Chapter 5: Research Methodology

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5.1 Objectives of the Research

The present study was an in-depth study of Tourism Marketing in Bundelkhand Region. The main purpose of the research was to study the present status of the tourism marketing in the region and to develop strategies to increase the foreign and domestic tourist inflow in Bundelkhand. The foreign and domestic tourists visiting this region, the tour and travel agents and the tourism officials were the subject matter for this study.

The main objective of the research was to understand the various aspects of tourism services marketing being practised in Bundelkhand and thus develop strategies for the promotion of tourism in this region. For achieving its main objective several sub-objectives have been framed, which are as follows:

1. To identify the potential tourist destinations of Bundelkhand region.
2. To identify the sources of information which influence the tourists in deciding the tourist destinations.
3. To find out the various tourism attributes that are important to tourists while deciding the destinations.
4. To find out the awareness of various tourist attractions of Bundelkhand region.
5. To find out the tourist attractions that motivate tourists to extend their stay in the region.
6. To find out why some tourist destinations are not considered while the itinerary is planned?
7. To find out the effectiveness of tourism marketing efforts made by the government and other intermediaries in Bundelkhand region.
8. To find out ways to promote tourism in Bundelkhand region and thus contribute in the economic development of the region.

5.2 Nature of the Research

The adopted research was descriptive in nature as it describes present status of the various factors related to Tourism Marketing in Bundelkhand region. The research also includes survey and fact finding enquiries and empirical findings. Descriptive study was undertaken to understand and to describe the personal details and demographic characteristics of the tourists visiting the region, such as, age,
marital status, sex, education, occupation, income, expenditure on tourism, nationality etc. Descriptive study was also undertaken to understand the marketing efforts being made by the respective tourism departments in Bundelkhand region and the view of the tourists and travel agents and the tourism officials on tourism in the region.

In this research, several hypotheses were framed and tested since the objective of the study was to identify the area of concern and thus to promote tourism in Bundelkhand.

The researcher had collected both primary and secondary data through various sources, because it has the advantages of flexibility and versatility.

5.3 Problem Statement

A research problem refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain the solution for the same. Thus the problem statement is:

“If Bundelkhand region has immense tourism potential, then why are many tourist destinations in the region still unexplored and not in the itinerary of the tourists?”

The above problem gives rise to several questions, which are examined in this research:

- Does the region have potential to attract tourists?
- Are the tourists aware about the various tourist destinations of Bundelkhand region?
- Are the infrastructure, tourist destination attributes, service attributes, price attributes and other attributes sufficient to attract tourists?
- Are the tourists satisfied with the tourist destination attributes, service attributes, price attributes and other attributes in the region?
- Do they want to visit again?
- Are the government and other intermediaries promoting all the destinations of Bundelkhand region?
- Are the intermediaries satisfied with the efforts made by the government for the promotion of tourism in the region
5.4 Hypothesis

The few hypothesis statements which were framed and tested by using the various statistical tools, to increase the reliability of the assumptions made for this research are as follows:

1. $H_0$: There is no significant relationship between tourist destination attributes and Holiday plan choice.
   $H_A$: There is significant relationship between tourist destination attributes and Holiday plan choice.

2. $H_0$: There is no significant relationship between service quality attributes and Holiday plan choice.
   $H_A$: There is significant relationship between service quality attributes and Holiday plan choice.

3. $H_0$: There is no significant relationship between price attributes and Holiday plan choice.
   $H_A$: There is significant relationship between price attributes and Holiday plan choice.

4. $H_0$: There is no significant relationship between other useful attributes and Holiday plan choice.
   $H_A$: There is significant relationship between other useful attributes and Holiday plan choice.

5. $H_0$: Bundelkhand region does not possesses tourism potential.
   $H_A$: Bundelkhand region possesses tourism potential.

5.5 Research Design

“A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”.

The research design is the conceptual structure within which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data.

This study is descriptive in nature as it describes present status of the various factors related to Tourism Marketing in Bundelkhand. The research also includes survey and fact finding enquiries and empirical findings.
The descriptive research design must focus on the following points:

1. Formulating the objective of the study, i.e., the why of the study. (Discussed in 5.1)
2. Designing the methods of data collection, i.e., the techniques of data collection. (Discussed in 5.8)
3. Selecting the sample, i.e., how much material is needed. (Discussed in 5.6)
4. Collecting the data, i.e., from where the relevant data was collected and the time period data collection. (Discussed in 5.8 and 5.7)
5. Process and analysing of data. (Discussed in 5.10)
6. Reporting and finding.

In the present study, firstly the researcher had figured out the 13 tourist destinations of Bundelkhand region, which were being promoted by the U.P. and M.P. state tourist departments. These are: Jhansi, Baruasagar, Deogarh, Kalinjar, Kalpi, Mahoba and Chitrakoot in U.P. state and Orchha, Khajuraho, Datia, Sonagiri, Chanderi and Shivpuri in M.P. State. The researcher had used survey technique and questionnaire/schedule to collect data from the respondents, i.e., from foreign and domestic tourists visiting the above mentioned destinations, the tour and travel agents and the various tourist officials. The researcher had visited the above mentioned 13 tourist destinations of the region and adopted purposive random sampling in order to collect primary data from the respondents. Quota sampling was also used for deciding the quotas for various respondents. The collected data was then analysed using the relevant statistical tools.

The research design had made enough provisions for protection against bias and maximum reliability, with due concern for the economic completion of the study.

5.6 Sampling Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher adopts in selecting items from the sample. Sample design may as well lay down the number of items to be included in the sample i.e., the size of the sample.

1. **Universe**: The first step in developing any sample design is to clearly define the set of objects, technically called the Universe, to be studied. The universe
can be finite or infinite. In this research the universe can be defined as follows:

- All the tourists travelling to the tourist destinations in Bundelkhand region.
- Tour and travel agents and the officials of the tourism departments in Bundelkhand region.

2. **Sampling Unit:** Sampling unit may be a geographical or construction unit, social or individual unit. The researcher has to decide one or more of such units that has to be selected for the study. For the purpose of this research individual tourist (foreign and domestic) visiting the selected tourist destination, individual tour/travel agents and the officials of the tourism departments of Bundelkhand region form the sampling unit.

3. **Sampling Frame or source list:** It contains the names of all items of a universe (in case of finite universe only), from which sample is to be drawn. In the present study the universe for tourist (foreign and domestic) visiting the various tourist destinations of Bundelkhand region is infinite in nature; therefore, no source list was available. Whereas for the tour/travel agents, the registered tour/travel agents with the U.P. and M.P. state governments were referred. And in case of officials of the local tourism departments, their employee list was referred.

4. **Sample Size:** This refers to the number of items to be selected from the universe to constitute a sample. For the present study, sample size comprised of 400 tourists (foreign and domestic) and 50 tour/travel agents and the officials of the local tourist departments of Bundelkhand region.

5. **Sampling Technique/Procedure:** Purposive random sampling was opted for selecting the tourist, tour/travel agents and executives of tourism department. Quota sampling was used for deciding the quotas for the different categories of respondents.

Following is the detailed sample size of the study:
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Type of Respondent</th>
<th>No. of Respondent</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Foreign Tourist</td>
<td>200</td>
<td>Visiting selected Tourist destinations of Bundelkhand region.</td>
</tr>
<tr>
<td>2.</td>
<td>Domestic Tourist</td>
<td>200</td>
<td>Visiting selected Tourist destinations of Bundelkhand region.</td>
</tr>
<tr>
<td></td>
<td>Total N</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Tour/ Travel agents</td>
<td>41</td>
<td>Operating in U.P. and M.P. State</td>
</tr>
<tr>
<td>4.</td>
<td>Executives of local Tourist Department</td>
<td>09</td>
<td>Tourist offices at the selected Tourist Destinations</td>
</tr>
<tr>
<td></td>
<td>Total N</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.1: Sample Size

5.7 Period of Study

The total time devoted for this study was 6 years, i.e., 2007-2013, for finalizing the synopsis as well as thesis.

5.8 Methods of Data Collection

In this study both primary and secondary data was collected and used by the researcher to increase reliability, authenticity and importance of the research. The data was collected very carefully as the data increases the reliability, usefulness, validity, accuracy and importance of statistical analysis.

Primary Data: The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. For the present study the researcher had collected the primary data by the use of schedules or questionnaires for the respondents.

Two sets of schedules/questionnaires were used for the two different set of respondents, i.e., one for the tourist (foreign and domestic) and the other for the tour/travel agents and the officials from the local tourism offices. The respondents had been contacted through personal contact method and telephonic interview.

a) The questionnaire for the tourist consisted of 19 questions, which contained close and open ended questions, forced or unforced choice questions, questions based on simple category scale or multiple choice scale and questions based on single response scale and multiple response scale.
The questionnaire was developed in the following stages:

1. Identifying variables and developing first draft.
2. Content validity.
3. Pilot survey.
4. Finalizing the questionnaire.
5. Reliability check.

b) The questionnaire for the tour and travel agents and the officials of tourism departments consisted of 18 questions, which contained close and open ended questions, forced or unforced choice questions, questions based on simple category scale or multiple choice scale and questions based on single response scale and multiple response scale.

Initially, the researcher had developed the first draft of the questionnaire, by identifying the various variables of tourism marketing, on the basis of previous researches and reports. For both the questionnaires, the researcher requested 25 academicians and tourists to fill the questionnaire for the purpose of suggestion and improvement and content validity. After necessary changes in the first draft of the questionnaire a pilot survey was done on 50 tourists (foreign and domestic both), to find out the level of understanding and rectify the errors in the final draft of the questionnaire. After pilot survey the necessary changes were made in the questionnaire and the final questionnaire was prepared. Reliability was also measured (as Cronbach’s alpha or coefficient alpha varies from 0 to 1 and average of 0.6 or less generally indicates un-satisfactory internal consistency reliability) at this stage and it was found to lie within the acceptable levels of the research.

| N=50 |
|------|----------------|
| Factor | Reliability Score |
| Importance of Tourist Destination Attributes | 0.984 |
| Importance of Service Quality Attributes | 0.988 |
| Importance of Price Attributes | 0.867 |
| Importance of Other Services Attributes | 0.987 |

**Table- 5.2: Reliability Alpha Score**
Secondary Data: The secondary data are those which have already been collected by someone else and which have already been passed through statistical process. In this study, the researcher had collected the secondary data from various published books, reports, web sources, journals, annual reports, magazines, research articles, newspapers and printed manuals of the tourism departments.

5.9 Measurement and scaling Techniques
Measurement is a process of assigning numbers to objects or observations, the level of measurement being a function of the rules under which the numbers are assigned. It is a process of mapping aspects of a range according to some rule of correspondence. In measuring we devise some form of scale in the range. Scales of measurement can be considered in terms of their mathematical properties. The researcher had used nominal and ordinal scales in the study.

Relevant variables, scales used, coding and assigning values
For the purpose of study and for interpreting data on SPSS software relevant codes, based on the question numbers, were assigned to the variables.
A brief outline of the variables and scales developed for the study is as follows:

A) Tourist Questionnaire
1. Codes assigned to the demographic variables were:

<table>
<thead>
<tr>
<th>Codes Assigned</th>
<th>Variable</th>
<th>Scale used</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Name</td>
<td>String Variable</td>
</tr>
<tr>
<td>II</td>
<td>Age</td>
<td>20-29 yrs / 30-39 yrs / 40-49 yrs / 50-59 yrs / 60 &amp; above</td>
</tr>
<tr>
<td>III</td>
<td>Gender</td>
<td>male/female</td>
</tr>
<tr>
<td>IV</td>
<td>Education</td>
<td>below or SSC/graduate/post graduate/higher</td>
</tr>
<tr>
<td>V</td>
<td>Marital status</td>
<td>married/ unmarried</td>
</tr>
<tr>
<td>VI</td>
<td>Nationality</td>
<td>String Variable</td>
</tr>
</tbody>
</table>
2. For studying the respondents’ frequency of travelling, which was a numeric variable, the codes and values assigned were:

<table>
<thead>
<tr>
<th>Codes</th>
<th>Variable</th>
<th>Scale used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q_1</td>
<td>frequency of travelling</td>
<td>1= Less than once a year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2= Once a year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3= Twice a year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4= Thrice a year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5= More than three times a year</td>
</tr>
</tbody>
</table>

3. for studying the purpose of travelling (Q 2) and holiday plan mode (Q3) the five scale used and the numeric value assigned to the variable were:

1=Never     2=Rarely     3=Sometimes     4=Often     5=Always

4. for studying the benefits which the tourist wants to sought when on holiday (Q4), the importance of the attributes for selecting the tourist destination (Q5) and the source of information (Q6) the five scale used and the numeric value assigned to the variable were:

1= Least Important 2= Not Important 3= Somewhat Important
4= Important       5= Most Important
5. For studying the reasons that motivate the tourist to visit tourist destinations of Bundelkhand (Q9) and the reasons for not visiting the tourist destinations (Q10) the five scales used and the numeric value assigned to the variable were:

1= Strongly Disagree      2= Disagree        3= Neutral
4= Agree                  5= Strongly Agree

6. To know the satisfaction level of the tourists on various aspects from their trip to Bundelkhand (Q14, Q15 and Q16) the five scales used and the numeric value assigned to the variable were:

1= Highly dissatisfied    2= Dissatisfied    3= Neutral
4= Satisfied              5= Highly Satisfied

7. for Q 7, Q 8 and Q18 the option given for the responses were:
1= Yes         2= No

8. To know the view of the tourist, Q13, Q17 and Q19 were designed as open ended questions.

B) Tour and Travel Agent Questionnaire

1. for analyzing Q 1, Q3, Q4, Q5, Q6, Q8, Q9 and Q10 the five scales used and the numeric value assigned to the variables were:

=Never    2=Seldom     3=Sometimes       4=Often    5=Always

2. For analyzing Q7 and Q13 the five scales used and the numeric value assigned to the variables were:

1= Strongly Disagree    2= Disagree        3= Neutral
4= Agree                5= Strongly Agree

3. For analyzing Q11 and Q12 the five scales used and the numeric value assigned to the variables were:

1= Least Important      2= Not Important    3= Somewhat Important
4= Important            5= Most Important
4. For analyzing the satisfaction level of tour and travel agents on government efforts for the promotion of tourism in Bundelkhand, Q14 and Q15 the five scales used and the numeric value assigned to the variables were:

1= Highly dissatisfied       2= Dissatisfied       3= Neutral
4= Satisfied                5= Highly Satisfied

5. To know the opinion of tour and travel agents on various attributes of Bundelkhand Tourism Q16, the five scales used and the numeric value assigned to the variables were:

1= Terrible       2= Poor       3= Fair       4= Good       5= Excellent

6. To know the view of the tour and travel agents, Q17 and Q18 were designed as open ended questions.

5.10 Statistical Tools Used For Analysis

The researcher had used different statistical tools to analyse the data and thus to interpret the results. The researcher had used MS Excel 2007 and SPSS 18 software to process the useful data. Graphs, frequency distribution and percentage methods were used to analyse demographic features and other variables. Mean, Mode, standard deviation, skewness, correlation, etc. were also used to analyse relevant variables. For hypothesis testing, regression analysis and ANOVA were used.