

# Tourism Industry in India from Domestic and Global Perspective: Effect of Income on Visitors Satisfaction Towards Heritage Destination

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## ABSTRACT

Tourism is one of the world's fastest growing industries. Though the tourism industry in India is passing through a developmental stage it is fast becoming a global destination for tourists in and around the country and the world respectively. It is also a very vibrant, viable and profitable industry and from economy point of view also fetches a substantial amount of foreign exchange for our country. India because of its rich and illustrious historical monuments has always posed as an attraction both for local as well as foreign tourists. The present study based on primary data makes an attempt to gauge the effect of income on visitor's satisfaction towards heritage tourism. The main components on which visitor's satisfaction is based are the tradition and tourist services, historical prominence, value for money and people's assistance for visited site.

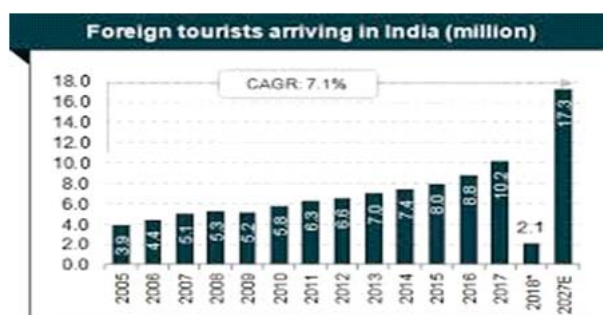
**Keywords:** Tourism, Heritage, Visitor's Satisfaction, Historical, Income

## INTRODUCTION

The rising world has immensely added to the economic boost that India is currently relishing and its Tourism sector has not been left out of the share of profits either- a major attainment for the image of brand India build up by effectual financial system in place in our country. Tourism is basic and most desirable human activity deserving the praise and encouragement of all peoples and all government. It is also a very vivacious and money-spinning industry for any country from the economy point of view. It also fetches a substantial amount of foreign exchange for India.

"The world travel and tourism council calculated that tourism generated INR 6.4 trillion or 6.6% of the nation's GDP in India. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. It gives India the third rank among countries with the fastest growing tourism industries over the next decade." Ministry of Tourism gathers monthly Foreign Tourist Arrivals (FTAs) & FTAs on e-tourist visa on the basis of statistics received from Bureau of Immigration (BOI). FTAs in March 2018 were 10.26 lakh as compared to 9.05 lakh in March 2017 registering a growth of 13.4%. Foreign tourist arrivals on e-tourist visa in March, 2018 were revealed the growth of 68.8% over March, 2017. Expenditure by foreign visitors in India is anticipated to grow 4.3% every year to Rs. 1.74 lakh in 2024.

Foreign Tourist Arrivals (FTAs) in India from 2005 to 2017



Source: Ministry of Tourism (Statistical Report)

## REVIEW OF LITERATURE

Amitabh Mishra (2013) found that the factors influencing the cultural tourist's perception and its measurement with reference to city Agra which is famous for heritage destination in India. The survey conducted with 234 tourists. The study has considered seven key aspects by National Tourism Policy of India (2002) to promote the heritage tourism in the country. The conclusion of the study was few factors plays very noteworthy image in the mind of tourists like-medical help, cleanliness, safety/ security, cleanliness at the hotel and hygiene of water etc. In the other research, The important attributes for tourists are people and environmental experiences', 'Basic essentials' and 'Infrastructure'. Dr. Bernadette D'Silva and Prof. Dr. Stephen D'Silva (2008).

According to a study conducted by Khurana (2013) on banks and their service quality she opines that the quality of services and administration of banks have a integral role to play on customer's satisfaction. Just like tourism, banking is also a service oriented industry and therefore the rendering of quality services is very important as far as customer satisfaction is concerned D.K. Shifflet and associates (1999) opined heritage tourists into three categories: "core", "moderate" and "low", with each of the segments signifying different behavior and expenditure arrangements.

Stebbins (1996) found that the cultural tourist/ visitors broadly categorize in two forms: "general and specialized." Philip and Hezlett (1996) identified that one of the strategic means used by leisure businesses in competitive edge because of improvement and concentration in customer satisfaction. They also found their agreement that, customer satisfaction influences the choice of destination, the consumption of services, products and decisions to return the particular destination. Bitner and Hubbert (1994) defined customer satisfaction as a sentiment or an attitude of a customer towards a service afterwards it has been availed.

## OBJECTIVE

- To identify the effect of income on level of visitor's satisfaction

## RESULTS AND ANALYSIS

Table 1: Income profiling of Respondents

Income	Frequency	Percent
Up to 15000	89	23.4
15000-35000	93	24.4
35000-50000	98	25.7
50000-60000	78	20.5
above 60000	23	6.0
Total	381	100.0

Table 1 and Graph 1 exhibited that the respondent profile includes 23.4 % up to 15 thousand per month, between 15 to 35 thousands monthly incomes 24.4 %, between 35 to 50 thousand monthly incomes, 25.7%, between 50 to 60 thousands 20.5% and above the monthly income of 60K visitors/ respondents were 6.0% only.

The study has framed following hypothesis:

H1 Income wise there is significance difference in visitor's level of satisfaction for heritage tourism

H1. Income wise there is significance difference in visitor's level of satisfaction towards traditions and tourist services for visited site

H1.2 Income wise there is significance difference in visitor’s level of satisfaction for historical prominence for visited site

H1.3 Income wise there is significance difference in visitor’s level of Satisfaction towards value for money for visited site

H1.4 Income wise there is significance difference in visitor’s level of satisfaction for people’s assistance for visited site

Table 2:Income wise level of visitor’s satisfaction of Heritage Tourism

Construct Measure	Sum of Squares	df	Mean Square	F	Significance (2-tailed).
Traditionsand Tourist Services	8.197	4	2.049	5.208	.000
Historical Prominence	7.289	4	1.822	4.630	.001
Value for money	4.638	4	1.160	2.627	.034
People’s assistance	7.413	4	1.853	4.674	.001

It is exhibited in Table 2that Income wise there was a significant difference observed in the visitor’s level of satisfactiontowards traditions and tourist services (P value = .000 <0.05), historical prominence (P value = .001 <0.05), Value for Money (P value = .034 <0.05) and People’s assistance (P value = .001 <0.05). So, HypothesisH1.1,H1.2, H1.3 and H1.4 were not rejected.

People who earned more than 60000 they were more satisfied towards traditions and tourist services. The respondents who were earning between15000 to 35000 they were close to the satisfaction level and rest of the respondents who comes under 35000-50000, 50000 to 60000 and Upto15000 they were having almost same level of opinion for traditions and tourist services.

Above the monthly income of 60000, this type of respondents were delighted towards historical prominence and rest of the respondents who comes underUpto15000, 15000- 35000,35000-50000, 50000 to 60000 and they were indecisive in their perception and nearby close to the satisfaction level. Similarly, with value for money, People who earned more than 60000 they were more satisfied in comparison to rest of the category of respondents because almost they were having same kind of perception for the same.

Above the monthly income of 60000, this type of respondents were delighted towards people’s assistance and rest of the respondents who comes under upto15000, 15000- 35000,35000-50000, 50000 to 60000 and they were indecisive in their perception towards people’s assistance.

Table3: Incomewise Mean and Standard Deviation Visitor’s Level of Satisfaction towards Heritage Tourism

Construct Measure	Income	N	Mean	Std. Deviation
Traditionsand Tourist Services	Upto15000	89	3.5112	.68196
	15000-35000	93	3.7070	.61776
	35000-50000	98	3.5931	.60238
	50000-60000	78	3.5609	.62280
	Above 60000	23	4.1359	.55763
	Total	381	3.6280	.64101

Historical Prominence	Upto15000	89	3.7303	.63595
	15000-35000	93	3.8508	.56993
	35000-50000	98	3.7730	.65491
	50000-60000	78	3.8157	.65920
	Above 60000	23	4.3424	.58170
	Total	381	3.8251	.63922
Value for money	Upto15000	89	3.6685	.72376
	15000-35000	93	3.6344	.64853
	35000-50000	98	3.6505	.59067
	50000-60000	78	3.5064	.70016
	Above 60000	23	4.0109	.65919
	Total	381	3.6430	.66999
People's Assistance	Upto15000	89	3.4809	.69329
	15000-35000	93	3.5161	.58779
	35000-50000	98	3.5531	.60840
	50000-60000	78	3.4385	.65351
	Above 60000	23	4.0609	.53064
	Total	381	3.5344	.64171

## CONCLUSION

The study exhibits that the visitors who were not thinking about expenses and those who were not concerned about wealth, they spend a lot to avail the services were satisfied because they have enjoyed the luxury, hospitalities and other facilities such as internet facility, gym, travelling etc. for the comfort and relaxation. This is somehow clearly showing spending money gives more comfort and luxury and this could be a reason for tourist satisfaction towards the heritage destinations.

Although the tourism industry in India is transient through a developmental phase it is fast becoming a global destination for tourists in and around the country and the world respectively. The study reveals that paying capacity to avail different hotel, food, luxury and hospitalities were the parameters for satisfaction as well.

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