



COMPARATIVE STUDY OF HOSPITALITY AND TRANSPORT SERVICES OF BETWEEN TWO DISTRICTS IN SOUTH KONKAN

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ABSTRACT:

Tourism is now well recognized as an engine of growth in the various economics in the world. It is crucial importance to any country or regions. It generates significant high revenues, millions of jobs, supports local communities and helps maintain and improve important national and local assets. Several countries have transformed their economics by developing their tourism potential. From last few years particularly Second World War tourism has become largest and fast growing industry in the world. Privatization and Globalization made various countries to open them geographical boundaries set in the land, water and air. Hospitality and transport services are the base of tourism sector.

Hospitality and transport are the driving forces for Tourism industry. Tourists are attracted towards such tourist's places where there is a good hospitality and well transport facility. Transport provision is the key element of development of tourism. Tourism and hospitality have become an integral part of life of most people. Hospitality and transport creates diversified employment opportunities in different sectors like accommodation, food and beverages, transportations services, travel agencies, tour operators, natural and cultural attractive sites. The general definition of tourism- a territorial movement of people, which makes it necessary to create favorable condition for this. Therefore, tourism and hospitality are considered as a single and interconnected process. These papers discuss about tourists satisfaction about hotel and transport facility in South Konkan.

KEYWORDS : *Tourism, hospitality, transport, potential, tradition, marketing, Konkan.*

INTRODUCTION:

In Maharashtra Konkan belt is highly natural beauty, enhancing coastline, dotted silvery beaches, historical forts, a rich cultural heritage and hospitable, religious people & various Religious centers. Konkan division is one of the six administrative divisions of Maharashtra. All the districts in Konkan offer the most diverse attractions for the tourists. The districts are endowed with many tourist assets. The rising hills of Sahyadri on east & the depths of Arabian Sea on the west contribute to the unparalleled beauty of Konkan. All the area of Konkan is blessed with hills, sea shores, creeks, beautiful rivers, hot water springs, historical forts, forests & water falls among many other. South Konkan has a lot of Destinations are here but development of Tourism is not a properly. Hospitality and transport facilities are the key element of development of tourism sector in South Konkan. Ratnagiri district stretches 180 km in its North-South length and 64 km East West. Ratnagiri coastline is 167 km and more than 50 important destinations are located. Sindhudurg is the first tourism district in India. South Konkan are nerarabout more than 95 percent area are rural region. Tourism in South Konkan has not fully developed so hospitality and transport facilities are more important for the development of South Konkan tourism development.

OBJECTIVES OF STUDY:

Following are main objectives of the research.

Objective-1 To study satisfaction of Hotel and transport facilities according to tourist place.

Objective-2: To study satisfaction of Hotel and transport facilities according to gender of tourist.

Objective-3: To study satisfaction of Hotel and transport facilities according to age of tourist.

Objective-4: To study satisfaction Hotel and transport facilities according to qualification of tourist.

Objective-5: To study satisfaction Hotel and transport facilities according to income of tourist.

RESEARCH METHODOLOGY:

For this research information is obtained from primary data. Information is collected through structured questionnaire. Sample of 250 tourist of South Kokan is considered for the said study. Information is collected from tourist using simple random sampling method. Collected information is first classified according to five demographic factors. These factors are district, gender, age, qualification and income. There are two variables of the study. First is 'hotel facilities' and second is 'transportation facilities'. Information collected for 250 respondents is first classified and presented using suitable tables. For the analysis of variables mean and standard deviations are obtained. For the study of objectives hypothesis are designed. For testing of hypothesis statistical tools are applied. Mainly ANOVA is obtained and F-test is applied.

LITERATURE REVIEW:

Praveen Kumar Srivastava (2008) in his article 'The HR challenges in Tourism in India' identify that tourism industry is an engine of economic growth but Human Resource as like other industry like IT, Retail, banking, Insurance, and finance uneducated, unskilled, unmotivated and unproductive. There is a lot of shortage trained manpower and huge difference between demand and supply in this sector. All the HR practice is not standardized. This will ultimate effect on hospitality and poor work of tourism sector. He studied infrastructure and facilities available in education in this sector. He gives a lot of suggestions to the quality of supply of proper manpower to use tourism potential in India.

Dr. R. Srinivas Rao (Aug 2014) in his article 'Emerging trends in hospitality and tourism,' hotels are a more important component for the tourism industry. People are bored by the sedentary lifestyle and willing to utilize their vacations more enjoy fully. Tourists also required thrilling experiences. Professional travel agencies have increased, inbound, outbound tourism, new products, new policies for safety and security, sustainable tourism ultimate positive effect on hospitality and tourism industry. This industry gives more opportunities for ambitious educated and uneducated persons who enjoy working with people. There are some gaps in this industry. According to future needs to overcome this gap this industry needs basic infrastructure because of its importance of the high contribution of global GDP to this industry.

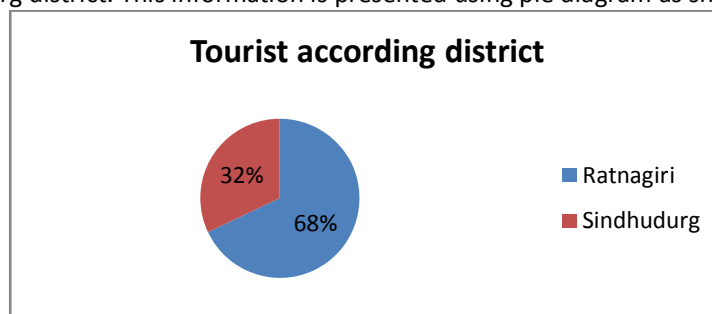
Aditya Sharma, Nisha and Trivesh Kumar (2015) 'Role of travel and Tourism industry in Indian economy: A study' they discuss government policy regarding tourism and travel industry. They focused on FTA, foreign currency, domestic tourism and their contribution to travel and tourism industry in the Gross domestic product. India should not depend upon on the only few country. It is necessary to increase the number of FTA countries like Japan, Arab countries, and China. In the relation of FTA 10 states got 90 percent of market shares, it is very disappointing for the Indian economy and regional development. They suggest that government of India and Maharashtra creates the cultural hub on the lines of times squares.

Data Analysis: Data collected through primary source is classified and analysed. Results are as follows.

District of tourist: Information about district of tourist is collected and classified in to two districts. Classified table is as follows.

Ratnagiri	Frequency	Percent
Ratnagiri	170	68.0
Sindhudurg	80	32.0
Total	250	100.0

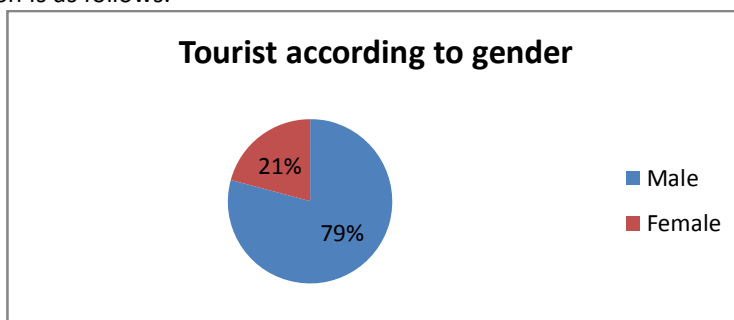
Above table indicate that out of total 250 tourists, 170 are from Ratnagiri district and and remaining 80 are from Sindhudurg district. This information is presented using pie diagram as shown below.



Gender: Information about gender of tourist is as follows.

Gender	Frequency	Percent
Male	198	79.2
Female	52	20.8
Total	250	100.0

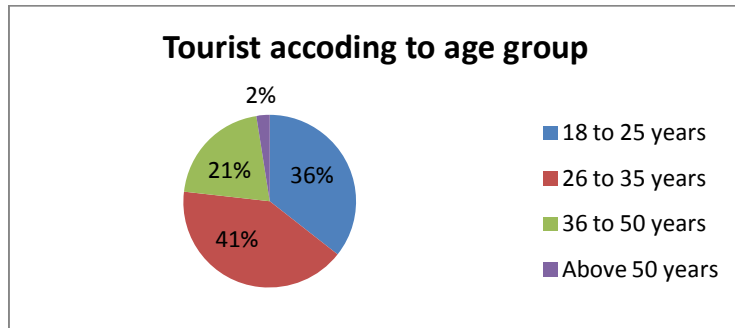
Above table indicate that out of total 250 tourists, 198 are male and remaining 52 are female tourist. Graphical presentation is as follows.



Age group of tourist: Information about age of tourist is recorded. They are classified in to four different groups according to their age. Table of classification according to age as follows.

Age group	Frequency	Percent
18 to 25 years	89	35.6
26 to 35 years	103	41.2
36 to 50 years	52	20.8
Above 50 years	6	2.4
Total	250	100.0

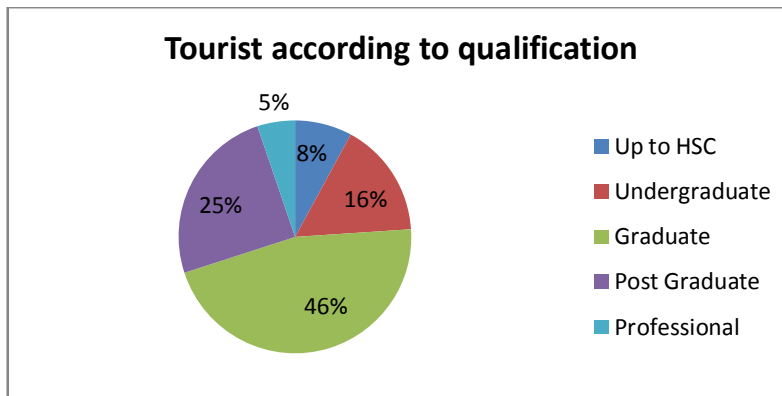
Above table indicate that out of 250 tourists, 89 tourists are of age group 18 to 25 years. Highest numbers of tourist 103 are of age group 26 to 35 years. There are 52 tourist of age group 36 to 50 years and remaining only 6 tourists belongs to age above 60 years.



Educational qualification: Information about educational qualification of tourist is also considered for the said research. Tourists are classified in to five different groups. Table of classification is as follows.

Educational qualification	Frequency	Percent
Up to HSC	20	8.0
Undergraduate	40	16.0
Graduate	115	46.0
Post Graduate	62	24.8
Professional	13	5.2
Total	250	100.0

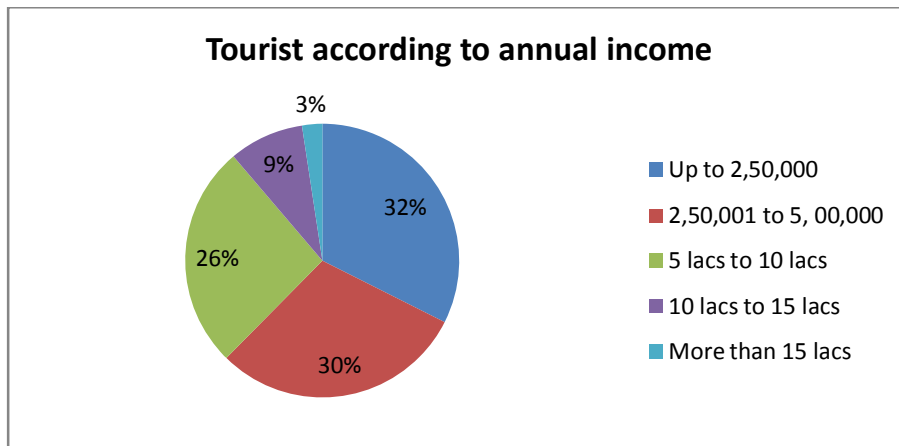
Above table indicate that out of total 250 tourist, 20 tourist having qualification up to HSC, there are 40 tourist who are undergraduates, 115 are graduates, 62 are post graduates and remaining 13 are of professional qualification. Pie chart of this information is as follows.



Annual Income: Information about annual income of family is obtained. This information is classified into five different groups and presented in the following table.

Annual income	Frequency	Percent
Up to 2,50,000	81	32.4
2,50,001 to 5, 00,000	75	30.0
5 lacs to 10 lacs	66	26.4
10 lacs to 15 lacs	22	8.8
More than 15 lacs	6	2.4
Total	250	100.0

Above table indicate that there are 81 tourist having annual income up to Rs 2,50,000/-. There are 75 tourist having annual income Rs 2.5 lacs to 5 lacs. 66 tourists are having annual income 5 lacs to 10 lacs. 22 tourists are having annual income 10 lacs to 15 lacs. Only 6 tourists are having annual income more than 15 lacs. This information is presented using pie chart.



Variables of study: There are two variables in this research. First is 'Hotel facility' and 'Infrastructure score'. Descriptive statistics is obtained for both variables. Results are as follows.

Descriptive Statistics

	N	Mean	Std. Deviation
Hotel facilities	250	55.40	14.10
Transport facilities	250	57.62	14.24

Above table indicate that mean score for the variable 'Hotel facility' is 55.40 per cent with standard deviation 14.10. Regarding variable 'Transport facility' mean score is 57.62 per cent with standard deviation 14.24.

Objective-1 Hotel and transport facilities according to tourist place.

To study above objective ANOVA is obtained and F-test is applied. Results are as follows.

ANOVA

		Sum of Squares	df	Mean Square	F-cal	p-value	Result
Hotelfacility	Between Groups	2550.617	1	2550.617	13.468	.000	Rejected
	Within Groups	46968.022	248	189.387			
	Total	49518.639	249				
Transport facilities	Between Groups	234.812	1	234.812	1.158	.283	Accepted
	Within Groups	50287.820	248	202.773			
	Total	50522.632	249				

Above table indicate that p-value for hotel facility is 0.000. It is less than 0.05. This indicates F- test is rejected. Conclusion is there is significant difference in hotel facility between two districts. Finding of objective is, Hotel facility for Ratnagiri district is 53.21 per cent and for Sindhudurg district is 60.06 per cent. Hotel facility in Sndhudurg district is significantly better than Ratnagiri district.

Above table indicate that p-value for transport facility is 0.283. It is greater than 0.05. This indicates F- test is accepted. Conclusion is there is no significant difference in transport facility between two districts. Finding of objective is transport facility for Ratnagiri district is 56.95 per cent and for Sindhudurg district is 59.03 per cent. Transport facility in Sndhudurg district does not differ than transport facility in Ratnagiri district.

Objective-2: Hotel and transport facilities according to gender of tourist.

To understand perception of tourist according to gender about hotel and transport facilities ANOVA is obtained and F-test is applied. Results are as follows.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Hotel facilities	Between Groups	656.976	1	656.976	3.335	.069
	Within Groups	48861.663	248	197.023		
	Total	49518.639	249			
Transport facilities	Between Groups	1323.923	1	1323.923	6.674	.010
	Within Groups	49198.709	248	198.382		
	Total	50522.632	249			

Above table indicate that p-value is 0.069 which is greater than 0.05. Therefore F-test is accepted. Conclusion is there is no difference in perception of hotel facilities between male and female respondents. Hotel facility according male tourist is 56.23 per cent and according to female tourist is 52.24 per cent. Difference is not significant.

About transport facility p-value is 0.010 which is less than 0.05. Therefore F-test is rejected. Conclusion is there is significant difference in perception of transport facilities between male and female respondents. Transport facility according male tourist is 58.80 per cent and according to female tourist is 53.13 per cent.

Report

Mean

Gender	Hotelfacilities	Transportfacility
Male	56.23	58.80
Female	52.24	53.13
Total	55.40	57.62

Objective-3: Hotel and transport facilities according to age of tourist.

To study above objective ANOVA is obtained and F-test is applied. Results are as follows.

ANOVA

		Sum of Squares	df	Mean Square	F-cal	p-value	Result
Hotel facilities	Between Groups	3209.880	3	1069.960	5.684	.001	Rejected
	Within Groups	46308.759	246	188.247			
	Total	49518.639	249				
Transport facilities	Between Groups	1628.250	3	542.750	2.731	.044	Rejected
	Within Groups	48894.382	246	198.758			
	Total	50522.632	249				

Above table indicate that p-value is 0.001 which is less than 0.05. Therefore F-test is rejected. Conclusion is there is difference in perception of hotel facilities according to age of respondents. hotel facility score for the respondents of age group 18 to 25 years is 51.62 per cent which is least. For the respondents of the age 26 to 35 it is 56.08. Mean score for 36 to 50 years is 58.84 per cent. Mean score for respondents of age 50 years and above is 70.00. It is highest as compare to all remaining age groups.

About transport facility p-value is 0.044 which is less than 0.05. Therefore F-test is rejected. Conclusion is there is significant difference in satisfaction of transport facilities according to age of respondents. As age of respondents increases satisfaction of transport facility also increases. Young tourists are least satisfied and elderly are highly satisfied. Mean score of transport facilities for respondents of age 18 to 25 years is 54.57 per cent for respondents of age 26 to 35 years 59.16 per cent, for 36 to 50 years it is 58.73 and for respondents of age 50 years and above is 66.66 per cent.

Objective-4: Hotel and transport facilities according to qualification of tourist.

To study above objective ANOVA is obtained and F-test is applied. Results are as follows.

ANOVA

		Sum of Squares	df	Mean Square	F	p-value	Result
Hotel facilities	Between Groups	804.949	4	201.237	1.012	.402	Accepted
	Within Groups	48713.691	245	198.831			
	Total	49518.639	249				
Transport facilities	Between Groups	498.943	4	124.736	.611	.655	Accepted
	Within Groups	50023.689	245	204.178			
	Total	50522.632	249				

Above table indicate that p-value is 0.402 which is greater than 0.05. Therefore F-test is accepted. Conclusion is there is no significant difference in satisfaction of hotel facilities according to qualification of respondents. Respondents of different qualification have similar satisfaction level towards hotel facilities.

About transport facility p-value is 0.655 which is greater than 0.05. Therefore F-test is accepted. Conclusion is there is no significant difference in satisfaction of transport facilities according to qualification of respondents.

Objective-5: Hotel and transport facilities according to income of tourist.

To study above objective ANOVA is obtained and F-test is applied. Results are as follows.

ANOVA

		Sum of Squares	df	Mean Square	F	p-value	Result
Hotel facilities	Between Groups	2277.898	4	569.475	2.953	.021	Rejected
	Within Groups	47240.741	245	192.819			
	Total	49518.639	249				
Transport facilities	Between Groups	1826.284	4	456.571	2.297	.040	Rejected
	Within Groups	48696.349	245	198.761			
	Total	50522.632	249				

Above table indicate that p-value is 0.021 which is less than 0.05. Therefore F-test is rejected. Conclusion is there is difference in perception of hotel facilities according to income of respondents. Hotel facilities satisfaction score is lowest for the tourist having annual income ‘up to 2,50,000/-’. Mean score is 52.96 per cent. For tourist having annual income ‘more than 15,00,000/-’ mean score is 66.94 per cent . It is highest among all income groups.

About transport facility p-value is 0.040 which is less than 0.05. Therefore F-test is rejected. Conclusion is there is significant difference in satisfaction of transport facilities according to income of respondents. Transportfacilities satisfaction score is lowest for the tourist having annual income ‘up to 2,50,000/-’. Mean score is 54.85 per cent. For tourist having annual income ‘more than 15,00,000/-’ mean score is 61.68 per cent . It is highest among all income groups.

CONCLUSION AND RECOMMENDATIONS:

From the study of first objective it is observed that mean score of hotel facilities satisfaction is 55.40 per cent and for transport facilities satisfaction is 57.62. It seems to be both satisfactions are at moderate level and there is scope for improvement. It is recommended that in hotel facilities such as online hotel booking, Wi-fi facility, Guide facility, Cultural facility, local product facility, children facility should have improved in both dsitricts. It is further recommended that in transport facility such as public, private transport, internal transport facility, quality of local transport, regularity and punctuality of transport sytem should have develop in both the districts.

Gender wise hotel facility satisfaction is uniform but for transport facility Female tourist are less satisfied as compare to male tourist. It is recommended to identify need of female tourist towards transportation and try to provide or improve them.

According to age of tourist it is concluded that young age tourist are less satisfied for hotel facilities as well as transport facilities. It is recommended to identify expectations of young tourist and try to improve.

Satisfaction of hotel facility and transport facility also differ according to income of respondent. Low income tourist mostly prefer public transport and hence they are less satisfied towards transport facility. It is recommended to improve public transport facilities.

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