

TOURISM CONTRIBUTES TO ECONOMIC DEVELOPMENT: WITH SPECIAL REFERENCE TO MYSORE DISTRICT

Dr. R.H. Pavithra*

ABSTRACT

Tourism plays an important role in economic development of a country. In India ministry of tourism has initiated with its campaign slogan "incredible India" through which it has enriched and popularized India's history, culture, and attracted large number of tourists. The tourism industry in India has led to fast socio economic development of our country with future expansion and diversification with this backdrop this paper makes an attempt to look into positive and negative impacts on economic condition of the country, it also looks into types of tourist and their problems, it studies about tourists and their opinion on transport charges and cost of logistics in case study area.

Keywords: *Tourists, Transport Charges, Type of Tourists, Economic Development.*

Introduction

The Tourism Industry in India is very fast moving sector and has led to other sectors like horticulture, handicrafts, agriculture, and construction poultry to glow. At global level it is the largest industry contributing to the generation of employment and income the tourism industry has provided employment both directly and indirectly to more than 200 million people at worldwide. This industry especially in the era of globalization has led development income and also in earning foreign exchange. As per the travel and tourism competitiveness report 2009 by the world Economic forums. India ranked 62nd at the world wide, and 11th place in the Asia Pacific Region. Indian Tourism Industry stands second in the world in providing employment opportunities.

Objectives

- To examine the positive type of tourists.
- To study the type of tourists and their problems in case study region.
- To analyses the type of tourists and their opinion on transport charges and other logistic charges in study area.
- To suggest suitable measures to improve the tourism industry and to solve the existing problems.

Hypotheses

Null Hypotheses

H₀: There is no significant relationship between type of tourists and their problems in tourist spot.

Alternative hypotheses

H₁: There is significant relationship between type of tourists and their problems in tourist spot.

Null Hypotheses

H₀: There is no significant relationship between type of tourists and their opinion about Transportation charges and cost of logistics in case study area.

Alternative Hypotheses

H₁: There is significant relationship between type of tourists and their opinion about Transportation charges and other logistics in case study area.

* Senior Assistant Professor, Department of Economics, Karnataka state open University, Muktha Gangotri, Mysore, Karnataka, India.

Methodology

The present study is on empirical investigation based on sample interview of both internal and external tourists who visit Mysore city. Mysore is a mid-sized south Indian city with a population of about 7.8 lakh and spanning an area of 128sq kms. This is second largest city in Karnataka after Bangalore, the Capital city of Karnataka. The city is 140kms away from state capital Bangalore. The present study is based on both primary and secondary data and a systematic random sampling method has been adopted for survey. The Primary data has collected through questionnaire by posing some questions to the tourists, who visit Mysore both from within India and Abroad. The survey has been conducted by taking 500 tourists of case study area Random basis simple table percentage methods used to analyze the results and the results have been depicted by simple bar graph and pie chart.

Chi square test is used to analyze the results.

Review of Literature

According to Lok sabha secretariat (2013), the role of Government in tourism development has been redefined from that of a regulator to that of a catalyst. Apart from marketing and promotion, the focus of tourism development plans is now on integrated development of enabling infrastructure through effective partnership with various stakeholders.

Ashish Nag(2013) Mentioned that the ministry of tourism in any country seeks ways to promote and develop tourism in the country. Tourism Industry growth in any country is prove to the changing economic conditions in the event when a country is passing through a low phase or on Individuals job is at stake, not many people chose to travel.

Result and Discussion

Table 1; Type of Tourist

Type of Tourist	Respondents	Percentage
Domestic	40	80
Foreign	10	20
Total	50	100

Source: Field Survey

Table 1 explains about the type of tourists, out of 50 respondents, 40 are domestic and 10 are foreign tourists.

Type of Tourists and Problems Faced by Tourists

Table 2; Good Lodging Facility

Tourists	Yes	No	Total
Domestic	20 (40)	20 (40)	40 (80)
Foreigners	4 (8)	6 (12)	10 (20)
Total	24 (52)	26 (52)	50 (100)

Source: Field Survey

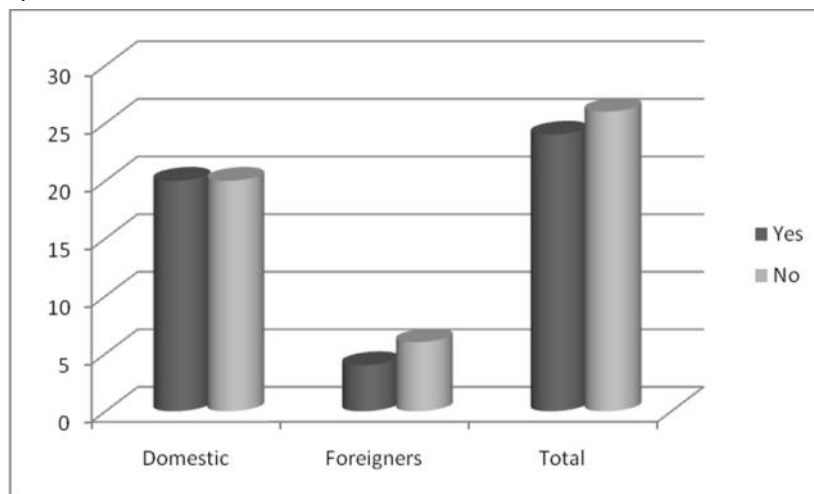


Table 2 explains that out of 50 respondents, 20 domestic respondents said that they have good lodging facilities, 20 domestic respondents said that they do not have good lodging facilities, out of 10 foreign tourists, 4 of them have good lodging facility and 6 of them do not have good lodging facilities.

Table 3; Inadequate Tourist Guide Services

Tourists	Yes	No	Total
Domestic	10 (20)	30 (60)	40 (80)
Foreigners	9 (18)	1 (2)	10 (20)
Total	19 (38)	31 (62)	50 (100)

Source: Field Survey

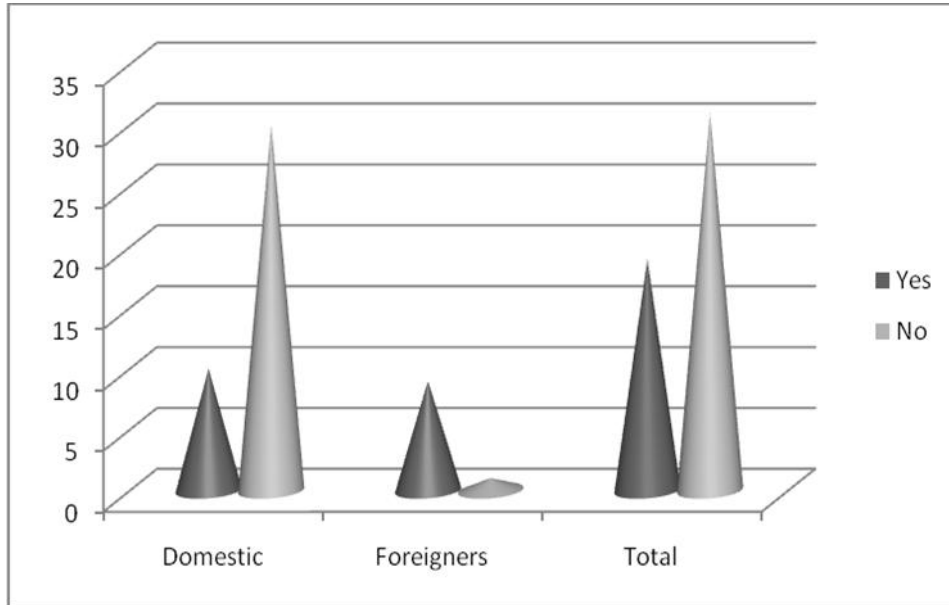


Table 3 examines that out of 50 respondents, as there are 40 domestic and 10 foreign travelers, 10 responded that they do not have good tourist guide but 30 domestic respondents said that they are satisfied with tourist guide services.

Table 4: Difficulty In Language

Tourists	Yes	No	Total
Domestic	20 (40)	20 (40)	40 (80)
Foreigners	8 (16)	2 (4)	10 (20)
Total	28 (56)	22 (44)	50 (100)

Source: Field Survey

Table 4 examines that out of 50 respondents, as there are 40 domestic and 10 foreign travelers, 20 responded that they have Problem in language and 20 said that they do not have difficulty in language. 08 of foreigners have difficulty in language and 2 of the foreign travelers said that they do not have difficulty in languages. Good tourist guide but 30 domestic respondents' said that they are satisfied with tourist guide services.

Table 5: Non-Availability of Hygiene Food

Tourists	Yes	No	Total
Domestic	15 (30)	25 (50)	40 (80)
Foreigners	4 (8)	6 (12)	10 (20)
Total	19 (38)	31 (62)	50 (100)

Source: Field Survey

Table 5 analyses that out of 50 respondents, as there are 40 domestic and 10 foreign travelers, 15 responded that there is non availability of hygiene food and 25 of them said that there exists availability of hygiene food. 4 of the foreign travelers said that there is non availability of hygiene food and 6 of them said there exists hygiene food..

Table 6: Problems of Cultural Differences

Tourists	Yes	No	Total
Domestic	5 (10)	35 (70)	40 (80)
Foreigners	7 (14)	3 (6)	10 (20)
Total	12 (24)	38 (76)	50 (100)

Source: Field Survey

Table 6 said that out of 50 respondents, 5 of the domestic travelers said that there is cultural differences problem and 35 said that are blessed to have such cultural differences which has made India A Sub continent. Out of 10 foreign travelers 7 said that there is problem of cultural differences and 3 were free from problem of cultural differences.

Table 7: Existence of Cleanliness and Hygiene

Tourists	Yes	No	Total
Domestic	26 (52)	14 (28)	40 (80)
Foreigners	6 (12)	4 (8)	10 (10)
Total	32 (64)	18 (36)	50 (100)

Source: Field Survey

Table 7 said that out of 50 respondents, 26 of the domestic travelers said that there is existence of cleanliness and hygiene and 14 of domestic travelers said there is no cleanliness. Out of 10 foreign travelers 6 said that there exists cleanliness and 4 responded that there is no cleanliness.

Results**Chi Square Test**

Chi Square	Value	Level of Significance
	6.4089	0.05

The Chi Square of P value is 6.4089. It is significant at 5 percent level. 95 percent shows that there is an association between type of tourists and their problems more of the foreign tourists face various problems than the domestic tourists. Therefore, it has to reject null hypotheses and has to accept alternative hypotheses.

Table – 8 TYPE OF TOURISTS AND TYPE OF ACCOMMODATION

Tourists	5 Star	3 Star	2 Star	Non Star Hotel	Total
Domestic	3 (6)	7 (14)	10 (20)	20 (40)	40 (80)
Foreigners	7 (14)	3 (6)	-		10 (20)
Total	10 (20)	10 (20)	10 (20)	20 (40)	50 (100)

Source: Field Survey

Table 8 said that out of 40 domestic respondents, 3 of them preferred 5 star, 7 of them prefer 3, 10 preferred 2 star and 20 stayed in Non star Hotel. Out of 10 foreigners 7 preferred to stay in 5 star, 3 in 3 star, non of them in 2 star and Non star hotels.

Result

Chi square	Value	Level of significance
	9.2306	0.05

The Chi square of P value in 9.2306. It is significant at 5 Percent level. 95 percent shows that there is an association between type of tourists and the type of accommodation more of domestic tourists use non star Hotels and Foreigners go for 5 stars hotels.

Therefore it rejects null hypotheses and accepts alternative hypotheses.

Findings

- Most of the tourists (40) respondents are domestic.
- Majority of the foreign tourists (9) of respondents said that they are not satisfied with tourist guide services.
- Most of the foreign tourists than the domestic tourists have difficulties towards local language.
- Large number of tourists both domestic and foreigners are satisfied about the availability of hygiene food.
- Obviously most of the foreigners face problems relating to cultural differences.
- Most of the domestic and foreign tourists are not satisfied regarding existence of cleanliness and hygiene.

Recommendations

- Social Networking has be made strong both internally and abroad to encourage and attract foreign travelers
- Specific areas of tourism has to be made popular through social media
- Buisness which depends on tourism has to be supported by government to strengthen their quality.
- More of hospitality business has to be boosted to attract tourists.
- Competitive strategies have to be adopted like e-marketing for tourism so that it provides the best quality of services in order to achieve the satisfaction of the customers.

Conclusion

Tourism is very sensitive to economic, environmental, and socio-potential events affecting tourists willingness to travel. In the absence of insurance cover and social security, the poor can be particularly vulnerable to sudden downswings in demand. However, tourism demand often bounces back quickly when circumstances change. If the Indian government is continue to adopt policies that encourage travellers, such as the new visa regime, enable investment in vital infrastructure, and allow companies to do business. India is a beautiful and diverse tourism destination, with the right policies in place it will no doubt continue to grow towards ranking even higher in terms of its tourism economy.

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