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# REVIEW OF RESEARCH

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## AN INQUIRY INTO TOURIST'S PERCEPTION ON HERITAGE TOURISM: A COMPARATIVE STUDY

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### ABSTRACT: -

**T**elangana state is a newly formed 29th state in India in which many tourist destinations prevailed. The newly formed government has established the Telangana State Tourism Development Corporation (TSTDC) to develop tourism sector in the state and attract the tourists



as well. Since formation, the TSTDC has been promoting 'Heritage tourism' in the state to attract the tourists. Though enough initiations, the TSTDC was not attracting the foreign and domestic tourists up to the mark. The present study aimed to study the development of heritage tourism market and examine the

differences between foreign and domestic tourist's opinion towards their visit to heritage destinations in Telangana state which an aid to the Telangana State Tourism Development Corporation to formulate separate tourism strategy for the attraction of the foreign and domestic tourists.

**KEYWORDS:** Heritage Tourism, Tourists Behaviour, Foreign and Domestic Tourist, Telangana State Tourism Development Corporation (TSTDC).

### INTRODUCTION :

Heritage tourism is one of the fastest-growing products of the tourism industry. It is widely believed that heritage tourism can successfully help protect resources while boosting local economies by providing jobs, new businesses etc. Heritage tourism<sup>1</sup> includes elements of living culture, history and natural history of places that community's value and steward for the future. These elements are very specific to a community of region and can contribute to pride, stability, growth and economic development. Telangana state consists of ten districts and each district is a repository of ancient forts, temples of great sanctity and awesome heritage sites. Every region in the Telangana has majestic forts and temples which speak volumes of the past grandeur and glory. Telangana is a synonym of diversity and possesses the rich heritage. Heritage tourism in Telangana has been a popularized tourism and it is attracting a lot of tourists who loves to visit historical destinations. The heritage sites, especially the oldest ones make it a most visit place for avid travellers. Hyderabad city is a symbol for the past and monument for 400 years of history.

### HERITAGE TOURISM

The National Trust for Historic Preservation in the United States of America defines Heritage tourism as "Travelling to experience the places, artifacts and activities that authentically represents the stories and people

of the past". It includes visiting of Historical buildings, Forts, Monuments, Oldest Temples etc.

**CATEGORIES OF HERITAGE TOURISM**

Heritage tourism involves travel to sites that in some way represent or celebrate an area, community, or people's history; identity or inheritance. According to S.H. Jun, C. Vogt, and S. Nicholls, Heritage tourism is typically divided into three categories such as natural, cultural and built (Sarah Nicholls, Categories of Heritage attractions, 2004). Fig-1 provides an example of each category.

**Fig. 1 Categories of Heritage Attractions/Tourism**



Source: Sarah Nicholls, 2004.

**TOURISM MARKET**

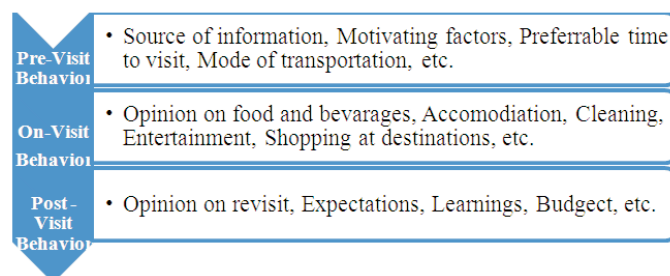
Tourism market is a set of relations of demand and offers that are focused on the exchange of goods and services by means of money and with the extent determined by the prices of goods and services (Markovic, 1972). It is 'an integrated effort to satisfy the tourist' and it comes under the group of service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

**TOURISM PRODUCT**

A tourism product can be defined<sup>2</sup> 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, monument, food and beverages, transportations, entertainment, lighting, etc.

**TOURIST BEHAVIOR**

The fascinating phenomenon of tourist behaviour<sup>3</sup> deals with topics such as "tourist motivation, destination choice, travellers' 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. 2 Classification of Tourist behaviour**

## REVIEW OF LITERATURE

T.C. Chang (1997)<sup>1</sup>: Heritage is an ever-changing product influenced by the combined effects of economic development, tourism, and socio-cultural forces at the local scale. 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. **Yaniv Poria & Richard Butler (2003)**<sup>2</sup>: This article has investigated the links between tourists and the heritage presented at destinations, in order to understand better what is termed heritage tourism. The Study deals with the specific purpose of investigating whether the relationship between the tourists and their perceptions is linked to their visitation patterns. **Jin Huh (2002)**<sup>3</sup>: The study concluded that 70% of the respondents in the survey tended to be over 38-years old. Most of them are high level and have previous experience in visiting heritage destinations in Virginia. They usually spent 2-4 days in heritage destinations. Most of them visited with family members and have travelled over 300 miles from the Virginia historic triangle. Tourists were satisfied over 15 out of 25 attributes. **Colin James Van Zyl (2005)**<sup>4</sup>: This study made a meaningful contribution to the development of cultural heritage tourism by critically broadening the knowledge base of contemporary tourism, as it relates to the positive as well as the negative impact on host communities. **Anukrati Sharma (2013)**<sup>5</sup>: Rajasthan is the land of kings and warriors and is famous for its heritage, art, craft and culture. This paper was an attempt to find out the satisfaction level of foreign and domestic tourists who have visited Rajasthan. It also focused on the SWOT of Rajasthan tourism.

## STATEMENT OF THE PROBLEM

The newly formed government has established the Telangana State Tourism Development Corporation (TSTDC) to develop tourism sector in the state and attract the tourists as well. Since formation, the TSTDC has been promoting heritage tourism in the state to attract the tourists. Though enough initiations, the TSTDC was not attracting the foreign and domestic tourists up to the mark. Hence, there is a high need to examine the difference between foreign and domestic tourist's opinion towards their travel to heritage destinations in Telangana state which an aid to the Telangana State Tourism Development Corporation to formulate separate tourism strategy for the attraction of the foreign and domestic tourists to the heritage destinations

## OBJECTIVES OF THE STUDY

- To study the development of heritage tourism in Telangana state.
- To examine the differences between foreign and domestic tourists opinion towards the heritage tourism.

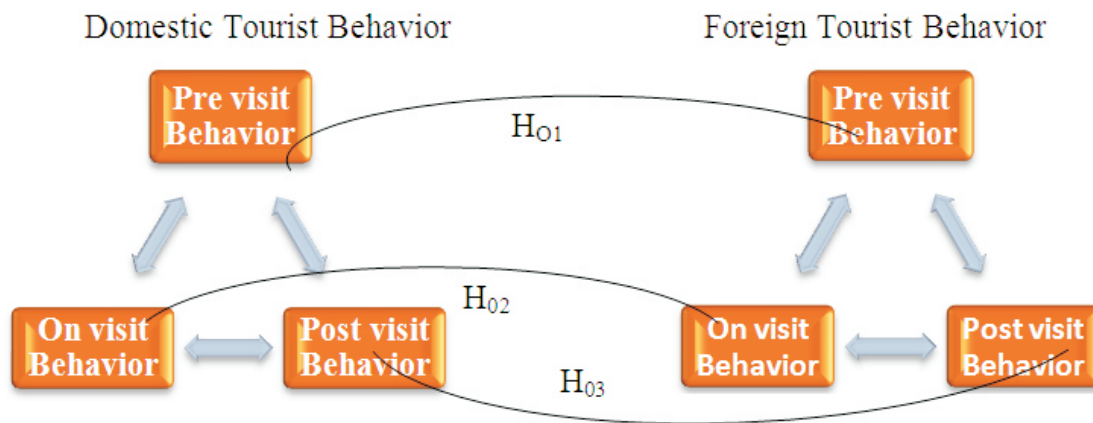
## METHODOLOGY AND MEASUREMENT

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 heritage tourists destinations in Telangana state. As unknown population, a 'convenience sampling' method is adopted for the collection of primary data to examine the tourist behaviour on heritage tourism product. The sample size of the present study is 300 respondents including 100 foreign respondents (domestic and foreign tourist ratio is 2:1). Table 1 provides a view on total sample size, selection of destination and sample size from each destination.

**Table 1: Sample Size from Each Leisure Based Cruises and Water Destination**

The Collection of data form		Base	Sample size	
			Domestic tourists	Foreign tourists
Golconda fort (Hyderabad Dist.)	The top most ticketed heritage destination in Telangana State.	80	40	
Kakatiya fort (Warangal Dist.)	The second highest ticketed heritage destination in Telangana State.	60	30	
Elgandal fort (Karimnagar Dist.)	Top three highest ticketed heritage destinations in Telangana State.	20	10	
Bhongir fort (Nalgonda Dist.)	The fourth top ticketed heritage destination in Telangana State.	20	10	
Gadwal fort (Mahabubnagar Dist.)	Top fifth heritage destination in Telangana State.	20	10	
		<b>Sub Total</b>	<b>200</b>	<b>100</b>

Source: Based on Questionnaire executed.



**Fig: 3 PVP Model of the tourist's behaviour**

**HYPOTHESES**

- H<sub>01</sub>:** There is no significant difference between foreign and domestic tourists pre-visit behaviour.
- H<sub>02</sub>:** There is no significant mean difference between foreign and domestic tourists on-visit behaviour.
- H<sub>03</sub>:** There is no significant mean difference between foreign and domestic tourists post-visit behaviour.

**SCOPE OF THE STUDY**

The present study is restricted to identify the role of TSTDC for the development of heritage tourism and to examine the difference between the foreign and domestic tourist's opinion towards their tour to heritage destinations in Telangana state.

**I. DEVELOPMENT OF HERITAG TOURISM**

The development of heritage tourism in Telangana state has been sharing by the various authorities, viz.,

Central and State Governments, TSTDC, Archaeological Survey (ASI) of India and Department of State Archaeology. TSTDC has been acting as a catalyst in the promotion of heritage tourism by creating tourist infrastructure and transport facilities with various packages to heritage destinations. Ministry of tourism, Central government has been providing an endless support for the development of Heritage tourism in Telangana state such as allocation of more funds, assigning development projects to TSTDC, etc. Given below are some major allocations<sup>4</sup>.

- Rs. 93.48 lakhs released to develop the 'Kakatiya Bhadrakali Temple' in Warangal during 2010-2011
- Rs. 499.50 lakhs released to develop the tourism infrastructure at 'Bhongiri Fort', in Nalgonda district during 2011-12
- Rs. 500.00 lakhs released by the Central Government to the mounting of Sound and Light Show at Warangal Fort during 2011-2012.
- Rs. 481.16 lakhs released to the development of tourism Infrastructure at 'Ghanpur temples and Pandavula Guhalu' in Warangal during 2011-2012.
- Rs. 799.89 lakhs released by the Central Government for the development of Heritage Circuit in Mahabubnagar district during 2012-2013.
- Rs.22.24 crores released for the development of Buddhavanam Project at Nagarjunasagar as Mega destination during 2012-2013
- Rs. 500.00 lakhs released for the development of "Sound and Lighting Show" at Basara, Adilabad district during 2013-2014.
- Rs. 461.45 lakhs sanctioned by the Central Government to start the "Sound and Light Show" and development of Elagandal Fort, Karimnagar district during 2013-2014.
- Rs. 441.77 lakhs sanctioned to develop the tourist amenities and facilities at Sree Kothakonda Veerabhadra Swami Temple, Karimnagar during the same year.

Above allocations are purely related to the development of Heritage tourism in Telangana state and TSTDC has been executing the above projects.

## II. ANALYSIS OF TOURISTS BEHAVIOR

Chi-square test is used to study the tourist's pre-visit behaviour whereas the mean, standard deviation, and paired t-test were used to analyze the domestic and foreign tourists on-visit and post-visit behaviour as per the model. The details about null hypothesis and statistical results were given below.

### Pre-Visit Behaviour Results

$H_{0t}$ : There is no significant difference between domestic and foreign tourists pre-visit behaviour in heritage tourism market.

**Table 2: Pre-visit behaviour - Chi-Square test 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	138.315	5	.000	Rejected
2	Motivating factors to travel to Heritage destinations	12.592	70.304	6	.000	Rejected
3	Preferable time	9.488	147.084	4	.000	Rejected
4	Preferable Mode of Transportation and Package	9.488	120.975	4	.000	Rejected
5	Preferable Accompanying persons	7.815	34.467	3	.000	Rejected
6	Duration of the Trip	3.841	105.495	1	.000	Rejected

Source: Primary Data.

From 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. If the calculated 'p-value' is greater than the value of 0.05 at 5% level of significance, the null hypothesis should be accepted but here the 'p-value' is less than the calculated value for all the selected variables. Hence, the null hypothesis (H01) is 'rejected' and it is identified that there is a significant difference between domestic and foreign tourist pre-visit behaviour towards identified variables.

**On-visit Behaviour Results**

**H<sub>02</sub>:** There is no significant mean difference between domestic and foreign tourists on- visit behaviour in heritage tourism market.

**Table 3: On-visit behaviour- pared 't- test' Results**

		On-visit Behavior	N	Mean	Std. Deviation	Std. Error Mean
Heritage Tourism Market	Tourists	Domestic	200	2.5055	.49262	.03483
		Foreigner	100	2.6027	.42809	.04281
Independent Samples Test						
t-test for Equality of Means						
			T	Df	Sig. (2-tailed)	
Heritage Tourism Market	On-visit Behavior	Equal variances assumed	-1.682	298	.094	

Source: Primary Data.

Table-3 shows the domestic and foreign tourists behaviour/opinion at their heritage destination visits. The calculated 't-value' 1.682 is less than the table value 1.96 and calculated 'p-value'0.094 is greater than 0.05 at 5% of the level of significant with 298 degrees of freedom. Hence, the null hypothesis is 'accepted' and found that there is no significant mean difference between foreign and domestic tourists on-visit behaviour in heritage tourism market.

**Post-visit Behaviour Results**

**H<sub>03</sub>:** There is no significant mean difference between foreign and domestic tourists post-visit behaviour in heritage tourism market.

**Table 4: Post-visit behaviour- pared 't- test' Results**

		Post-Visit Behavior	N	Mean	Std. Deviation	Std. Error Mean
Heritage Tourism Market	Tourists	Domestic	200	3.8325	.47428	.03354
		Foreigner	100	3.9700	.47312	.04731
Independent Samples Test						
t-test for Equality of Means						
			T	Df	Sig. (2-tailed)	
Heritage Tourism Market	Post-Visit Behavior	Equal variances assumed	-2.369	298	.018	

Source: Primary Data.

Table-4 depicts the domestic and foreign tourist post-visit behaviour. The calculated 't-value' 2.369 is greater than the table value 1.96 and calculated 'p-value' is 0.018 which is less than the 0.05 at 5% of the level of significant with 298 degrees of freedom. Hence, the null hypothesis is 'rejected' and found that there is a significant mean difference between foreign and domestic tourists post-visit behaviour in heritage tourism market.

## FINDINGS AND SUGGESTIONS

- ✦ The study found that both domestic and foreign tourist's pre-visit behaviour is different. 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 found that both domestic and foreign tourists stated similar behaviour/opinion at their heritage 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.
- ✦ It is also found that both domestic and foreign tourist's post-visit behaviour is not similar at all. If we compare the foreign tourists behaviour with domestic tourists towards identified four variables i.e. their revisit opinion and knowledge on history and monuments, etc. are completely distinct. So it is suggested that the tourism organizations have to understand this fact and invent more strategies to make the entire foreign tourist satisfy and revisit the Telangana heritage destinations.
- ✦ The majority of foreign were not satisfied with the tourist's guides and security at the heritage destinations. Therefore, there is a high necessity to appoint the skilled guides and provide the safety and security at the heritage destinations.

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<sup>1</sup>Telangana tourism hand book -2015

<sup>2</sup>Tourism & Travel Techniques, Institute of Vocational Education, Board of Intermediate, AP, Hyderabad.

<sup>3</sup>Philip L. Pearce, Channel View Publication, 1st Jan, 2005.

<sup>4</sup>Information provided by TSTDC Project and Finance departments-2015