

SERVOQUAL ANALYSIS OF TOURISM IN INDIA

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ABSTRACT

Globally, the travel, tourism and hospitality industry is one of the largest service industries in terms of revenue generation and foreign exchange earnings, contributing over 9% to global GDP. It is also one of the largest employment generators in the world. An estimated 235 million people work directly or in related sectors, accounting for more than 8% of global employment. Travel, tourism and hospitality industry is an integral part of the economy. The sector accounts for around 8.0% of India's GDP. It is a significant employment generator and a substantial contributor towards foreign exchange earnings of the country. India's share in the global travel and tourism industry (in terms of international tourism receipts) is around 1.2%; it however holds immense potential, given the country's rich history, and cultural and geographical diversity.

It is an attempt to develop tourism in Shivamogga and to harness full potential of the industry; GoI has taken several measures from time to time. Formulation of the tourism policy and various initiatives to promote tourism infrastructure development and marketing and promotion activities.

Keywords: Ministry of Tourism, tourism industry,

INTRODUCTION

Global scenario

Travel and tourism is one of the fastest-growing industries and a leader in many countries. It is expected to have generated around 9.4% of world GDP and 8.2% of total employment in 2009. The contribution of the industry to the global economy remains high despite a 4.38% decline in 2009. During the year, travel and tourism investment too declined by more than 12%.

International tourist arrivals rose from 682 million in 2001 to 920 million in 2008. The global travel and tourism industry experienced a downturn in 2009 due to the global economic and financial meltdown. The industry was affected by low business volumes and consumer confidence, given the uncertainty about factors such as availability of credit, exchange rates, employment, and the H1N1 virus. Consequently, tourist arrivals fell 4% worldwide in 2009. Nevertheless, tourist arrivals increased 2% in the last quarter of 2009, led by recovery in the Asia Pacific and the Middle East.

Foreign Direct Investment

In the hotel and tourism industry, 100% FDI is permissible through the automatic route. Here, the term 'hotel' refers to restaurants, beach resorts, and other tourist complexes providing accommodation and/or catering and food facilities to tourists. The tourism industry includes travel agencies; tour operating agencies; tourist transport operating agencies; and units providing facilities for cultural, adventure and wild life experience and surface, air and water transport facilities; and leisure, entertainment, amusement, sports, health and convention/seminar units.

Travel and tourism is the largest service industry globally in terms of gross revenue and foreign exchange earnings. It is also one of the largest employment generators in the world. It has been a major social phenomenon and is driven by social, religious, recreational, knowledge seeking and business interests and motivated by the human urge for new experience, adventure, education, and entertainment. Tourism is both cause and consequence of economic development. It has the potential to stimulate other sectors in the economy owing to cross-synergistic benefits and its backward and forward linkages.

Indian travel and tourism industry

Indian tourism offers most diverse products globally. The country's rich history, cultural heritage, beauty, diversity of religion and medicine fascinate budget and luxury travelers. Tourism in India has registered significant growth over the years. This has been led by growth in both leisure and business tourism. Rising incomes, increasing affordability, growing aspirations, increasing globalization, and a growing airline industry along with improvement in travel-related infrastructure have supported industry growth. Tourism holds immense potential for the Indian economy. It can provide impetus to other industries through backward and forward linkages and can contribute significantly to GDP.

Structure of the tourism industry

World ranking of the Indian Travel and Tourism Industry

| Parameters | Ranking |
|---|---------|
| Absolute Size | 12 |
| Relative contribution to National Economy | 90 |
| Growth Forecast | 4 |

Source: WTTC, 2012

Position of Indian Travel and Tourism Industry in the World

| Parameters | Ranking |
|--|---------|
| Share of India in International Tourist Arrivals | 0.58% |
| India's rank in the world Tourist Arrivals | 41 |
| Share of India in International Tourism Receipts | 1.24% |
| India s rank in world Tourism Receipts | 22 |

Source: Ministry of Tourism

Tourism comprises activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and social, recreational, and knowledge seeking purposes.

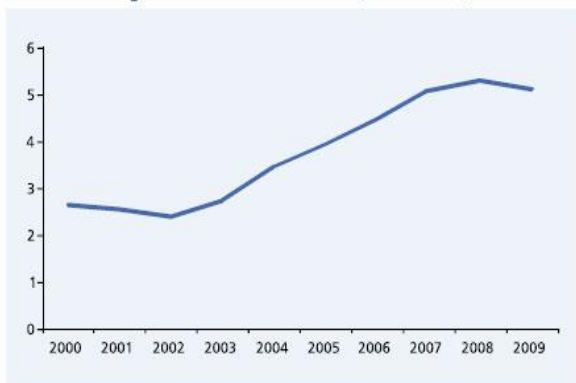
Most of the players in the tourism industry are SMEs. The unorganized sector dominates the industry in India. Hotels, airline companies, and tour operators form the organized sector.

Specialist travel service providers assist tourists with travel arrangements. These providers include travel agencies who are involved in retailing of travel products directly to the tourists (individuals or groups). They provide information on different travel destinations and advise customers on travel plans. They also sell associated products such as insurance, car hire, and currency exchange.

Performance of the Indian travel and tourism industry

The tourism business in India can be broadly classified into: inbound tourism, domestic tourism, and outbound tourism. Inbound tourism Foreign tourist arrivals in the country increased steadily from 2.4 million in 2002 to 5.3 million in 2008. It, however, fell to 5.1 million in 2009, recording a decline of 3.3%. The slowdown in India’s core markets, the US, Europe and UK, travel advisories issued by countries against travel to India following the terror attacks in Mumbai, and postponement of holidays by travelers affected tourist inflow into the country in 2009; nevertheless, the impact on the Indian industry was much lesser compared with other countries.

Chart1.5 Foreign tourist arrivals in India (million nos)



Source: Ministry of Tourism

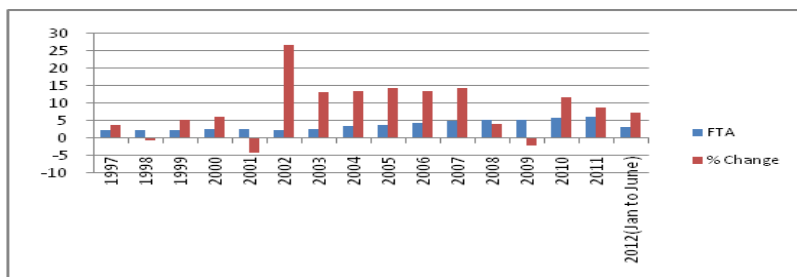
The top 10 countries accounted for around 64% of total tourist arrivals in the country during 2009. The US and the UK together accounted for around 30% of tourist arrivals. Around 14% of the total tourist arrivals in 2009 were from India’s neighboring countries, Bangladesh and Sri Lanka.

Domestic tourism

Domestic travelers recorded an all-time high of 650 million during 2009, 15.5% higher than the previous year. After rising 18% and 14% respectively in 2006 and 2007, rise in domestic travel slowed down to 6.9% during 2008. The increase in 2009 reflects recovery in sentiment in the later part of the year and preference for domestic visits over international visits. Although the Indian economy was not as severely affected by the economic slowdown as other economies, Indian consumers are cautious and are either postponing their travel plans or opting for shorter duration holidays and travelling within the country. Indians travel within India mainly for pilgrimage/religious reasons, leisure, visiting families/friends and business.

Scope of the Study

Data Analysis



The study is based on field survey, which has been conducted between June 2012 - September 2012. The perspective background of the study refers to the time span from 2005-2012. On the basis of statistics collected from field survey, tables have been prepared and suitable tools have been applied.

Significance of the Study

The quality and efficiency of infrastructure is the primary concern of tourism industry. There are a number of problems and constraints, which concern the infrastructure development in the tourism sector.

The resource generation ability of those Tourism Industry will be definitely higher in case of reasonable development of Infrastructural facilities, it may be Access & Connectivity, Amenities, Human resource, Service level, Marketing & Promotion and Security. This too necessitates the development of Infrastructural facilities in the Tourism Industry. Tourism Industry in India suffers from several weaknesses both in qualitative and quantitative terms. It is with the above-mentioned imperatives that this study has been undertaken.

Objectives of the Study:

- To assess the growth in productivity of Tourism Industry in India.
- To understand the present service level in Jog Falls
- To identify the major areas need to be improved in infrastructure
- To assess the service quality of jog falls

Sample:

50 Travelers who had visited Jog falls during Aug 2012-March 2013. The sampling method has been devised as to ensure adequate representation for the entire population.

Questionnaire Design:

Pilot survey has been undertaken for pre-testing the questionnaire. Questionnaire has been edited in the light of the results of the pilot survey. The questionnaire includes 25 statements

Primary data have been collected by using structured questionnaire, personal interviews, discussions and observations.

Secondary sources include published and unpublished sources. Published sources are newspapers, reports of WTO, ITDC, and official publications of national and international tourism bodies including Central and State Governments. Unpublished sources viz., the records maintained by the Government and private hotels, studies undertaken by research institutions, scholars, executives and economists have served the purpose.

Limitation of the Study:

Some of the conclusions are based on the estimates, assumptions, observations.

Sample size remains medium.

Table 1: Foreign Tourist Arrival in India

| Year | FTA | % |
|-------|------|------|
| 1997 | 2.37 | 3.8 |
| 1998 | 2.36 | -0.7 |
| 1999 | 2.48 | 5.2 |
| 2000 | 2.65 | 6.2 |
| 2001 | 2.54 | -4.2 |
| 2002 | 2.38 | 26.8 |
| 2003 | 2.73 | 13.3 |
| 2004 | 3.46 | 13.5 |
| 2005 | 3.92 | 14.3 |
| 2006 | 4.45 | 13.5 |
| 2007 | 5.08 | 14.3 |
| 2008 | 5.28 | 4 |
| 2009 | 5.17 | -2.2 |
| 2010 | 5.78 | 11.8 |
| 2011 | 6.29 | 8.9 |
| 2012@ | 3.24 | 7.4 |

FTA: Foreign Tourist Arrival
@:Projected from jan to june
% : percentage change compare to previous year

Table 2: Highlights of Indian Tourism -2011

| | | |
|---|--|-----------------|
| 1 | Number of Foreign Tourist arrival | 6.29 Million(P) |
| 2 | Annual FTA growth Rate | 8.9% |
| 3 | No of Domestic tourist visits to States /UTs | 850.86 Million |
| 4 | Annual DTV growth Rate | 13.8% |
| 5 | Foreign Exchange earnings from tourism in INR | 77,591 Crores |
| 6 | Growth Rate of FEE from Tourism | 19.6% |
| 7 | Share of India in international tourist arrivals | 0.64% |
| 8 | India's Rank in world tourist arrivals | 38 |
| 9 | India's Rank in international tourism receipts | 17 |

Source: ITDC
 Source: ITDC

The above table and graph represents the Foreign Tourist Arrival in India during 1997 to 2012 but in last three years its in decreasing trend due t various external and internal factors.

Shivamogga District as Tourist Destinations

Shimoga, a place known for its scenic beauty, flush green lush forests, eye-catching waterfalls, cool climate is situated in the Malnad region bounded by Sahyadri ghats .The district is spread over an area of 8477 Sq.Kms with an forest area of 2.27 Lakh Hectares. The eastern part of district comes under the semi-malnad zone with plain topography and occasional chains of hills covered with semi-deciduous vegetation.

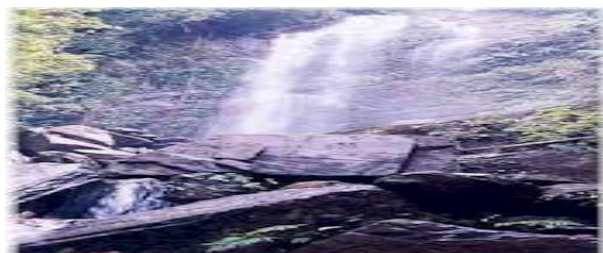
Shimoga is origin of rivers Kali, Gangavathi, Sharavathi and tadadi. The other major rivers which flow through the district are Tunga, Bhadra and Varada. The rivers Tunga and Bhadra meets at a place called Koodalgi in shimoga district. Agumbe , a small place , known for its highest rainfall (8000 mm/annum) in southern india hails from this land.

It ranks 9th in size among all the districts of the State. The district is just 274 Kms away from the silicon valley of India, Bangalore.

| Location | Length | Boundaries |
|--|-----------------------------|---------------------------------------|
| Latitude: Between 13°27' & 14°39' north | East to West:152.9 Kms | North: Haveri , South : Chickmagalur |
| Longitude: Between 74°37' & 75°52' east | North to South:128.8 Kms | East: Davangere , West: Udupi, Karwar |

The district is divided into two divisions and 7 talukas. The Sagar Sub-Division covers the Sagar, Sorab, Shikaripur and Hosanagar Talukas, whereas the Shimoga Sub-Division covers the Shimoga, Bhadravathi and Thirthahalli Talukas.

List of Tourist Destination



Hidlamane Falls

This falls is situated near Nittur in Hosanagar Taluka. To reach the falls you have to trek the rocky hills surrounded by dense lush trees. Don't forget to carry your food stuff.



Achakanya Falls

10 Kms from Thirthahalli on the way to Hosanagar near Aralsuruli you can find this eye catching water falls. The river Sharavathi takes a spectacular leap here to form this wonderful falls.



Vanake-Abbey Falls

Most common name given to waterfalls around Karnataka. Shimoga is also proud to have one falls called Abbey falls. The falls are situated 4 Kms away from Agumbe, The sunset point in Thirthahalli Taluka. The falls are surrounded by lush green trees and natural beauty.



Tunga Anicut

10 Kms from Shimoga city on the way to Thirthahalli, you can find a place called Gajanur. The Tunga dam is situated here. A ideal picnic spot for the people around. Presently the dam is closed for general public as the dam height is being increased and construction work is going on.



B.R.P Dam : Located 28 Kms from Shimoga city near Kuvempu university. The dam is constructed across river bhadra and the height of the dam is 194 ft. There are a number of islands created by the Bhadra river and you can enjoy the boat ride around this islands.



Linganmakki Dam : 6 Kms from Jog falls this dam is constructed across river Sharavathi. The height of the dam is 1819 ft above sea level. Linganamakki dam is the main feeder reservoir for the Mahatma Gandhi Hydro Electric Power unit.

Profile of Jog Falls

Jog Falls, the highest waterfall in India is the creation of the Sharavathi River in the Shimoga district of Karnataka. Cascading from a height of 253 meters (829 ft), the waterfall is also known as Gerusoppe falls, Gersoppa Falls and Jogada Gundi. The history of the falls goes back to the year 1800, when the site was first discovered by Buchanan during one his journeys.

River Sharavathi taking birth at Ambutirtha in Tirthahalli tq, flows towards western direction causing the world famous water fall at Jog. 22 Kms from Siddapur the Jog falls is at the border of Uttara Kannda district and Shimoga districts. River Sharavathi plunges here to a depth of 252 meters in deep gorge and has created 117 meter deep well beneath.

Jog Falls mainly comprises of four different streams of the River Sharavathi, plunging down a steep incline in the district of Shimoga. The significance of Jog Falls is that in this waterfall, the water does not stream down the rocks in a tiered fashion. On the contrary, the water thunders down the slope losing contact with the rocks, thus making Jog Falls the tallest untiered waterfall in the country. This is the reason why Jog Falls is a famous tourist destination frequented by almost every tourist visiting India.

There are four different streams or tracks into which the River Sharavathi is split, comprising the entire structure of Jog Falls, and these streams are: Raja, Rani, Rocket and Roarer. The best season to visit this waterfall is the monsoons when this gigantic body displays its maximum charm.

Infrastructure

Adequate infrastructure facilities are vital for the tourism industry. Thus, the Ministry of Tourism has been making efforts to develop quality tourism infrastructure at tourist destinations and circuits. The Ministry has launched a scheme for development of nationally and internationally important destinations and circuits through Mega Projects. It is also taking initiatives with other Central Govt. Ministries — Railways, Civil Aviation, Road Transport & Highways, and Food Processing and Urban Development and the concerned state governments to achieve convergence and synergy with their programmes, to maximize the impact of investments.

Infrastructure needs for the travel and tourism industry range from physical infrastructure such as ports of entry to modes of transport to urban infrastructure such as access roads, electricity, water supply, sewerage and telecommunication. The sectors related to

the travel and tourism industry include airlines, surface transport, accommodation (hotels), and infrastructure and facilitation systems, among others

Access and connectivity

Infrastructure facilities such as air, rail, road connectivity, and hospitality services at these destinations and the connecting cities are remains a major hurdle for development of tourism. Despite numerous efforts to improve road infrastructure, connectivity remains a major problem. There is a greater need for strengthened road and rail network.

Aviation infrastructure is also critical since it is a major mode of entry for inbound tourism. Passenger traffic is expected to increase in the coming years; however infrastructure facilities at airports are cause for concern. Expansion and development of airports at major gateway cities is underway to cater to the increasing passenger traffic. However, in addition, airport facilities at important secondary cities and tourist destinations also need to be improved to be able to handle greater passenger traffic.

Rail

Recently the railway line of Shimoga-Talguppa railway line was upgraded to Board gauge from meter gauge. This rail link provided access to Jog Falls, which is just 12 km from the village of Talguppa. There is a proposal to connect Talguppa with Honnavar in Uttara Kannada district by a new railway line, which will be a shorter alternate rail route between Mumbai and southern India. After the broad gauge conversion, Indian railways has introduced a daily train in between Mysore city to Talguppa and Bangalore - Talguppa express.

Service Quality Model

An organization can gain competitive advantage by the use of technology for the purpose of enhancing the service quality by gathering information on marked demand. Conceptual models in service quality enable management to identify quality problems. By presenting the identified problems enables the possibility of improving the profitability, efficiency and overall performance (Parasuraman et al, 1988).



Table 3:

Servoqual Analysis

The five SERVQUAL dimensions are:
 Tangibles-Appearance of physical facilities, equipment, personnel, and communication materials
 Reliability-Ability to perform the promised service dependably and accurately

Responsiveness-Willingness to help customers and provide prompt service
 Assurance-Knowledge and courtesy of employees and their ability to convey trust & confidence
 Empathy-Caring, individualized attention the firm provides its customers

Table 3: Servoqual Analysis

| Sl No | Factors | Ranking of Respondents | | | | | Total | WA |
|-------|----------------|------------------------|----|----|----|----|-------|-----|
| | | 1 | 2 | 3 | 4 | 5 | | |
| 1 | Reliability | 7 | 8 | 14 | 12 | 9 | 50 | 2.2 |
| 2 | Responsiveness | 5 | 9 | 11 | 14 | 11 | 50 | 2.4 |
| 3 | Assurance | 9 | 8 | 13 | 16 | 4 | 50 | 1.7 |
| 4 | Empathy | 6 | 9 | 9 | 15 | 11 | 50 | 2 |
| 5 | Tangibles | 9 | 10 | 19 | 8 | 4 | 50 | 1.9 |
| Total | | 36 | 44 | 66 | 65 | 39 | 250 | |

Source: Tabulated data

Table 4:

| Attributes | Access & Connectivity | | | | | Total |
|------------|-----------------------|----|----|----|----|-------|
| | Ranking | | | | | |
| | 1 | 2 | 3 | 4 | 5 | |
| Road | 8 | 9 | 12 | 14 | 7 | 50 |
| Rail | 3 | 5 | 8 | 17 | 17 | 50 |
| Airways | 1 | 3 | 4 | 11 | 31 | 50 |
| Others | 4 | 3 | 4 | 10 | 29 | 50 |
| Total | 16 | 20 | 28 | 52 | 84 | 200 |
| Average | 4 | 5 | 7 | 13 | 21 | |

Access and Connectivity

Source: Tabulated data

Table 5:

| Attributes | Rating of Amenities | | | | | Total | WAS |
|----------------|---------------------|---|----|----|----|-------|------|
| | Ranking | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | | |
| Drinking water | 7 | 7 | 11 | 10 | 15 | 50 | 2.22 |
| Waiting rooms | 6 | 9 | 16 | 8 | 9 | 50 | 2.62 |
| Toilets, | 5 | 8 | 24 | 7 | 6 | 50 | 3.06 |

| | | | | | | | |
|--------------------|----|----|----|---|---|----|------|
| First aid | 4 | 7 | 23 | 8 | 8 | 50 | 2.9 |
| Lounge | 11 | 6 | 21 | 6 | 6 | 50 | 3.28 |
| Cafeteria | 7 | 9 | 22 | 7 | 5 | 50 | 2.88 |
| Parking facilities | 6 | 11 | 18 | 9 | 6 | 50 | 2.88 |
| Others | 9 | 9 | 17 | 7 | 8 | 50 | 3.24 |

Source: Tabulated data

Table 6:

Availability of Human Resources

| Attributes | Ranking | | | | | Total | WAS |
|------------------|---------|----|----|---|---|-------|------|
| | 1 | 2 | 3 | 4 | 5 | | |
| Skilled manpower | 9 | 11 | 14 | 8 | 8 | 50 | 2.38 |
| Cost | 16 | 11 | 10 | 7 | 6 | 50 | 3.48 |
| Availability | 12 | 13 | 11 | 8 | 6 | 50 | 3.18 |
| Accessibility | 9 | 13 | 11 | 8 | 9 | 50 | 3.1 |

Source: Tabulated data

Table 7:

Service Level

| Attributes | Ranking | | | | | Total | WAS |
|-------------------------|---------|----|----|---|----|-------|------|
| | 1 | 2 | 3 | 4 | 5 | | |
| The degree of service | 8 | 11 | 14 | 8 | 9 | 50 | 2.3 |
| Sense of responsibility | 14 | 11 | 10 | 7 | 8 | 50 | 3.32 |
| Empathy | 11 | 13 | 11 | 8 | 7 | 50 | 3.1 |
| Involvement | 7 | 13 | 11 | 8 | 10 | 49 | 2.92 |

Source: Tabulated data

Table 8:

Marketing and Promotion

| Attributes | Ranking | | | | | Total | WAS |
|---------------------------------|---------|----|----|----|----|-------|------|
| | 1 | 2 | 3 | 4 | 5 | | |
| Marketing campaign | 4 | 10 | 14 | 10 | 12 | 50 | 2.04 |
| Competitive & modern approach | 3 | 11 | 10 | 12 | 14 | 50 | 2.46 |
| Brand positioning | 2 | 13 | 18 | 8 | 9 | 50 | 2.66 |
| Convey to a potential customer. | 4 | 9 | 16 | 12 | 9 | 50 | 3.06 |

Source: Tabulated data

Table 9:

Security

| Attributes | Ranking | | | | | Total | WAS |
|-----------------------------|---------|----|----|----|---|-------|------|
| | 1 | 2 | 3 | 4 | 5 | | |
| Security at tourist spots | 9 | 10 | 14 | 9 | 8 | 50 | 2.42 |
| Security at hotels | 7 | 11 | 13 | 10 | 9 | 50 | 2.86 |
| Concerns of safety | 11 | 13 | 13 | 8 | 5 | 50 | 3.18 |
| Image as a safe destination | 14 | 11 | 9 | 7 | 9 | 50 | 3.44 |

Source: Tabulated data

Findings

In the above data tables response of respondents on various service quality measures are asked through structured questionnaires the response is as follows

The weighted average score of Servoqual Analysis attributes are 2.2,2.4,1.7,2,1.9 respectively for the mentioned component in which Sense of r Responsiveness ranked first and Assurance ranked least with WAS of 2.3.

The average of Access and connectivity attributes are 4,5,7,13,21 for 1st to 5th rank

The weighted average score of Rating of Amenities attributes are 2.22,2.62,3.06,2.9,3.28,2.88 and 3.24 respectively .

The weighted average score of Service Level attributes are 2.03,2.33,3.1 and 2.92 respectively for the mentioned component in which Sense of responsibility ranked first with WAS of 3.32 and The degree of service ranked least with WAS of 2.3.

The weighted average score of Marketing and Promotion attributes are 2.42, 2.86, 3.18 and 3.44 respectively for the mentioned component in which Convey to a potential customer. ranked first with WAS of 3.06 and Security at tourist spots ranked least with WAS of 2.04.

The weighted average score of security attributes are 2.42,2.86,3.18 and 3.44 respectively for the mentioned component in which Image as a safe destinations ranked first with WAS of 3.44 and Security at tourist spots ranked least with WAS of 2.42.

Potential for the travel and tourism industry in India is enormous. However, at the same time, the industry faces numerous challenges, of which the most critical is lack of proper infrastructure.

Recommendations

Government has to take active initiation to capitalize the opportunities in Tourism through Jog Falls. Private Public partnership should be initiated to Ensure the infrastructure growth. Local authorities should be accountable and Health, Safety, Security should be improved

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