

MEASUREMENT OF TOURISM PERCEPTION TOWARDS HERITAGE SITES AND TOURISM DEVELOPMENT IN AGRA AND GWALIOR

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ABSTRACT

Tourism is one of the largest and fastest growing industry in present context. Travel and Tourism is an act and process of spending leisure time and disposable income away from home in pursuit of pleasure, leisure, rest, recreation, relaxation and various other purposes and while travel making use of the tourism and hospitality products and services. Over the years, tourism has become a product of modern social arrangements and the concept was started in in the 17th century from Western Europe. However, it has several antecedents in Classical antiquity of the World. In order to develop the tourism, conservation and preservation of our heritages, culture and traditional are crucial and important therefore, the present study has measured the perception and satisfaction of tourists towards heritage tourism development in two most heritage tourism destination in India, Agra and Gwalior. Findings of the study suggested that tourists have different level of perception towards heritage tourism development in Agra and Gwalior. On the basis of research findings, appropriate conclusions and recommendations were also made.

Keywords: *Heritage, Cultural and Heritage Tourism, Perception, Tourism Development.*

Introduction

In context of India, Gwalior and Agra both are heritage and cultural tourism sites and have great significance across the India and World. There are many hotels, motels, guest houses at each destination but still there is lack of infrastructure is one of the prime challenge for India. Furthermore, Government of India is paying attention towards this and creating new policies for development of infrastructure and many programs are running to attract the tourists so the infrastructure development is very important for the convenience of tourists. A lot of international and domestic tourists visited Agra to see Taj and other Heritage of city Agra but still there are many scope to increase the flow to tourist in Agra as well as Gwalior because Gwalior is also rich in Heritage but still the tourist flow is lack in Gwalior so, by doing the comparative study of Agra and Gwalior we can be aware about the development of infrastructure and we will do study about the tourist flow sharing among Agra and Gwalior. Review of Literature is being presented for this study which is written by studying of various books and research papers. This study shows that how can be able to reach our goals that is increase tourist flow with sustainability and how can preserve our Heritage. Tourism has been distinguished as one of main contributor for the economies for many nations including India and people are exploring it in different ways in the form of adventure, religious, pilgrimage, sport, wellness, medical, business, village, community and numerous other forms of tourism. In the beginning of 21st century, international tourism which includes outbound and inbound had become one of the important source for economic development across the World.

Review of Literature

As tourism and hospitality is the fastest growing foreign exchange earner and employment generator especially in developed countries across the world (Hinch and Butler, 2007). In order to ensure the constant growth and development of tourism, there is need to develop tourism resources

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such as heritage sites, cultural artefacts as tourists prefer most these destinations and contribute to local economies (Mufeed and Gulzar, 2014). Tourism destinations such as Agra and Gwalior, which are highly popular because of their rich history, culture and heritage and most visited destinations in India over the period of time. Sangeetha (2012) conducted a study on heritage tourism and highlighted how it is related to tourism destinations. United Nations World Tourism Organizations had classified the tourism in three major forms on the basis of tourists movement and geographically; Domestic tourism, which allow travel movements within the country where tourists belong, Inbound Tourism, this form of tourism allow non- residents travelling in the given country seamlessly and Outbound Tourism, when residents of a particular country are travelling to another country. Both Agra and Gwalior has been well connected with each other historically, culturally and on the basis of heritage as well as Gwalior has been divided in to three urban sections which include the old city or Old Gwalior comprises with Morar, the cantonment area and Lashkar, second section is the new city, it has expanded in the main commercial areas, bazaar with swarming factories, profitable market complexes and new developments such as show-rooms and administrative headquarters of Gwalior district and The old city of Gwalior has fully decorated with ancient monuments, glorious archaeological and architectural sites such as famous Sun Temple (Surya Mandir), well equipped and developed military area and old market places and heritage sites. Gwalior and Agra both are well connected by road and rail to all major cities of India as approximately at a distance of 338 km from Delhi and 1081km from Mumbai. Nearest International airport to both the cities is in Delhi. For travelling within the cities (Gwalior and Agra) various mode of transports are available like shared tempos, auto rickshaws, local buses or mini buses, horse drawn carriages or Tonga's. Although both the destinations are similar in nature and having similar tourism products and resources, histories and culture and local centrally in India. One can visit Agra and Gwalior in one go and explore their rich heritage and mythologies (Neuman, 2006). There were various quantitative researches had been conducted over these destination in relation to various parameters such as tourists' perception and satisfaction, local and stakeholders' perception and satisfaction (Black, 1999). In addition to these quantitative studies, various qualitative and historical studies have been conducted in relation to the applicability of tourists, local residents and stakeholders.

Analysis and Interpretation

In order to measure the collective and overall perception and satisfaction level of tourists (Domestic and International) towards heritage sites and tourism development in the study area and to test the proposed alternative hypothesis "H1 There are significant heritage sites and proper tourism development in Agra and Gwalior region" and for achieving its corresponding objective "To study heritage sites and tourism development in study area", Researcher has conducted One sample t-test and Gap analysis and results are computed in table 1.

Table 1: Results of One Sample t – Test for Perception and Satisfaction of Tourists towards Heritage Sites and Tourism Development in Study Area

Group	N	Hypothesize Mean	Mean	S.D	Mean Difference	t-Ratio	p-Value
Tourists	500	25	19.53	1.236	05.68	98.91	0.000**

Source: PrimaryData

Table 1 shows that sample mean of total tourists' (N=500) which includes 400 domestic tourists and 100 international tourists perception and satisfaction is 19.53 and value of hypothesize or population mean is 25 (test value) and mean difference of 05.68 between them and value of

S.D., t-ratio, and p value are 1.236, 98.91 and 0.000 respectively. Hence, p value is 0.000 ($p=0.000 < 0.01$) which is less than 0.01 and 0.05 therefore there is a significant mean difference between sample and hypothesize or population mean of tourists (N=500) which includes 400 domestic tourists and 100 international tourists towards heritage sites and tourism development in the study area and thus, proposed alternative hypothesis "H1 There are significant heritage sites and proper tourism development in Agra and Gwalior region" has been achieved and its corresponding objective "To study heritage sites and tourism development in study area" is also being achieved. Further, with the help of area graph this is also clear that sample mean of tourists is lying under which level of perception and satisfaction category towards heritage sites and tourism development in the study area, based on the table 2.

Table 2: Level of Perception and Satisfaction Category of Tourists towards Heritage Sites and Tourism Development

Mean Scores	Level of Perception & Satisfaction
5-10	Low
11-15	Average
16-20	High
21-25	Very High

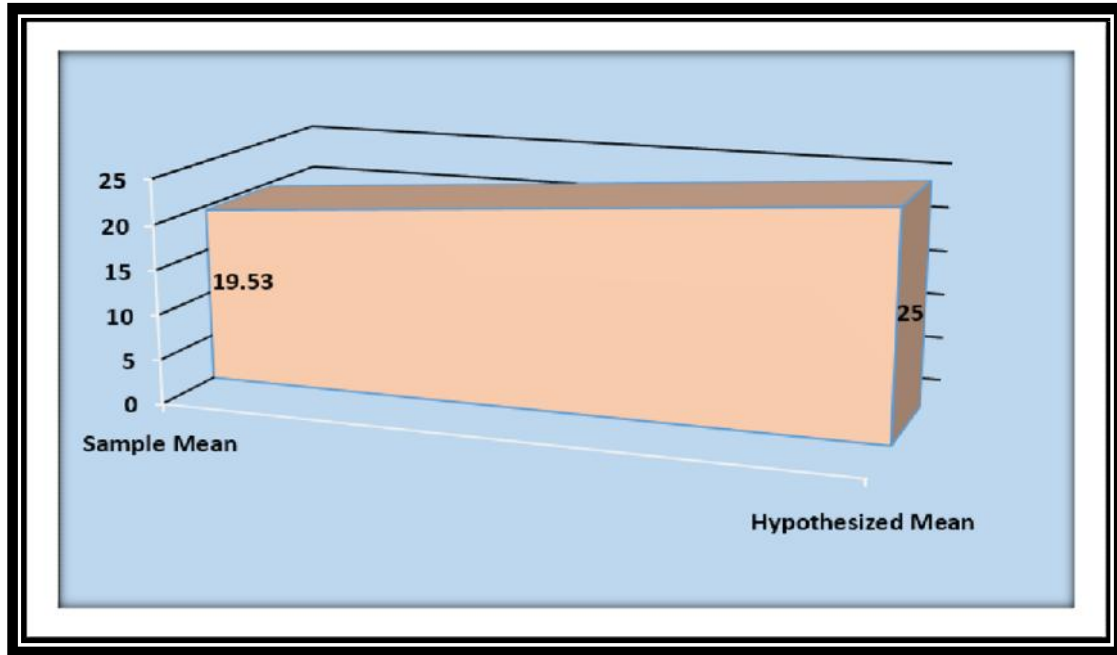


Figure 1: Area Graph of Perception and Satisfaction of Tourists towards Heritage Sites and Tourism Development

From table 1 and Graph 2, it is clear that tourists (Domestic and international) have high level positive perception and satisfaction towards heritage sites and tourism development in the study area, as sample mean (19.53) fall under high level of perception and satisfaction category (16-20). Tiwari, S. K. (2019). Implementing Sustainable Tourism as a Pro –Poor and Community Development Approach, said that heritage tourism play a significant role in developing sustainable tourism development.

Findings and Conclusions

- It was found that population or hypothesize mean (25) of the total (N=500) tourists (domestic and international) was higher than their sample mean (19.53) towards Heritage sites and tourism development in Agra and Gwalior and there is significant difference between them. Therefore it is concluded that both domestic and international tourists have high positive perception and satisfaction towards Heritage sites and tourism development in Agra and Gwalior.
- It was found that mean score of domestic tourists (N=400) perception and satisfaction (19.80) was higher than mean score of international tourists (N=100) perceptions and satisfaction (18.47) towards the Heritage sites and tourism development in Agra and Gwalior in the study area and there is significant mean different between. Therefore it is concluded that domestic tourists have higher perception and satisfaction as compare to international tourists towards Heritage sites and tourism development in Agra and Gwalior.
- It is recommended to tourists, local residents, tourism planners, policy makers and other associated stakeholders to converse, preserve, protect and promote the cultural and heritage tourism in Agra and Gwalior region. As both the destination are quite popular in terms of heritage sites and tourism.

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