

A Study of Stakeholders Expectation for Tourism Attributes Development

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ABSTRACT

Physical flow of tourism into a destination is usually accompanied by flows of their money too, money that is earned in the generating regions, but spent in the destination on products, that would be unlikely to exist without tourism. It gives importance to the stakeholder's expectation about tourism attributes and its development to increase the physical flow at the tourist destination it is much necessary to develop tourism attributes at the destination. Research study focuses on the two main stakeholders like tourist and local people. Study analyzed the expectation agreement level of both the stakeholders. Researcher identifies 21 tourist attributes and concluded with most common important attributes development requirement.

Keywords: Tourism Attributes, Stakeholder, Destination, Expectation

1. INTRODUCTION

Tourism has emerged as one of the world's largest service industries with sizable economic benefits and immense opportunities. The world Tourism Organization (WTO) claims that tourism is currently the world's largest industry with annual revenues of over \$3 trillion dollars. Tourism provides over six million jobs in the United States, making the country's largest employer. Tourism industry is experiencing tremendous expansion over the years as result of its inclusion into the national economic plan of developed and developing economies of the world. Tourism is a collection of many activities, services and industries that delivers a travel experiences, including transportation, accommodations, eating and drinking establishment, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individual or groups who travel. According to Macintosh and Goeldner (1986) tourism is "the sum of the phenomenon and

relationships arising from the interaction of tourist, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors."

There would be no tourist industry without people motivation to travel. Travel motivations are those factors that create a person's desire to travel. They are the internal psychological influences affecting individual choices. Motivations for travel incorporate a board range of human experiences and behaviours. A brief list of travel motivations might include rest and relaxation, recreation, excitement, social interactions with friends and relation, status, adventure, physical challenges and escape from routine work and stress. Direct travel and tourism intermediaries are accommodation, transportation, entertainment and attraction businesses, food and beverages providers, retail trade, etc. This makes very clear that sustainable tourism is not possible without involvement of stakeholders. The stakeholders of tourism

are tourist, visitors, suppliers, government agencies and those who are motivators or suppliers of tourism. All of them who are contributor directly or indirectly for the development of tourism. Hence to understand the expectation of stakeholder about tourist attributes of the destination is much necessary. Two main stakeholders of the tourism industry is tourist and local community.

Sarah Pyke, Heather Hartwell, Adam Blake, Ann Heming Way, identify the barriers and enabler's for tourism industry. They rank order of most to least barriers and enablers, respectively, Perception of wellness tourism by stakeholders, Brand, Networks, Finances, Market trends, Infrastructure, and enablers are Value, Consumer Climate, Marketing, Culture in local government. Most important is finances are always a barrier for many initiatives in a variety of context.

2. Need of the Study:

Physical flow of tourism into a destination is usually accompanied by flows of their money too, money that is earned in the generating regions, but spent in the destination on products that would be unlikely to exist without tourism. It make clear to all that tourism and its development is clearly depends on the stakeholders expectation. The more satisfaction level the more will be tourism develop. Hence it is need to study the stakeholder's expectations for tourism attributes development. The research study takes place on the Amravati district which is enriched with naturally, historically and culturally.

3. Importance of the Study:

The study can attract the attention of government and concerning agencies towards the expectation of tourism stakeholders and it's fulfilling for the tourism development.

The study will also help to know the agreement level of the Tourism stakeholder for development of tourism attributes.

4. Objective of the Study:

- To study the expectation of tourism stakeholder.

- To study the expectation of tourism stakeholder and its association with tourism development.

5. Hypothesis of the Study:

Looking towards he need and objective of the study, researcher tries to clear the term of hypothesis. Through defining the hypothesis researcher tries to sharpen and focuses attention on the problem. Hypothesis has been developed in such a manner that if one hypothesis is accepted the other one is rejected and vice-versa.

H_0 - Stakeholder expectation is not associated with the tourism development.

H_1 - Stakeholder expectation is associated with the tourism development.

6. Research Design:

The most important research process is deciding on the research design is a follows:

- **Type of Research:** As the study conducted by the researcher is mainly focused on survey and fact finding about association of natural endowments and tourism development. Hence he research study is descriptive type of study.
- **Sample Design:** A sample design is a definite plan for obtaining a sample from a given population. The main steps of sampling design are as follows.

★ **Sample Unit:** Looking towards the objective of the study researcher decides sample unit is tourist visiting the tourist destinations in Amravati district and local people in Amravati district. Tourist and Local community are the main stakeholders of the Tourism industry.

Sample Frame for tourist is tourist destinations in Amravati district. Researcher collects samples from 25 tourist destinations. Secondly, sample frame for local people in Amravati district if collected from 38 villages / taluka's / city in Amravati District. These places are selected on the basis of the nearness from tourist destinations.

Sample Size: Total 2000 sample size selected by the researcher out of which 500 are tourist and 1500 are local people.

Sampling Technique: As per the circumstances of the researcher study a random sampling method is used.

Data Collection Method: For the research study the most appropriate method of data collection found is questionnaire technique.

7. Method of Analysis:

Generalized Kappa: Kappa is a chance-corrected measure of agreement between two raters given to the development attributes, each of whom was independently classifies and each of the respondents as a sample of Tourist and local people into one of a set of mutually exclusive and exhaustive groups. It is computed as

$$K = \frac{P_o - P_e}{1 - P_e}, \dots(1)$$

Where, $P_o = \sum_{i=1}^k p_{ii}$, $P_e = \sum_{i=1}^k p_i \cdot p_i$, and p = the proportion of ratings by two raters on a scale having k = development attributes .

To calculate the agreement between the two groups of respondents the data has been re-coded. In the recoding process the first step was to calculate the average and the standard deviation of the responses measured on the likert scale for all attributes. In the second step these to values are added to find the upper limit of the responses in each category of likert scale. Third step conclude the coding as, no. of responses > mean+std. dev. =1 & =0; Otherwise.

8. Hypothesis Testing:

On the basis of the above recoding the following cross table has been prepared for the categories of the likert scale which include the highest frequencies of the same responses of the tourist and local people for the attributes of the tourist place presented in table-1 below.

Table-1: Cross table

Tourists \ Local people	Highly Required	Required	Somewhat Required	Not Required	Completely Not Required	Total
Highly Required	4	2	0	0	0	6
Required	0	2	2	0	0	4
Somewhat Required	0	0	1	1	0	2
Not Required	0	0	1	5	1	7
Completely Not Required	0	0	0	1	1	2
Total	4	4	4	7	2	21
Agreement	4	2	1	5	1	13
By chance	1.14	1.14	1.14	2.00	0.57	6
kappa	0.46667					

The responses in agreement are located on the main diagonal of the table given above. Thus the percentage of agreement is $13/21 * 100 = 61.9\%$. But this table includes agreement that is due to chance. E.g. highly required (HR) represents $4/21 * 100 = 19.04\%$ of tourists feel it highly required to be developed and $6/21 * 100 = 28.57\%$ of local people feel it highly required to be developed. Thus $19.04\% * 28.57\% = 5.43\%$ of the agreement about this response is due to chance, i.e. $5.43\% * 21 = 1.14$ of the responses. In the similar way, we see that 1.14 of the required, 1.14 of the somewhat required, 2.00 for the not required and 0.57 for the completely not required agreements are due to chance, which means that a total of 6 of the response are due to chance. Subtracting

out the agreement due to chance, we get that there is agreement 46.6% of the time, where $(13-6) / (21-6) = 46.6\%$ which indicates the moderate level of agreement between the response categories which are tourists and local people in this study.

9. CONCLUSION

Researcher concludes with the agreement level of two most important stakeholders of the tourism, i.e. tourist and local people. Researcher identifies 21 attributes on which agreement level of both stakeholders were analysed. The above result concludes that there is moderate agreement between the category of respondents regarding the development of the tourist places regarding the development attributes like clean

drinking water, cleanliness, public toilets and road quality.

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How to cite this article: Gadve PA. A study of stakeholders expectation for tourism attributes development. International Journal of Research and Review. 2017; 4(9):34-37.
