

A Comparative Study of Foreign and Domestic Tourists Behaviour on Water-Based Tourism Product in Telangana State

Dr. Ramakrishna Bandaru
Department of Commerce,
Palamuru University,
Mahabubnagar, Telangana State.

ABSTRACT:

Telangana state is a newly formed 29th state in India in which many water-based tourist destinations prevailed. As per TSTDC, almost 50 percent of tourist destinations are come under this category in Telangana state. Tourists are the customers in the tourism market. Unlike another market, customers in tourism market are of two types. They are domestic and foreign customers. Among these two, attraction of foreign tourist is a lofty task for the tourism organizations. The present study aimed to study the Water-based tourism market development and identify the differences between foreign and domestic tourist's opinion towards their visit to Water-based destinations in Telangana State and communicate the same to the Telangana State Tourism Development Corporation to formulate separate tourism strategy for the development of the Water-based tourism products as per foreign and domestic customer's opinion.

Key words:

Water-based Tourism product, Tourists behavior, Foreign and Domestic tourist, Telangana State Tourism Development Corporation (TSTDC).

Introduction:

Water-based tourism is one of the tourism products which equipped with vast potential to attract the more tourists. Modern human life is completely indulged in routine livelihood where as prolonged working procedures, busy schedules and restlessness. In order to overcome all these which is called as stress in aggregate, people usually move to tourist destinations to get relaxed and re strengthen their routine life. Among, all the tourist destinations, water-based destination is one, which provides massive rest, relaxation, refreshment and rehabilitation.

Telangana state is a hub for tourist destinations. It is enriched with historical, multicultural traditional, natural, world life and water based destinations. Among them, the most distinctive features of respective state are its rivers and lakes which hold high potentials to refresh the people. They provide tourists wonderful extreme joyness, ecstasy.

Tourism Market:

Tourism market is a set of relations of demand and offers that are focused on the exchange of goods and services by means of money and with the extent determined by the prices of goods and services (Markovic'S&Z, 1972). It is 'an integrated effort to satisfy the tourist' and it comes under the group of service marketing.

Tourism Products:

A Tourism product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their travelling to the destination. It can be seen as a composite product, as the sum total of a state's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. For example: Destinations, Food and Beverages, Transportations, Entertainment, etc.

Tourist Behavior:

The fascinating phenomenon of tourist behavior deals with topics such as "tourist motivation, destination choice, travelers' on-site experiences, satisfaction, and learning". The most common definition is "the study of the processes involved when individual or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires" (Solomon et al. 2006, p.6).

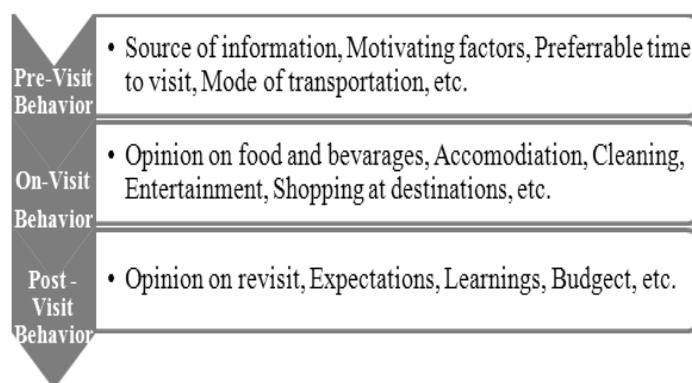


Fig. 1 Classification of Tourist behavior

Review of Literature:

E.Kaynak & Y.Odabadi (1984)1:- The study concluded that the effective tourism marketing strategy will influence the tourist behavior and attract more tourists.

This empirical study investigated the travel related behavior of frequent and infrequent travelers to the Cappadocia region of Turkey. This empirical research study investigated the behavioral, socio-economic and attitudinal characteristic features of frequent and infrequent travelers to the Cappadocia region of Turkey. Ram Niwas Pandey & Pitambar

1. Tourism & Travel Techniques, Institute of Vocational Education, Board of Intermediate, AP, Hyderabad.
2. Philip L. Pearce, Channel View Publication, 1st Jan, 2005.

Chettri (1995)2:

The authors concluded that tourism market is on the rise in Nepal and the number of tourists visiting Nepal has risen annually over the past few years. He found that the policies framed for the promotion of tourism in Nepal haven't been effectively implemented and it is recommended that, in order to increase the number of tourist arrivals, there is a need to study the demand side. Both international and national promotional drives should be conducted more intensively by the tourism promotional centres. T.C.

Chang (1997)3:

The author has concluded that the heritage tourism is a tourism commodity and the development of this commodity was as per the tourist desires and wants. He is also suggested that the government will generate more revenue by the development of historical Buddhist destinations in the Singapore.

Statement of the Problem:

Unlike another market, customers in tourism market are of two types such as domestic and foreign customers. Among these two, attraction of foreign tourists is a lofty task for the tourism organizations. Hence, there is a high need to identify the TSTDC effort to development Water based tourism product and examine the difference between foreign and domestic tourist's opinions towards their travel to water-based destinations in Telangana state and communicate the same to the TSTDC to formulate the strategies separately as per the tourists opinion.

Objectives of the Study

1. To review the TSTDC role for the development of Water-based tourism.
2. To examine the differences between foreign and domestic tourists opinion towards Water based tourism.

Research Methodology:

The present study is based on both primary as well as secondary data. The secondary data has collected from the TSTDC and the primary data has collected directly from the domestic and foreign tourists in selected Water tourists destinations in Telangana state. A 'Convenience Sampling' method is adopted for the collection of primary data to examine the tourist behavior on Water-based tourism products. The sample size of the present study is 300 respondents including 100 foreign respondents (domestic and foreign tourist ratio is 2:1). Table 1.1 provides a view on total sample size, selection of destination and sample size from each destination.

Table 1 : Sample size from each Water-based destination

The Collection of data form	Base	Sample size	
		Domestic tourists	Foreign tourists
Hussainsagar	The top most ticketed Water destination	80	40
Laknawaram Lake	The second Water destination.	60	30
Durgam Cheruvu	Top three Water destinations.	20	10
Maneru Dam	The fourth Water destination.	20	10
Nagarjuna sagar	Top fifth Water destination.	20	10
	Sub Total	200	100

Source: Based on Questionnaire executed

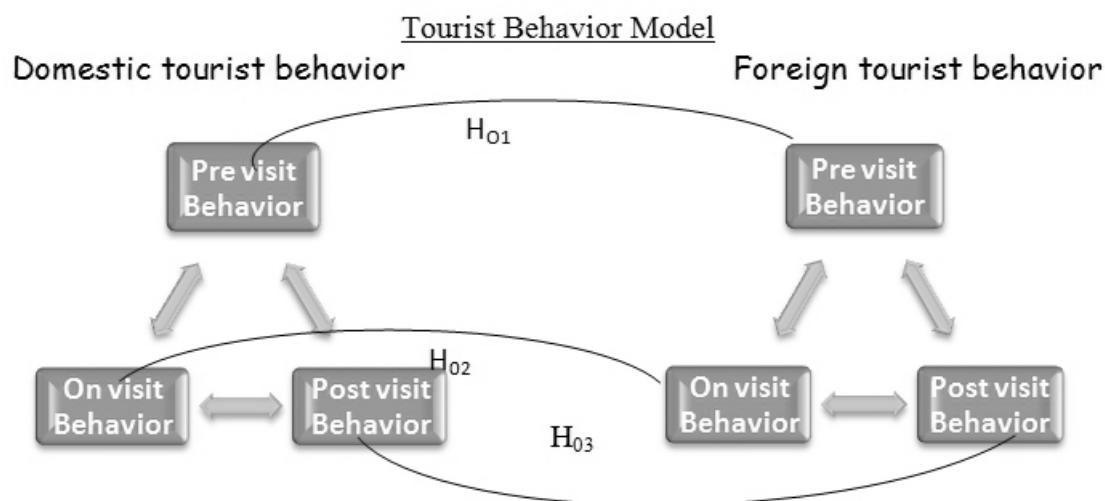


Fig: 2 PVP Model of the study

Testing of Hypothesis:

- 1.H₀₁: There is no significant difference between foreign and domestic tourists pre-visit behavior.
- 2.H₀₂: There is no significant mean difference between foreign and domestic tourists on-visit behavior.
- 3.H₀₃: There is no significant mean difference between foreign and domestic tourists post-visit behavior.

Scope of the Study:

The present study is restricted to identify the role of TSTDC for the development of Water based tourism product and to examine the difference between the foreign and domestic tourist's opinion towards their tour to water-based destinations in Telangana state. Analysis of the Data: Percentage method and Chi-square test are used to know the tourists pre-visit behavior. Mean, Standard Deviation, t-Test and paired sample t-Test are used to analyze the domestic and foreign tourists on-visit and post-visit behavior.

I. Role of TSTDC:

TSTDC has focused on the development of water destinations by providing boating facilities and building resorts at these spots. Telangana State Tourism Development Corporation has been promoting only 'Leisure based cruises and Water sports' in the State with an innovating concept to attract the tourists. TSTDC owns the largest water fleet – about 66 which comprises small and big boats and recently imported 46 new boats, etc for upgrading and new water fleet units from State Government Funds. The corporation operates "Leisure based cruises and Water sports" at different lakes and rivers of the state, newly added Water Sports Bike (Jet Ski) activity at Hussain Sagar, etc. are very popular for leisure cruises apart from American pontoon boats.

Presently 58 staff is working at various water fleet units. During the current financial year (01.05.2014 to 28.02.2015), the water fleet wing released the revenue of Rs. 725.50 lakhs and earned a profit of Rs. 436.39 lakhs (provisional). Since the formation of state, TSTDC has been promoting Water tourism in the new state.

- TSTDC has been managing Central government allocation of Rs. 454.36 lakhs for the development of 'Durgam Cheruvu' area along with downstream as Eco-Tourism destination in Hyderabad.
- Recently boating unit started at Singoor dam in Medak district with 1 deluxe boat and steel Jetty.
- It is proposed to operate launches in Nagarjuna Sagar from Hill Colony to Nagarjunkonda. Procurement of launches, boats, jetties is under process. So far boating point is at right bank colony in Nagarjuna Sagar which is located in Andhra Pradesh, Guntur District.
- It is proposing to commence the boating unit at Peddacheruvu, Mahaboobnagar for which purchase of boats and jetties are under process.
- Also proposed to operate boats at Palair Lake in Khammam district which is under process.
- TSTDC is planning to operate the boating points at various leisure/water destinations in Telangana such as Somasila, Kinnarasani and Ramappa etc.

II. Analysis of Tourist Behavior Pre-Visit Behavior Results:

The details about null hypothesis, statistical results, causes for difference and conclusion are given below.

H01: There is no significant difference between domestic and foreign tourists pre-visit behavior in leisure tourism market

Table 2 : Pre-Visit behavior – Chi-Square Results

Q.No	Pre-visit behavior variable	Chi-Square Table value	Chi-Square Calculated value	df	Asymp. Sig. (2-sided)	Null hypothesis Result
1	Source of Information	11.070	61.354	5	.000	Rejected
2	Motivating factors to travel to Leisure destinations	15.507	26.275	8	.001	Rejected
3	Preferable time	7.815	172.701	3	.000	Rejected
4	Preferable Mode of Transportation and Package	9.488	115.689	4	.000	Rejected
5	Preferable Accompanying persons	9.488	16.511	4	.002	Rejected
6	Duration of the Trip	3.841	58.679	1	.000	Rejected

Source: Primary data

From the above Table 2, it is observed that the calculated Chi-Square value for all the identified pre-visit variables is greater than the table value and also the calculated 'p-value' for all the variables is less than the value 0.05. The 'p-value' is less than the calculated value for all the selected variables. Hence, the null hypothesis (H01) is 'rejected' and it is observed that there is a significant difference between domestic and foreign tourists pre-visit behavior towards identified variables.

On-visit Behavior Results:

The study used 't-test' to know the difference between two group's averages on identified variables. The details about null hypothesis, statistical results, causes for similarity and conclusions are given below.

H02: There is no significant mean difference between domestic and foreign tourists on visit behavior in leisure tourism market

		Tourist	N	Mean	Std. Deviation	Std. Error Mean
Leisure Tourism	Onsite behavior	Indian	200	3.0941	.46804	.03310
		Foreigner	100	3.0818	.36967	.03697
Independent Samples Test						
Tourist			t-test for Equality of Means			
			T	Df	Sig. (2-tailed)	
Leisure Tourism	Onsite behavior	Equal variances assumed	.229	298	.819	

Source: Primary data

Table-3 demonstrates the domestic and foreign tourists On-visit behavior on water tourist destinations. The calculated 't-value' 0.229 is less than the table value 1.96 and calculated 'p-value' 0.819 is greater than 0.05 at 5% level of significant with 298 degrees of freedom. Hence, the null hypothesis is 'accepted' and found that there is no significant mean difference between domestic and foreign tourists on- visit behaviour. For example

Post-Visit Behavior Results: The details about null hypothesis, statistical results, causes for similarities and conclusion are given below.

H03: There is no significant mean difference between domestic and foreign tourists post-visit behavior in leisure tourism market

Table 4: Post visit behavior – t-test Results

Tourist			N	Mean	Std. Deviation	Std. Error Mean
Leisure Tourism	Post behavior	Indian	200	3.9713	.44140	.03121
		Foreigner	100	3.9675	.49956	.04996
Independent Samples Test						
Tourist			t-test for Equality of Means			
			t	Df	Sig. (2-tailed)	
Leisure Tourism	Post behavior	Equal variances assumed	.066	298	.947	

Source: Primary data

Table-4 demonstrates the domestic and foreign tourist's post-visit behavior. The calculated 't-value' 0.066 is less than the table value 1.96 and calculated 'p-value' 0.947 is greater than the 0.05 at 5% of the level of significant with 298 degrees of freedom. Hence, the null hypothesis is 'accepted' and found out that there is no significant mean difference between domestic and foreign respondents post-visit behavior.

Findings and Suggestions

» The study identified that both domestic and foreign tourist's pre-visit behavior is different on water tourism product. If we compare the foreign tourists with domestic tourists their source of information, motivating factors, preferable time to visit and mode of transportations are completely distinct. It is probable that their nationality, working conditions, office holidays, mode of entertainment and distance would be the reasons for variations. Therefore, it is concluded that all the tourism organization including TSTDC must recognize the foreign and domestic tourists as separate customers regarding attracting them and there is a need to formulate separate tourism strategies in order to attract both of them.

» The study observed that both domestic and foreign tourists stated similar behavior/opinion at their destination visits even though they were from different nation. So it is concluded that all the tourism organizations including TSTDC need not provide separate facilities to the foreign tourists for their satisfaction at Water destinations. For example, if food and beverages, shopping facilities, etc. are provided at leisure destinations both of them would use in a similar manner such as eating food as per time and shopping based on income levels.

» Domestic and foreign tourists were shown similar behavior after their destination visit. If we compare the foreign tourists behavior with domestic tourists towards identified four variables i.e. revisit opinion, enjoy at destinations, budget and expectation it is completely similar.

So it is concluded that the tourism organizations must understand this fact and need to provide more facilities at the leisure tourist destinations to feel happier with their visit.

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