Chapter 7: Findings and Limitations

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7.1 Important Findings of the Research Study

As defined in the research methodology a sample of 400 respondents was supposed to be surveyed of both foreign and domestic tourists visiting the tourist destinations of Bundelkhand region. Therefore, the researcher had distributed more than 400 questionnaires/ schedules (460) to both foreign and domestic tourists and in response the number of properly filled and usable questionnaires/ schedules received was 200 from foreign tourists and 200 from domestic tourists. Similarly, a sample of 50 tour/ travel agents and executives of local tourism offices operating in the region, were supposed to be surveyed. Therefore, the researcher had interviewed and distributed 55 questionnaires and in response the number of properly filled and usable questionnaire received were 50, i.e. 41 from tour and travel agents and 09 from officials of local tourism offices.

1. During the field study it was observed that most of the domestic tourists visiting the various tourist destinations of Bundelkhand region were from nearby areas, i.e., from adjoining cities, while the foreign tourists were mainly from Australia, UK, Korea and Italy.

2. The research findings indicate that the maximum number of domestic and foreign tourists visiting the region were middle aged people, i.e. from 40-49 years of age group.

3. It was analyzed that most of the tourists interested to visit Bundelkhand were service class people and belonged to the income group of Rs. 30001-60000 per month.

4. It was found that most of the domestic and foreign tourists were willing to spend a good part of their income on travelling. The domestic tourists were ready to spend between Rs. 20001-30000 on one trip whereas the foreign tourists were ready to spend between Rs. 30001-40000 on one trip.
The tourism expense of domestic tourists on their trip to Bundelkhand region was between Rs. 8001-12000 per person whereas the tourism expense of foreign tourists on their trip to Bundelkhand was between Rs. 12001-16000 per person.

5. It was found that most of the domestic tourists travel for the purpose of recreation and pilgrimage and prefer travelling once a year, whereas most of the foreign tourists travel for the purpose of recreation and prefer travelling twice a year.

6. Survey revealed that most of the domestic tourists like to visit un-crowded destinations, destinations of historical and religious importance and want to experience remote and un-spoilt nature, while the foreign tourists want to visit destinations of historical importance, experience remote and un-spoilt nature and also want to interact with the native people.

7. It was observed and supported by the data analysis that the most effective sources of collecting information about the tourist destinations were the respective websites and word of mouth publicity, i.e. through family and friends. Sometimes tourists also get influenced by the advertisements in various media like television, newspapers, travel guides, etc.

8. Most of the domestic tourists were aware of the tourist destinations of Bundelkhand region while the foreign tourists were not aware of the tourist destinations of Bundelkhand region.

9. In case of domestic tourists, awareness for Jhansi, Datia, Sonagiri, Orchha, Khajuraho, Chitrakoot and Shivpuri as tourist destination is high and maximum number of tourists visited Jhansi, Orchha, Datia, Khajuraho and Chitrakoot but did not visit Shivpuri, Sonagiri and other tourist destinations of Bundelkhand. This shows that though the domestic tourists were aware of Shivpuri and Sonagiri but did not visit these tourist attractions as these destinations were either not included in tour package or they did not find them attractive.
In case of foreign tourists, the awareness for Jhansi, Orchha and Khajuraho as tourist destination is high and maximum number of tourists visited Orchha and Khajuraho but did not visit Jhansi and other tourist destinations of Bundelkhand. This implies that though the foreign tourists were aware of Jhansi but did not visit. It was found that Jhansi was either not included in tour package or they did not find it attractive.

10. It was found that the tourists did not find some of the destinations attractive but at the same time felt that the region has a lot of potential. This shows that the product (tourist attractions) was either not packaged or not promoted upto the level of drawing customer (tourist) attention and developing interest in it.

11. The research findings indicate that the awareness for Baruasagar, Kalpi, Mahoba, Chanderi, Deogarh and Kalinjar was low in case of both domestic tourists as well as the foreign tourists, whereas in case of foreign tourists the awareness for Datia, Sonagiri, Chitrakoot and Shivpuri too was low.

12. Survey revealed that the domestic tourists had visited those tourist destinations of Bundelkhand which were popular or included in tour package and were well connected (by air/ rail/ road) while the foreign tourists visited those tourist destinations which were popular or included in tour package.

13. Though most of the tourists were satisfied with the tourist destinations they visited but it was found that their satisfaction was low on following attributes:
   - Lack of Amusement Parks
   - No Nightlife
   - Tourist attractions were not cleaned properly especially the religious places
   - Lack of shopping pleasure

14. The tourists also felt that the tourist attractions in the region require more maintenance and were not satisfied with the following:
   - Maintenance of the museums and artistic objects,
• Reputation, loyalty and ambience of the hotel,
• Availability of informative material on tourism,
• Handling of inquires and complains
• Discounts and special package for group holidays and family,
• Services provided by the Tourism Agents.
• Experienced guides and agents
• Application of latest Communication facilities.

15. The research findings indicate that lack of additional services like Musical Concerts, Spa treatment, cultural shows and light and sound programme also cause dissatisfaction to the visiting tourists.

16. It was also found that the tourists like to visit the destinations of Bundelkhand because they are rich in architecture, natural and scenic beauty and are of historical and religious importance.

17. During the survey when the photographs of various tourist destinations of Bundelkhand were shown to the tourists, a large number of respondents were of the opinion that the region possesses high tourism potential.

18. While interviewing and questionnaire filling it was observed that the tourists do not visit all the tourist destinations of Bundelkhand region in one trip. Most of the destinations were visited on the way or in transit to another tourist destination.

19. It was found that most of the local people were not well-versed in English or other foreign language which is one of the major barriers in communicating the needs to one another.

20. The research findings indicate that the tour operators often try to make changes in the tourist itinerary and when they do so the tourists also sometimes make changes in their plan.
21. It was observed that backpackers visiting Bundelkhand stayed at a destination for more than one day.

22. The research findings indicate that the tour operators use many promotional tools like, printed brochures, advertisement in travel guides and audio visual advertisement and online promotional campaigns for promotion of tourism in India but for promotion of tourism in Bundelkhand emphasis has been given to attractive website designing and is presumed to be more effective than other tools.

23. On the basis of mean and median values it was found that among the various tourist destinations of Bundelkhand, the tour operators always promote Orchha and Khajuraho in their package, and sometimes Jhansi, Chitrakoot and Shivpuri, while rest of the tourist destinations were not promoted or included in the tour package of the tourists.

24. The satisfaction level of tour and travel agents for the promotional website, tourism counters and tourism fairs was average whereas they were dissatisfied with the marketing activities like, Telephonic promotion, Hoardings, Printed advertisements, celebrity appeal, Moving advertisements, Audio-Visual Advertisements and Benefits to tour and Travel Agents, undertaken by the government to promote tourism in Bundelkhand

25. Tour and travel operators were satisfied with the infrastructural facilities, transportation and safety efforts made by the government to promote tourism in Bundelkhand, whereas dissatisfied with the promotional and maintenance efforts.

26. The findings indicate that the tour and travel agents received maximum bookings for Orchha and Khajuraho while for the other tourist destinations of Bundelkhand the demand was comparatively very low.

27. Maximum number of tour and travel agents were of the opinion that they were not getting government support or any extra benefits to promote tourism in Bundelkhand.
The researcher had applied ANOVA and regression analysis to test the various hypotheses. The results of the tested hypotheses are put forward as follows:

On the basis of regression and correlation values it was predicted that ANOVA is suitable for this research. The research model was developed to find the relationship between independent and dependent variable.

**Hypothesis 1:** The hypothesis was tested to find out the significance of tourist destination attributes for deciding the destination:

\[ H_0: \text{There is no significant relationship between tourist destination attributes and Holiday plan choice.} \]

\[ H_A: \text{There is significant relationship between tourist destination attributes and Holiday plan choice.} \]

It was analyzed that the independent variable; Tourist Destination Attributes was influencing dependent variable HPC at 72.1 percent (for domestic tourist) and at 64.9 percent (for foreign tourist), which is in the acceptable limit of 1.5 (Durbin Watson value) and significant therefore null hypothesis was rejected in the favour of alternate hypothesis. Thus, there is significant relationship between tourist destination attributes and Holiday plan choice.

**Hypothesis 2:** The hypothesis was tested to find out the significance of service quality attributes for deciding the destination:

\[ H_0: \text{There is no significant relationship between service quality attributes and Holiday plan choice.} \]

\[ H_A: \text{There is significant relationship between service quality attributes and Holiday plan choice.} \]

It was analyzed that the independent variable; Service Quality Attributes was influencing dependent variable HPC at 37.1 percent (for domestic tourist) and at -27.5
percent (for foreign tourist), which is in the acceptable limit of 1.5 (Durbin Watson value) and significant therefore null hypothesis was rejected in the favour of alternate hypothesis. Thus, there is significant relationship between service quality attributes and Holiday plan choice.

**Hypothesis 3:** The hypothesis was tested to find out the significance of price attributes for deciding the destination:

\( H_0: \text{There is no significant relationship between price attributes and Holiday plan choice.} \)

\( H_A: \text{There is significant relationship between price attributes and Holiday plan choice.} \)

It was analyzed that the independent variable; Price Attributes was influencing dependent variable HPC at 23.8 percent (for domestic tourist) and at -20.9 percent (for foreign tourist), which is in the acceptable limit of 1.5 (Durbin Watson value) and significant therefore null hypothesis was rejected in the favour of alternate hypothesis. Thus, there is significant relationship between price attributes and Holiday plan choice.

The negative value in case of foreign tourists implies that they are not price sensitive.

**Hypothesis 4:** The hypothesis was tested to find out the significance of other attributes for deciding the destination:

\( H_0: \text{There is no significant relationship between other attributes and Holiday plan choice.} \)

\( H_A: \text{There is significant relationship between other attributes and Holiday plan choice.} \)

It was analyzed that the independent variable; Other Attributes was influencing dependent variable HPC at -32.0 percent (for domestic tourist) and at 82.6 percent (for foreign tourist), which is in the acceptable limit of 1.5 (Durbin Watson value) and significant therefore null hypothesis was rejected in the favour of alternate hypothesis. Thus, there is significant relationship between other attributes and Holiday plan choice.
The negative value in case of domestic tourists implies that it is irrelevant for this study.

**Hypothesis 5:** The hypothesis was tested to find out the tourism potential of Bundelkhand region.

\[ H_0: \text{Bundelkhand region does not possess tourism potential} \]
\[ H_A: \text{Bundelkhand region possesses tourism potential} \]

It was analyzed that the independent variable; Satisfaction from Tourism destination Attributes, Service Quality Attributes, Price attributes and Other Attributes were influencing dependent variable Potential to Visit, and the values were in the acceptable limit of 1.5 (Durbin Watson value) and significant therefore null hypothesis was rejected in the favour of alternate hypothesis. Thus, Bundelkhand region possesses tourism potential.
7.2 Limitations of the Study

- During the field study it was observed that some of the female respondents were not interested in filling up the questionnaire due to low awareness or because of their shy nature but the male respondents showed keen interest in filling up the questionnaire. Therefore, in the sample the representation of male respondents was more than the female respondents.

- For the purpose of study the researcher had selected only 13 tourist destinations of Bundelkhand which were being promoted by the tourist departments of UP and MP state. There can be other potential tourist destinations which the researcher had not selected in the study.

- The sample of foreign tourist represents the tourists from few countries only.