.

Sampling Unit: Tourists

Sampling Method: Stratified Random sampling

#### 1.6 Descriptive Analysis for Various Measurement Items

##### 1.6.1 Food Image

To measure food image the respondents were asked to respond on a five point Likerts scale that ranges from 1 being strongly disagree to 5 being strongly agree.

##### 1. Food Image of Kashmir

The mean and standard deviation for the food Image of Kashmir obtained for each variable are as shown in Table 1.1. The food image is having two factors i.e. Quality and Variety and second factor is Authenticity. The first factor i.e. Quality and

Authenticity has 12 parameters. Among these parameters 'Quality Ingredients' scores the highest mean value of 4.36 with standard deviation .713, while 'Reasonable price' score the lowest mean value of 3.90 with standard deviation 1.101.

The second factor i.e. Authenticity has 8 parameters. Among the identified variables, 'Halal' scores the highest mean value of 4.55 with standard deviation .720.

**Table 1.1: Mean Score of Food Image of Kashmir**

	Variables	Mean	S.D
Factor 1: Quality and Variety	Add to eating enjoyment	4.26	.921
	Value for money	3.93	1.089
	Reasonable price	3.90	1.101
	Delicious	4.13	.883
	Well presented	4.20	.901
	A lot of traditional menu	4.24	.834
	Local ingredients	4.22	.812
	Nutritious	4.21	.826
	Variety of food choices	4.24	.812
	Quality of food services	4.20	.866
	Attractive eating surrounding	4.22	.821
Factor 2: Authenticity	Quality ingredients	4.36	.713
	Clean environment	4.28	.592
	Variety cooking methods	4.29	.642
	Variety flavors	4.12	.836
	Information on the food	3.84	1.147
	Easy access	4.19	.895
	Halal	4.55	.720
	Hot and spicy	4.43	.866
Originality and exoticness	4.41	.878	
Overall	4.17	.664	

**2. Food Image of Ladakh**

The mean and standard deviation obtained for each variable for the food Image of Ladakh is shown in Table 1.2. This section of the instrument has two factors i.e. Quality and Variety and second factor is

Authenticity. Tourists visited Ladakh have rated 'Quality ingredients' with highest factorial mean 3.85 with standard deviation 1.027 and in second factor authenticity 'Information on food' scores the lowest mean 3.56 with standard deviation 1.016.

**Table 1.2: Mean Score of Food Image of Ladakh**

	Variables	Mean	S.D
Factor 1:Quality and Variety	Add to eating enjoyment	3.61	1.133
	Value for money	3.66	1.036
	Reasonable price	3.65	1.013
	Delicious	3.78	.984
	Well presented	3.77	.995
	A lot of traditional menu	3.77	1.080
	Local ingredients	3.76	1.014
	Nutritious	3.84	.996
	Variety of food choices	3.80	1.001
	Quality of food services	3.78	.967
	Attractive eating surrounding	3.78	1.019
	Quality ingredients	3.85	1.027
Factor 2: Authenticity	Clean environment	3.65	1.021
	Variety cooking methods	3.65	.958
	Variety flavors	3.71	.935
	Information on the food	3.56	1.016
	Easy access	3.64	1.043
	Halal	3.61	1.088
	Hot and spicy	3.61	1.061
	Originality and exoticness	3.70	1.029
	Overall	3.641	.854

**1.6.2 Comparative Analysis of Food Image among Kashmir and Ladakh**

On the whole it has been observed that in Table 1.3, tourists visited these both destinations have scored Kashmir highest on Food image factors while Ladakh rated lowest on the same parameter. Thus the overall

findings suggest that in order to enhance the Food image of the Ladakh, the destination managers should try to provide tourists with more and more authentic dishes made up of local ingredients with reasonable prices and also provide information about the local food to the tourists visiting the Ladakh.

**Table 1.3: Comparative Analysis of Food Image among Kashmir and Ladakh**

S.No	Variables	Kashmir		Ladakh	
		M1	S.D1	M2	S.D2
Factor1	Quality and Variety	4.161	0.685	3.753	0.841
Factor2	Authenticity	4.193	0.644	3.641	0.867



1.6.3 'T' Test

The two-sample *t*-test is used to find out whether the means of the two populations are significantly different or not. Zar (1999) also found that two sample test is carried in order to compare that whether there exist difference between two observed populations. In this study T-test has been used to verify the difference in food image of Kashmir and Ladakh. T-test has been used to verify the difference in tourists Behavioral intentions for Kashmir and Ladakh.

In case of Food Image of Ladakh and Kashmir the value of *t*-test for Factor 1 Quality & Variety (*t*=8.480) which is greater than the table 't' value (1.960) and for Factor 2 Authenticity (*t*= 10.564) as reflected in Table 1.4 which is also greater than the table 't' value (1.960) this shows that there exists a significant difference in food image of Ladakh and Kashmir. **Thus hypothesis 2 stands accepted.**

Table 1.4: Two-Sample *t*-Test for Food Image

S.No	Variable	Ladakh	Kashmir	T values
	Food Image	Mean Score	Mean Score	
Factor 1	Quality & Variety	3.753	4.161	8.480
Factor 2	Authenticity	3.641	4.197	10.564

1.6.4 Comparative Analysis of Behavior Intentions of Tourists for Ladakh and Kashmir

Behavior Intentions of the tourists visiting Kashmir and Ladakh is reflected in Table 1.5. The tourists who visited both the Kashmir and Ladakh have rated the 'I will encourage my Family/friends to come to visit Kashmir' with the highest mean score of 4.29 with the standard deviation .839 and mean score 3.77 with standard deviation 1.070 respectively. On

comparing Kashmir and Ladakh as individual destinations, it has been observed that respondents score high mean values on all the statement in Kashmir and Ladakh score lowest mean value in comparison to Kashmir. This clearly indicates that tourists have more positive intentions for Kashmir. So ,Ladakh should also try to create positive behavior intentions among tourists by offering them the best authentic dishes they have.

Table 1.5: Comparative Analysis of Behavior Intentions of Tourists Visiting Kashmir and Ladakh

S.No	Variables	Kashmir		Ladakh	
		M1	S.D1	M2	S.D2
1	I have the intention to returning to Ladakh to Savor the food	4.14	.841	3.57	1.030
2	I will give positive recommendation of the culinary experience in Ladakh to my family /friends	4.18	.808	3.75	.917
3	I would like to try other type of Ladakh food	4.11	.895	3.66	.944
4	I consider Ladakh the first on my list of culinary destinations	4.09	.927	3.45	.983
5	I would continue to come to even if the prices of the food were higher	4.19	.884	3.50	1.062
6	I will encourage my Family/friends to come to visit Ladakh	4.29	.839	3.77	1.070
7	I will highly recommend Ladakh food to others	4.28	.839	3.71	1.109
8	I would like to visit Ladakh in the future ( based on food experience)	4.24	.841	3.70	1.115
	Overall	4.19	.859	3.639	1.025

In case of Behavioral Intentions the value of *t*-test, (*t*= 10.857) as shown in table 1.6 which is greater than the table 't' value (1.960) and this shows that

there exists a significant difference in behavioral intentions of Ladakh and Kashmir.

**Table 1.6: Two-Sample t-Test for Behavioral Intentions**

S.No	Variable	Ladakh	Kashmir	't' values
		Mean Score	Mean Score	
1	Behavioral Intentions	3.616	4.197	10.857

**1.7 Regression Analysis**

The regression analysis has been applied to find out the relationship between Food image and Behavioral Intentions in Kashmir. Here Food image act as independent variable and Behavior Intentions considered as dependent variable and the result are shown in Table 1.7 and 1.8 which indicates that Food Image has a significant impact on Behavioral Intentions. The results shows that for one unit increase

in Food Image which is an independent variable, the Behavioral Intentions accelerate by 0.749 units i.e. 74.9% as (R – Square = 0.749) and are statistically significant as depicted by  $\beta$  and t-values, also ( $p \leq 0.05$ ). The results suggest a positive impact of Food image on Behavior Intentions. Therefore it can be concluded from the regression results that Food image is positively related to Behavioral Intentions in case of Kashmir.

**Table 1.7: Regression Model for Relationship between Food Image and Behavioral Intentions in Case of Kashmir**

Model	R	R-Square	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	0.866*	0.749	0.749	0.56327

\*Predictor (Constant), Food Image

**Table 1.8: Regression Coefficient for Food Image and Behavioral Intentions in Case of Kashmir**

Variable	Beta	t - value	Sig
Constant		2.474	.000
Food Image	0.866	37.788	.000

The regression analysis has been applied to find out the relationship between Food image and Behavioral Intentions in case of Ladakh. Here Food image as independent variable and Behavior Intentions considered as dependent variable and the result are shown in Table 1.9 and 1.10 which indicates that Food Image has a significant impact on Behavioral Intentions. The results shows that for one unit increase in Food Image which is an independent variable,

the Behavior Intentions accelerates by 0.714 units i.e. 71.4% as (R – Square = 0.714) and are statistically significant as depicted by  $\beta$  and t-values, also ( $p \leq 0.05$ ). The results suggest a positive impact of Food image on Behavior Intentions. Therefore it can be concluded from the regression results that Food image is positively related to Behavioral Intentions in case of Ladakh also.

**Table 1.9: Regression Model for Relationship Between Food Image and Behavioral Intentions in Case of Ladakh**

Model	R	R-Square	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	0.845*	0.714	0.714	0.47360

\*Predictor (Constant), Food Image

**Table 1.10: Regression Coefficient for Food Image and Behavioral Intentions in Case of Ladakh**

Variable	Beta	t - value	Sig
Constant		2.504	.000
Food Image	0.845	34.414	.000

The regression analysis has been applied to find out the overall relationship between Food image and Behavioral Intentions in case of both Kashmir & Ladakh. Here Food image act as an independent variable and Behavior Intentions is considered as dependent variable and the result are depicted in Table 1.11 and 1.12 that indicates that Food Image has a significant impact on Behavioral Intentions. The results shows that for one unit increase in Food Image which is an independent variable, the Behavior Intentions

accelerates by 0.731 units i.e. 73.1% as (R – Square = 0.731) and are statistically significant as depicted by  $\beta$  and t-values, also ( $p \leq 0.05$ ). The results suggest a positive impact of Food image on Behavior Intentions. Therefore, it can be concluded from the regression results that Food image is positively related to Behavioral Intentions in case of Kashmir & Ladakh. Accordingly, hypothesis 1 stands vindicated and accepted.

**Table 1.11: Overall Regression Model for Relationship Between Food Image and Behavioral Intentions in Case of Both Kashmir & Ladakh**

Model	R	R-Square	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	0.828*	0.731	0.731	0.48079

\*Predictor (Constant), Food Image

**Table 1.12: Regression Coefficient for Food Image and Behavioral Intentions in Case of both Kashmir & Ladakh**

Variable	Beta	t - value	Sig
Constant		2.849	.000
Food Image	0.828	47.487	.000

**1.8 Major Findings**

The descriptive analysis of food image and Behavioral intentions shows that Food image has two factors. The first factor i.e. Quality and Variety has 12 variables and the second factor Authenticity has 8 variables. The overall mean score of food image of Kashmir is 4.177 and overall mean score of food image of Ladakh is 3.641 as well as the Comparative Analysis of Food Image of Kashmir and Ladakh clearly shows that in case of Kashmir, mean score and standard deviation for factor1 Quality and Variety mean= 4.161 and S.D= 0.685 and in case of Ladakh for factor 1 Quality and Variety mean=3.753 and S.D=0.841 and in case of factor two of food image i.e Authenticity for Kashmir mean=4.193 and S.D=0.644 and for Ladakh in case of Authenticity mean=3.641 and S.D=0.867,

which clearly depicts that Kashmir scored the highest mean as compared to Ladakh. Thus, the overall findings suggest that the food image of Kashmir is better than Ladakh. So, in order to enhance the Food image of the Ladakh, the destination managers should try to provide tourists with more and more authentic dishes made up of local ingredients in Ladakh with reasonable prices and also provide information about the local food to the tourists visiting the state.

On comparing Behavioral Intentions of Kashmir and Ladakh as individual destinations, it has been observed that respondents score high mean values on all the statements for Kashmir and overall mean score is Mean=4.19 and S.D=.859 and overall mean score for Ladakh is Mean=3.639 and S.D=1.028. Thus it is clear that Ladakh score lowest mean value in

comparison to Kashmir. This clearly indicates that tourists have more positive behavioral intentions for Kashmir as compared to Ladakh.

Regression analysis was run to determine whether food image has a significant effect on traveler's behavioral intentions in Kashmir and Ladakh, taking food image as independent variable and behavioral intentions as dependent variable. The regression result in case of Kashmir as shown in Table.1.5 and 1.6 reflects the R-square that value is .749 which signifies that 74.9 % of variation in behavioral intentions is explained by the food image. Also the  $\hat{\alpha}$ -value and  $t$  - values are statistically significant and  $p$  value < .05. In case of Ladakh, the R-square value, .714 as shown in Table.1.7 and 1.8 signify that 71.4 % of variation in behavioral intentions is explained by the food image. Thus, on comparing both the regression results, it has been found that food image has greater impact on Behavior Intentions in Kashmir than Ladakh. Therefore, destination managers should do some extra efforts in order to increase these numbers. The regression analysis has also been applied to find out the overall relationship between Food image and Behavioral Intentions in case of both Kashmir & Ladakh. The R-square value 0.731 as shown in Table 1.9 and 1.10 signifies that 73.1% of variation in behavioral intentions is explained by the food image and also  $\beta$  and  $t$ -values are statistically significant and ( $p < 0.05$ ). The results suggest a positive impact of Food image on Behavior Intentions in case of both Kashmir & Ladakh.

Further, T-test has been used to check the difference in food image and Behavioral intentions of Kashmir and Ladakh. The results show that in case of Food Image of Ladakh and Kashmir, the value of  $t$ -test for Factor 1 Quality & Variety is  $t=8.480$  which is greater than the table 't' value (1.960) and for Factor 2 Authenticity is  $t= 10.564$  as shown in Table 1.11 which is also greater than the table 't' value (1.960) and in case of the Behavioral intentions the value of  $t$ -test comes out to be  $t= 10.857$  as shown in Table 1.12 which is also greater than the table 't' value

1.960. This shows that there exists a significant difference in food image and behavioral intentions of Ladakh and Kashmir

### 1.9 Conclusion

The aim of this study was to put forward the clear picture of both the destinations in terms of food image and behavioral intention and after having made the analysis, there appears a clear picture that Kashmir is in better position as compared to Ladakh in terms of both food image and behavioral intention. But it has also been observed that Ladakh is also having potential and enough resources to fill this gap and has built somewhere its image as food destination and thus influencing the tourists' behavioral intentions strongly. Moreover, this study will be theoretical contribution to existing literature of gastronomy tourism as this study will enhance the body of knowledge in gastronomy tourism in State of Jammu and Kashmir.

### 1.10 Limitations and Future research

First, this research is limited to the impact of food image and on tourists behavioral intentions but there are many other factors that have strong impact on behavioral intentions. Jeong and Lambert (2001) suggested that there are other factors that influence the behavioral intentions like the person's attitude, social pressure etc. So, in future one can also incorporate these factors in the study.

A second limitation is that this study was conducted on tourists visited Kashmir and Ladakh only. In future other region of the State i.e. Jammu can be included for better comparison of results.

Third limitation is that the data is collected through questionnaire method but other techniques like face to face interview can be conducted in future research for better results.

Fourth limitation is that this study primarily based on tourists feedback only but in future research on local people should also be included for better results.

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# Inventory Management Variable Deterioration with Trade Credits in Hospitality Industry

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## ABSTRACT

This study develops an EOQ (Economic Order Quantity) with linearly time dependent demand and time dependent deterioration. The inventory model for seasonal products in hospitality industry discussed by several authors in which deterioration is controlled by several procedures as like preservation techniques. In this paper we develop inventory model for time dependent deteriorating items with demand as a decreasing function of time when the supplier offers a permissible delay in payment to the retailer to settle the account against the purchases. In this study mathematical models are derived under two cases ie. Case I: The credit period is less than or equal to cycle time for settling the account and Case II: The credit period is greater than or equal to cycle time for settling the account. A numerical example is also given to demonstrate the flow of the optimal decision of the retailer. Mathematica software 5.2 is used for finding optimal numerical solutions.

**Keyword:** Deterioration, Trade Credit Demand, Decline, Lot Size, Time Dependent Deterioration.

## 1. Introduction

In actual practice, it is assumed that the buyer must pay for the items purchased as soon as the items are received. However in real life situations the supplier may offer the retailers trade credit in paying for the amount of purchasing cost. The retailer cancels the items to accumulate the revenue and earn the interest before the end of delay period. But if the payment is delayed in that period a higher interest will be charged. The trade credit in payment reduces the buyer's cost of holding stock because it reduces the amount of capital invested in the stock for the duration of the credit period.

Goyal (1989) developed an inventory model under conditions of trade credits. Dave (1985) modified Goyal's model considering the fact that the selling price is higher than its purchase cost. Aggarwal and Jaggi (1995) then modified Goyal's model for deteriorating items. Jamal *et al* (1997) further extended to allow the shortages. Hwang and Shinn (1997) considered the optimal pricing and lot sizing for the retailer under the condition of trade credits. Chang and Dye (2001) generalized the model by Jamal

*et. al.* (1997) to allow for varying deterioration rate of time and the back logging rate to be inversely proportional to the waiting time.

Teng (2002) provided an alternative conclusion from Goyal, and mathematically proved that it makes economic sense for well developed buyers to order less quantity and takes the benefits of the permissible delay more frequently. Chung and Huang (2009) determined optimal ordering policy under conditions of allowable shortages and permissible delay in payments. Ouyang *et al* (2006) considered partial trade credit linked to other quantity in deteriorating inventory model.

In this paper the demand of a product is assumed to be decreasing with time. Deterioration rate is time dependent. Shortages are not allowed and replenishment rate is infinite. The total cost of an inventory system. The remaining of the paper is organized as follows. In section 2 notions are mentioned followed by assumptions. Mathematical formulation is discussed in section 4. Numerical examples are given in section 5. At last conclusion is given for future research directives.

**2. Notations**

The following notations are used throughout the paper:

- Q : Order quantity of item
- D(t) = a – bt ; annual demand as a decreasing function of time where a > 0 and b (0 < b < 1) denotes the rate of demand.
- C : The unit purchase cost.
- P : The unit selling price (P > C).
- h : The inventory holding cost per unit per year excluding interest charges.
- M : The permissible credit period offered by the supplier to the retailer for settling the account
- I<sub>c</sub> : The interest charged per monetary unit in stock per annum by the supplier.
- I<sub>e</sub> : The interest earned per monetary unit per year. (I<sub>e</sub> > I<sub>c</sub>)
- Q : The order quantity time dependent.
- θ(t) : The time dependent deterioration rate , where (0 < θ < 1) ie θ(t) = θ.t
- I(t) : The inventory level at any instant of time t, 0 ≤ t ≤ T
- T : The replenishment cycle time (a decision variable)
- Z(T) : The total inventory cost per unit time.
- A : Ordering cost per unit.

The total inventory cost system consists of (i) ordering cost, (ii) cost due to deterioration, (iii) inventory holding cost (excluding interest charges), (iv) interest charged on unsold item after the permissible trade credit when M < T, and (v) interest earned from sales revenue during the allowable permissible delay period.

**3. Assumptions**

- (1) The inventory system under consideration deals with the only one item.
- (2) The planning horizon is infinite.

$$IC_1 = \frac{CI_c(T-M)}{T} \left\{ \frac{a}{2}(T+M) - \frac{b}{3}(T^2+TM+M^2) + \frac{1}{12}a\theta(T+M)(T^2+M^2) \right\} \quad (7)$$

In the time interval [0, M], the retailer sells the product and deposits the revenue into an interest earning account at the rate I<sub>e</sub> per monetary unit per year. Interest earned is

$$\text{Interest Earned: } IE_1 = \frac{PI_e M^2}{6T} (3a - 2bM) \quad (8)$$

- (3) The demand of the item is declining function of the time.
- (4) Shortages are not allowed.
- (5) Lead time is negligible.

**4. Mathematical Derivations**

The change of inventory can be described by the following differential equation

$$\frac{dI(t)}{dt} + \theta t I(t) = -(a - bt), \quad 0 \leq t \leq T \quad (1)$$

The solution of (1) with the initial condition I(T) = 0 is

$$I(t) = \left\{ a(T-t) - \frac{b}{2}(T^2 - t^2) + \frac{a\theta^2}{6}(T^3 - t^3) \right\} e^{-\frac{\theta t^2}{2}} \quad (2)$$

$$\text{The order quantity is } Q = \left\{ a \left( 1 - \frac{bT}{2} \right) + \frac{a\theta T^2}{6} - \frac{b\theta T^3}{8} \right\} T \quad (3)$$

The total cost of inventory system per unit time is given by

$$\text{Ordering cost: } OC = \frac{A}{T} \quad (4)$$

Cost due to deterioration per unit time is

$$DC = \frac{aC\theta T^2}{6} \quad (5)$$

Inventory holding cost per unit per unit time

$$IHC = \frac{hT}{12} \{ 6a - 4b^2T + a\theta T^2 \} \quad (6)$$

Based on the length of T and M, two cases may arise

Case I: M ≤ T

In this case the supplier for the unsold items in the stock, the supplier charges an interest rate I<sub>c</sub> from time M – onwards. Hence, the interest charged per unit time is

Total cost Z<sub>1</sub>(T) of an inventory system per unit time is

$$Z_1(T) = OC + DC + IHC + IC_1 - IE_1 \\ = \frac{A}{T} + \frac{aC\theta}{6} T^2 + \frac{hT}{12} (6a - 4bT + a\theta T^2)$$



$$+CI_c \left\{ \frac{a}{2} \left( T - \frac{M^2}{T} \right) - \frac{b}{3} \left( T^2 - \frac{M^3}{T} \right) + \frac{1}{12} a\theta \left( T^3 - \frac{M^4}{T} \right) \right\} - \frac{PI_e M^2}{6T} (3a - 2bM) \quad (9)$$

Case II:  $M > T$

In this situation retailer sells  $(a-bT)T$  units in all by the end of the cycle time and has  $C(a-bT)T$  to pay the supplier in full by the end of the credit period  $M$ , interest charges

$$IC_2 = 0 \quad (10)$$

The interest earned per unit time is

$$IE_2 = PI_e \left\{ aM - \left( \frac{a}{2} + bM \right) T + \frac{2}{3} bT^2 \right\} \quad (11)$$

Total cost in this case is

$$Z_2(T) = \frac{A}{T} + \frac{aC\theta T^2}{6} + \frac{hT}{12} \{ 6a - 4bT + a\theta T^2 \} - PI_e \left\{ aM - \left( \frac{a}{2} + bM \right) T + \frac{2}{3} bT^2 \right\} \quad (12)$$

For  $T = M$ , we have  $Z_1(M) = Z_2(M)$

The optimal value of  $T = T_1$  is obtained by differentiating (9) with respect to  $T$ , we get

$$\frac{dZ_1(T)}{dT} = -\frac{A}{T^2} + \frac{aC\theta T}{3} + \frac{h}{12} (6a - 8bT + 3a\theta T^2) - PI_e \left( -bM + \frac{4}{3} bT \right) \quad (13)$$

$$Z_1(T) = \frac{A}{T} + \frac{aC\theta T^2}{6} + \frac{hT}{12} (6a - 4bT + a\theta T^2) \quad (14)$$

Optimal solution is obtained on solving  $\frac{dZ_1(T)}{dT} = 0$

$$3ah\theta T^4 + 4(aC\theta + 4PbI_e)T^3 + 6(ah + 2PbMI_e)T^2 - 12A = 0 \quad (15)$$

The optimum value of  $T = T_1$  is the solution of (16)

Now  $\frac{d^2 Z_1^2(T)}{dT^2} = \frac{2A}{T^3} + \frac{a\theta}{6} (2C + 3hT) - \frac{2}{3} (h + 2PI_e) > 0$ , then  $Z_1(T)$  is minimum at  $T = T_1$

Now differentiating (12) with respect to 'T' we get

$$\frac{dZ_2(T)}{dT} = -\frac{A}{T^2} + \frac{aC\theta T}{3} + \frac{h}{12} [6a - 8bT + 3a\theta T^2] - PI_e \left\{ -\left( \frac{a}{2} + bM \right) + \frac{4}{3} bT \right\} \quad (16)$$

and

$$\frac{d^2 Z_2^2(T)}{dT^2} = \frac{2A}{T^3} + \frac{a\theta}{6} (2C + 3bhT) - \frac{2}{3} bh + \frac{4}{3} PbI_e > 0$$

Optimal solution is obtained on solving  $\frac{dZ_2(T)}{dT} = 0$  we obtain

$$3ah\theta T^4 - 8b(h + 2PI_e)T^3 + 6(ha + PI_e a + 2PI_e bM)T^2 - 12A = 0 \quad (17)$$

The minimum value of  $T = T_2$  is obtained by solving Equation (17)

### 5. Numerical Examples

Let us consider following examples for two different cases.

**Example 1.** Let us consider the parametric values of the inventory system:

$[a, b, A, C, P, h, I_c, I_e, M, \theta] = [1000, 0.2, 250, 20, 40, 1, 0.12, 0.09, 30/365, 0.10]$  Substituting these values in Equation (15), we get  $T_1 = 0.537299$  years which is greater than  $M = 30/365$  years. Corresponding minimum cost is  $Z_1(T_1) = \$1441.73$ .

**Example 2.** Consider  $a = 600$  units/year,  $b = 0.10$  unit,  $A = \$50$  per order,  $C = \$30$ /unit,

$P = \$35$ /unit,  $h = \$1.00$ units/annum,  $I_e = \$0.15$ /year,  $M = 120/365$  years.

Then  $T_2 = 0.453$  years which is less than  $M = 120/$

$365 = 0.493$ years. Using algorithm stated in section 4.4, the minimum cost is  $Z_2(T_2) = \$ 373.90$ .

### 6. Conclusion and Future Research

It may be established that total inventory for time dependent demand and time dependent deterioration under permissible delay in payments under two different i.e. Cases I and II using second order approximation to obtain closed form optimal numerical solutions. We have also derived the first and second order condition for finding the optimal cycle time so that the inventory cost per unit time should be minimum. The present model is useful in hospitality business.

The model discussed in this paper may be generalized in different ways. It may be extended to the model for inventory induced demand as well as shortages in hospitality industry. We may also extend the model including the advertisement cost, inflation, time value of money and others.

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**Research Note**

# **Locating Mapithel Peak (Pesii) Ancient Meditation Centre: Feasibility and Viability Foradventure Destination**

**Lucy Jajo Shimray & Sonia Ningthoujam**

## **ABSTRACT**

Adventure and sports have always been an integral part of Tourism and has been common throughout history for persons having a spirit of adventure to travel great distances for satisfying their hunger for new challenges. Adventure tourism is an outdoor activity of sports which involves an element of daring and risk. In fact it was the early adventurers who explored most of the new world and opened its gates to people of other civilisations. Administrators in places like Colorado (USA) and Nepal have laid great accent on adventure activities to promote tourism in these areas. However, in spite of its activities having existed for long time, India has only recently initiated effects to use them as tourist attractions. Manipur the land of Mountainous regions is now gradually catching up in promoting and developing adventure tourism to the outside world with various adventure activities.

This paper highlights the importance and significance of Mapithel Peak (Pesii) in Manipur, to explore the oral history of the meditation centre and work out the feasibility and viability of establishment for Adventure destination.

**Keywords:** Adventure tourism, Mapithel Peak, Oral history, Christianity, Adventure Destination.

## **Introduction**

Mapithel Range is a part of the Patkai Range situated in Ukhrul East District of Manipur. It is situated in the southern part of the Ukhrul District. The inhabitants of this Range are mostly Tangkhul Nagas by origin inhabited by seven villages such as Lungphu, Shingta, Marou, Shingkap, T.Hundung, Zingshao and Itham. At the foothill of the Range some more villages such as Chadong, Ramrei Aze, Ramrei Khullen, Riha (Loutei) and Nongdam resides where some of these villages have been affected by the construction of Maphao Dam/Mapithel Multi-purpose Dam and are displaced. Mapithel Range's unique geography provides greater potential for natural attractions. It has varied and spectacular scenery, beautiful and appealing mountains with exciting wildlife with rich flora and fauna and various species. It can cater to the various tastes from corners of the globe. The climate of this

Mapithel Range is quite moderate and pleasant throughout the year on an average. Thus the scope for expansions is unlimited. The endeavour, therefore would be to convert the vast potential into reality through well planned, well defined, and fully integrated programmes for the tourism development particularly as adventure destination and can act as catalyst for poverty reduction for this region particularly. Not with standing that today globalisation has emerge as a powerful force for social change.

Manipur can be introduced to the world as the most backward state among the eight states of the North East Region including Sikkim, showcase as the land of the 'Dancing Deer', a Brow Antlered Deer which is not found in any other part of the world or the unique state flower 'Shirui-Lily' not found in any other parts. Manipur also known as Switzerland of the East happens to be the place from where the world famous game "Polo" is believed to have

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originated(Ningthoujam,2013).In fact under the initiative of the Chief Minister Okram Ibobi, in the later part of 2012, Governor Gurbachan Jagat presented on behalf of the people of Manipur “Sagol Kangjei” outfits to the International Museum of the Horse at Kentucky House Park in Lexington, helping the chronicle to the contribution made to the game of polo by the people and ponies of Manipur. Manipur is also believed to be the state where the foreign missionary first set their foot for propagating Christianity and later shifted towards Ukhrul district (orally narrated by Rev.R. Jajo).

Manipur a small state surrounded by hills and mountains (90%hills & 10%valley) is reputed for its super powerhouse of sports and rich cultural heritage having great potential of tourism development. However, tourism awareness has not yet reached the masses especially the jhumias in the hill region despite the regions being bestowed with rich landscapes of attractive tourism products. It is with this evidence of naked truth that tourism could be well promoted and develops as alternative for poverty reduction and for sustainable development. The study therefore has been a theoretical approach within a limited study area for fuller understanding of the research problem. Ukhrul is one of the hill station in Manipur where majority of the people embraced Christianity constituting almost 94.63 percent of the population accounting for 183,998 as on 2011 census (Wikipedia/district census )(Ukhrul town having 27,187 persons.)with an area of 4,544 sq.km. having average literacy rate of 81.35percent. out of these 14.78 percent lives in the urban regions of the district., a total of 27,187 people living in the urban areas.And a total of 85.22 percent lives in the rural areas of the regions.This clearly defines the backwardness of the regions despite having rich natural resources apart from its cultural richness. The fertility of Mapithel Range situated in the East district of Ukhrul in Manipur inhabited by mostly Tangkhul Nagas makes it all the more attractive so that part of this Range has become protected forest area. This theoretical research identified some tourism sites as a potential tourist destination to augment the income of the local people while enriching a real tourism experience as adventure tourism destination of the district in particular and the state in general.

### Mapithel Peak: Ancient Meditation Centre

Mapithel Peak also known as Pesii to the local

villagers belonging to the shingkap village has a unique oral history of its own. One has to travel some 65km from Imphal city to reach Shingkap village and from there around 25km on foot to reach the peak (Pesii). In the early days, the peak was usually known as a Meditation Centre for fasting by the local church members to find solace and tranquillity. The local people would set out early dawn to climb the mountain peak and stayed there overnight spending in prayers to God Almighty for giving them peace in times of troubles and grant them bountiful blessings in times of harvest and other agricultural practices. Even to this day though the locals did not go to the mountain peak as frequent as before, they still believe that it is the ancient Meditation Centre for seeking peace and solace of the Almighty. It is a common belief for the Christians that praying at a quiet place away from the hustles brings calmness and serenity to the heart and soul. Therefore if one goes to the quiet mountain, one can concentrate more fully in their prayers while also seeking God’s guidance and directions and finds solution to their all problems. If we would look in the book of Exodus of the Bible one can clearly understand the importance of a mountain. Exodus:19:2,3;—“*After they set out from Pehidim, they entered the desert of Sinai, and Israel camped near in the desert in front of the mountain; then Moses went up to God, and the Lord called to him from the mountain*”. Such is the belief that for any difficult problem it is always better to go to a quiet place in the mountain and pour out our hearts to God. No doubt it does not necessarily opined that any fasting should be prayed in the mountain. Anywhere other than the Church can be a prayer or a fasting place. In fact Jesus went into the desert and prayed for forty days and forty nights in fasting to seek God’s strength in times of grieves and pain when he knew he would be betrayed by his own disciple.(Mathew:4.). However, solitude is always desirable for prayer. Mapithel peak has always remained a place of solace and peace till today. This particular location can be converted as a prayer house of historical heritage site. Moreover the whole range of the peak has been declared by the Shingkap village Authority as “*Protected Forest Areas for wildlife sanctuaries*” in the recent years.

### Mapithel Peak & its Adventure Tourism Potentials

The Pesii or the Mapithel peak is also a good trekking sites of the mountain besides camping, picnic,

hiking,nature walks amidst the wilderness, with rich flora and fauna. If one would stay the night the view from the mountain peak is just breathtaking seeing the whole of the capital city Imphalglittering under the moonlit sky. It could be New York of the East.Adventure tourism is an outdoor activity of sports which involves an element of daring and risk. In fact it was the early adventurers who explored most of the new world and opened its gates to people of other civilisations. At this juncture it would be right to point out the fact that with the given potentials many adventurous activities can be promoted in this new identified tourist spot of interest.

Mapithel peak and its adjoining area have now been protected forests by the local authority to preserve the endangered species from the animal hunters from its extinction. Many wild orchids are found in abundance in these ranges of Mapithel peak which can be added as another tourist attraction to the adventurers.

Travel and tourism industry in India accounted for approximately 6.23 percent of National Gross Domestic Product (GNDP) and 30 million jobs during2008(G.S,Chauhan,2013.).Adventure tourism can be defined as a niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacation. It involves travel with perceived risk, and potentially requiring specialized skills and physical exertion.(Wikipedia). Adventure tourism definition would vary according to different types of people.The term can confused most people, but the best possible definition states that it involves some type of outdoor activities around the natural environment with the outcome of the activity remaining unknown. As for example North America was discovered by Erickson, America was founded by Columbus and India was discovered by Vasco Da Gama.In the true sense Adventure started around 30 years back when people began to explore the Himalayan ranges in Nepal and created anew form of adventure travelling.(Wikipedia). However, India took to travelling in recent times.While there was steady rise in this form of travelling, India has now emerged amongst the leading ten Adventure Tourism destinations in the world. Many learned persons before us and even in our times have thrust forth various strategies and policies in tourism but little did we find particularly in Manipur except the

Manipur Mountaineering Institute(MMI) taking bold initiative in Adventure tourism through Manipur Mountaineering and Trekking Association (MMTA) under various activities of Adventure tourism such as water sports, rafting, gliding, nature walks in the forests, camping, trekking etc and have produced many prominent personalities in our times(Wikipedia). It needs to further expand its domain to others areas of mountains and hills to promote adventure tourism in the field of tourism industry without giving hindrances to the natural environment.



Mapithel Peak (Pesii) of Shingkap



View of Shingkap Village.



Ancient Meditation Centre.

### **Significance of Tourism/Adventure Tourism in Manipur**

Tourism industry as an industry has the highest multiplier effect due to its strong linkages with socio-economic development of the society in relation to increase revenue generation of the state and enhances employment and income generation at the local levels by its own virtue of being labour intensive industry. (Wikipedia). Tourism can generate income and employment particularly women, rural artisans, educated unemployed youths. As the sector is basically an integrated one, it also facilitates developments in other related sectors/industries like power, water, transportation, agriculture and allied small-scale sectors i.e. Handicrafts, handloom, artisans etc. With tourist looking for different options, adventure tourism is recording healthy growth which includes some performance of acts requiring significant efforts and some degree of risk or physical danger. Some activities such as mountaineering, trekking, bungee jumping, rock climbing etc can be considered adventure tourism activities.

The scope for Adventure tourism in Manipur is endless because the state has a rich diversity in terms of climate and topography. The state government therefore with its huge potential of Adventure tourism, earnest efforts must be taken into considerations so that the state also ranks alongside international destination for Adventure tourism. Manipur with its natural diversity and its varied geographical and climatic conditions is considered very conducive for Adventure tourism. India in that context is a "One Stop Adventure Shop" (Wikipedia) this can be applied in the case of Manipur too where it offers huge potential for adventure tourism activities. Manipur offers fascinating range of areas and activities to choose from, from rafting to rock climbing, to trekking, safaris, to the adventurer seeking tourists. Manipur state is a great destination for the adventure seekers with its deep blue sea such as the Loktak Lake, mountainous ranges such as the Mapithel peak, the Shirui peak known as ShiruiKashong in the local dialect, verdant forests, picturesque hill ranges offering a golden opportunity for water sports, trekking, etc. The state combines thrills and mystery for Adventure tourism which needs to be explored in large scale.

### **Feasibility & Viability for Adventure Destination**

Therefore, with the main objective of establishment

Adventure destination at Mapithel peak Ancient Meditation Centre finding out the feasibility in terms of revenue, job opportunities, adventure resorts, other outdoor and adventure travel operations feasibility studies have been utilized from a theoretical perspective. From skiing to trekking we have the tools to properly plan and evaluate these exciting business activities. To bring societal changes in the present era risk factor has to be involved by the visiting tourist so that an understanding between the local people and the tourist of concern shared a common destiny for sustainability in the future. A mutual trust and understanding has to be built between the host and the guest. An independently research feasibility study for an adventure tourism destination is often the first step of turning an idea into a full-fledged facility where it designed to support major funding decisions and provide clients with access to Financial Services Authority's (SFA) vast experiences in financing and planning these unique endeavours (Wikipedia). A large number of banks, equity firms and small business administration lending sources have come to require a SFA produce feasibility study.

Adventure sports feasibility studies have been utilized by developers of high end adventure resorts, skiing business, tour operators and other outdoor and adventure travel operations. From skiing to trekking we have the tools to properly plan and evaluate the exciting business opportunities. As for example, Adventure sports centres ranging from rock climbing gyms to resort based canopy tours and zip-liners have come to rely on SFA's extensive business modelling expertise (Wikipedia). Scheme for support to Public Private Partnership (PPP) development in the form of viability Gap Funding has come forth to grant one time with the objective of making a project commercially viable. PPP is considered critical for enhancing competitiveness, also for delivering an infrastructure service on payment of user charges should be accorded top priority (Kshetri, Rajendra, 2012.) An effective market study needs to be done to understand tourists. The PPP model of funding could be worked out with the main objectives of building a strong nation by shaping the youths through its well-defined programmes and respond to the environmental challenges while promoting the adventure tourism destination particularly along the Mapithel ranges. It could be started as a role model of adventure destination in Ukhrul district of Manipur. The state govt. at the district level has included

Shingkap as one of the five model villages in Ukhrul district. Taking the advantage business stakeholders can come forward to further promote and develop this region for adventure destination of tourism.

### Viability of Fund Under PPPs Infrastructure

The development of infrastructure across the country requires large investments that cannot be undertaken out of public financing alone, and that in order to attract private capital as well as the techno-managerial capacity associated with it, the government is committed in promoting PPPs infrastructure development. However the government of India recognises that infrastructure profit may not always be financially viable because a long gestation period and limited financial returns and that financial viability of such projects can be improved through the government support. Therefore the government of India has decided to put forth certain scheme for providing financial support to bridge the gap of infrastructure projects undertaken through PPPs.

The Government support through *Viability Gap Funding* normally in the form of capital grant at the stage of project construction and proposals of any other form of assistance may be considered by the Empowered Committee and sanctioned with the approval of the Finance Minister on a case-to-case basis. (tourism department, 2012 feedback Infra)

The impact of Adventure tourism on local communities can be both positive and negative, whether it comes to economic, social or environmental effects. It depends to which extent Adventure tourism is developed in a particular region. Every region has its own bearing capacity, that the limit of the incoming influence that does not harm the host community. However, it is always a great challenge to make a

profitable business running tourism in an area without some negative impacts effect to the local communities. It is possible for the tourism industry to cooperate with other industries and bring benefits to both the tourism organizations and the local businesses by understanding the needs and desires of both the host community and the tourists. Risks are inherent in all PPPs project due to uncertain future outcomes which may have direct effect on the provision of services by the projects, and the commercial viability of the project. This is an important element in establishing the business case for a PPPs project as a result of which the capacity building of PPPs will be beneficial.

### Conclusion

Adventure tourism is available in the state with varied land water, and air based adventure sports sites. There is an urgent need to device a tourism master plan to facilitate systematic approach to adventure tourism and be a part of the state policy. Skill development and capacity building programme for bridging the gap in demand and supply should be greatly emphasised. Mapithel peak: Ancient Meditation Centre, can be establish as Adventure destination with its huge tourism potentials and act as an answer to its manifold problems in terms of human resource development, poverty reduction, communal harmony, sustainable and responsible tourism. With the limited given time frame the research is not able to give the minute detail and have a comprehensive encompassing study but it attempts to give a glimpse of the tourism industry as a whole in Manipur with special focus on Mapitel Peak Ancient Meditation Centre for further researcher so that a total comprehensive research work can be undertaken for the future researcher.

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