

5.1 Research Methodology:

The research was exploratory as there was no earlier model available. The earlier theories with regard to strategic management were taken as a support since they are from different contexts. The goal for using this method was to **document** the objective as completely as possible, and not restrict the description to those topics that have been documented in earlier studies.

The objective of the study undertaken is to describe the exceptional character of the tourism and unveil its status as an inexplicable anomaly. The study is done in a two-stage process. **Stage 1: a)** During the first stage, the **secondary data** has been sourced from survey conducted by the National Council for Applied Economic Research (NCAER) and sponsored by the Ministry of Tourism.

The data was analysed to draw the estimate of domestic tourist by different purposes of travel and to estimate the magnitude and patterns of tourist expenditure. By doing this the consumers of tourism could be segmented.

b) Collection of Primary Data : In view to support the secondary data sourced from NCAER, information was drawn from communication with Respondents mainly from consumers, Tour Operators, Hoteliers, and others who are knowledgeable about the problem at hand. The respondents were asked questions through personal interviews, and telephone interviews. They were asked for information as a part of self contained, “one time” survey. The model questionnaire for the structured interview is enclosed for reference. (pg)

The objective was to get information regarding the consumers perception of domestic tourism, reason for travel, the emerging trends and factors influencing choice of a destination. It also enabled to get an insight to the existing business model and the challenges faced by industry to reach the perceived target market.

Stage 2: The second part of the research is an evaluation study made to arrive at aspects that need to be addressed to make subsequent campaigns targeted at the domestic tourist more effective and efficient. The objective of the survey was to examine the various measures and media vehicles used in campaigns vi-a-vis the available spectrum and assess the relative importance and efficacy of the different media used in the campaigns.

Sampling

The segment was identified from the various potential tourist destinations of the selected cities and near by tourist destination was selected for the purpose of data collection.

Case Study : State of Andhra Pradesh

“Andhra Pradesh has set an example in bringing development without any dispute and displacement of common people. “

The study has been made to understand the existing status and deficiencies in the tourism sector in Andhra Pradesh and study its new tourism policy.

The state has undertaken wide-ranging measures to nurture its tourism industry: simplified, less restrictive regulations, labour and fiscal reforms, incentives. In line with this objective, the State has enacted a law for single-window clearances. It is the first State in the country to have a law for single-window clearances, which ensures that all clearances to investors are given within a set period. The State has been qualified as "flexible" in its approach to labour regulations and "good" for its simplification of rules and regulations. It introduced the self-certification concept, common annual returns in place of multiple returns with simplified registers, and zero inspection regime through accredited agencies.

5.2 LIMITATIONS

Market Research in tourism in the case of India is carried out by the Market Research Division of the Ministry of Tourism which has the responsibilities of policy formulation, planning, product and infrastructure development, human resource development, overseas promotion and publicity, domestic tourism development, national and international coordination, industry regulation and control, etc. The Market Research Division is, therefore, required to provide input for decision making on each of the above fields of activities and thus it is functioning as an agency for the development of a system of tourism statistics in the country rather than as a pure market research agency. As a result market research activities often do not get the requisite priorities leading to inadequate research inputs for the formulation of marketing strategies, its monitoring and evaluation.

The Market Research Division maintains the statistics of inbound tourism based on the data provided by the Bureau of Immigration which is responsible for immigration control. The Division brings out monthly statistical bulletin indicating month-wise tourist arrivals, and highlights of tourist arrivals, annually giving country-wise tourist arrivals along with their profiles. Another annual publication is India Tourism Statistics which includes data on country wise tourist arrivals, seasonality in arrivals, foreign exchange earning from tourism, domestic tourism statistics, number of visitors to monuments, statistics of approved hotels, statistics of travel agents, tour operators and tourist transport operators, training institutes, plan outlays and financial assistance provided to states, results of some of the surveys and studies, financial assistance provided by Tourism Financial Corporation of India, etc.

Domestic tourism statistics are obtained from State/UT Governments on the basis of data sets provided by accommodation establishments and estimates of foreign exchange earning are provided by the Reserve Bank of India. The system of collecting domestic

tourism statistics by the, State/UT Government requires substantial strengthening and technical guidance.

International Passenger Surveys are generally undertaken once in five years and a domestic tourism survey is currently under completion by the National Sample Survey Organization (NSSO). The earlier domestic tourism survey commissioned by the Ministry did not address the issues of interstate tourist movements, trip planning, travel patterns, etc. The Ministry also commissioned an evaluation study of overseas publicity and promotion.