Tourism Sector in India :
Expectations and Perceptions of the
Domestic Tourists

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Abstract

Tourism has been a major social phenomenon of Societies all over the World. Demand for Tourism and Travel activity induces a chain of transactions required for supply of various goods and services. The Objective of the Study is to examine the Expectations (needs) and the Perceptions (satisfaction) of the Domestic Tourists about the various Tourism Services offered and related aspects.Relevant primary data is collected by administering a questionnaire to the Domestic Tourists about their Expectations and the Perceptions Tourism Services. Relevant secondary data relevant publications. The sample size is selected by using the Krejcie Morgan Model. The responses of the Respondent Tourists are analysed with the help of Friedman Test. The test results show that there is significant difference amongst the Expectations & Perceptions of the Domestic Tourists from Nalgonda District for 19 Elements, i.e., Null Hypothesis is rejected. For 11 Elements there is no significant difference i.e., Null Hypothesis is accepted.

I. Introduction

ETYMOLOGICALLY THE WORD tour is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix –"ism" is defined as 'an action or process; typical behaviour or quality', while the suffix, –"ist" denotes 'one that performs a given action'. When the word tour and the suffixes –"ism" and –"ist" are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist." Therefore Tourism can be defined as a travel for recreational, leisure or business purposes. The World

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programs and workshops may be organized to enhance sensitization towards tourists and tourism destinations and for sustainable development and maintenance of tourism sites in the country.

Marketing is an essential part of any business – whether dealing in Product or Service. Customer's expectations play a critical role in their service experiences and evaluations. Hence the Tourist's needs, wants and desires should be invariably collected, analyzed and categorized, for achieving the Tourist Satisfaction. Potential for the travel and tourism industry in India is enormous and hence Tourism, particularly Domestic Tourism, has to be Marketed properly. This responsibility should be assumed by every Stakeholder.

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Annexure I

Dear respondent, please lend me few minutes of yours for filling this questionnaire. It is strictly for academic purpose and therefore all information provided shall be treated with maximum caution and confidentiality. All personal data provided shall be treated collectively and not on personal levels.

QUESTIONNAIRE
Marketing of Tourism Services - Perceptions of the Domestic Tourists
Demographic Profile

Name	:
Age (in years)	:
Gender	:
Highest Educational Qualification	:
Occupation	:
Experience (no. of years)	:
Place of Residence	:
Marital Status	:
Number of Children (if applicable)	:
House Hold Status	:
(a) Living alone	
(b) Living with Spouse	
(c) Living with Spouse & Children	
(d) Living with Children	
(e) Living with Family (Parents / Grand Parents)	

Please indicate the extent to which you agree with following. You are to assess the following on the scale of Strongly Agree to Strongly Disagree. Strongly Disagree carries the least weight of 1, while Strongly Agree carries the highest weight of 5. Please tick appropriately.

For Question 1 and Question 2

5. Strongly agree	4. Agree
3. Neutral	2. Disagree
1. Strongly Disagree	6. Don't know

1. I am interested in travelling to various places in India   1 2 3 4 5 6

2. I am interested in travelling to various places in   1 2 3 4 5 6
   Foreign Countries

3. How frequently you travel.   1 2 3
   1. Once in a Year
   2. Twice in a Year
   3. Please specify number of times you travel in a year

4. Please mention the Tourist Place that you   1 2
   have visited most recently
   1. Within the State
   2. Outside the State

In addition to the above the second part of Questionaire was prepared on the elements outlined in Table IV as mentioned. 31 elements were considered when one choses a tourist destination. We ask these as part of the questionaire to evaluate them twice. First, one was to indicate one's expectations - How Important is each of these elements for one when they choose any tourist destination (in General) (rate them on a scale 1-5 indicating completely unimportant to very important). Then we ask one to indicate on a scale 1-5 their perceptions about these elements at the tourist destination (where 1 means completely disagree and 5 means completely agree) (see Table IV).