

A study of Facilities of Accommodations at tourist Places in Gujarat

¹Prof. Mustufa Mansuri & ²Dr. M. G. Shaikh

¹Research Scholar, Gujarat University, Ahmedabad, Gujarat (India)

²Research Guide, Gujarat University, Ahmedabad, Gujarat (India)

ARTICLE DETAILS

Article History

Published Online: 31 December 2017

Keywords

Tourism Industry, Gujarat, Likert scale

ABSTRACT

Tourism industry is widely developed around the world. It has positive impact in Gujarat also. The main aim of this research is to examine about the accommodation of visitors towards the places of tourism in Gujarat. Total 600 respondents for 12 different places of Gujarat are reviewed to record and conclude the results to study the accommodation of tourist places of Gujarat. This paper covers hypothetical statements based on collected information about visitors' accommodation towards the tourist place of Gujarat. The study conclusions are derived based on results of chi-square test as the collected information is relates likert scale data.

1. Introduction

The "Tourism" is an unpredictable wonder and it is exceptionally hard to approach at a consensual definition that what truly the tourism implies. Being a business association it bargains incredible degree of operation with the visitors and spots of intrigue. It is a noteworthy sociocultural marvels of the new age society and is connected with monetary versatility and in this manner a few results. Be that as it may, the development of individuals to the spots of intrigue was there since time immemorial however was without business approach and hierarchical and administrative aptitude. A few endeavors have been made to characterize it some of these are genuinely far reaching and clarify tourism with regards to development. It is totally the outcome of the word visit which frames the base of the word tourism. The tourism is currently turning into the focal piece of the present day social orders, since it has enormous measurements other than financial; subsequently its review turns out to be more vital. "A specialized meaning of tourism includes three components. To start with it must be clarified if, for instance, go for business, instructive or family reasons considers tourism. At the end of the day the reason for the travel must be cleared up. Second, the length of remain at the goal must be characterized as far as least and greatest periods. Third, the definition must incorporate specific cases, for example, travel activity and ocean travels".

Burkart and Medlik: 1974, pp. 40-41 defined that it was in the late eighteenth century that the Scottish Professor Adam Smith, an author on Social and financial topics, subsequent to finishing an amazing voyage through Europe got visit and accordingly begat another expression "Tourism".

In spite of the fact that India had a decent measure of tourism movement when it ended up plainly autonomous more than 65 years prior, tourism as a subject did not figure in the Constitution of India, with the exception of that some of its segments were said in the focal or state records. There was likewise no allotment for tourism improvement amid the First Five Year Plan. In any case, amid the Second Five Year Plan tourism turned into a constituent of the Planning procedure with a token designation of Rs.5.46crores for both

Central and State areas set up together. The advancement approach amid the second arrangement was fundamentally on making disengaged offices in imperative vacationer focuses. The Third Plan saw the start of a period for the improvement of exercises associated with tourism, especially enterprise tourism, by the foundation of a winter sports complex at Gulmarg in Kashmir. The India Tourism Development Corporation was set up in 1967 to create tourism framework and advance India as a vacationer goal.

The approach amid the Fourth and Fifth Plan was development and change of vacationer offices with a view to advance 'Goal movement' as particular from travel activity. Incorporated advancement of chose vacationer focuses like Kovalam, Gulmarg, Goa, Kullu-Manali and so on., got much consideration and turned into the typical models of resort tourism in India Cultural Tourism was accentuated with improvement of Buddhist Centers and legacy landmarks in India through all-inclusive strategies.

The Sixth Plan was a remarkable milestone ever. The primary ever 'Tourism Policy' of the nation was reported amid 1983 which indicated the advancement goals and gave an activity arrange in view of "Travel Circuit" idea to amplify the advantages of tourism.

The improvement of tourism was expressed as an arrangement objective amid the seventh five year plan and the area was concurred the status of an industry. It along these lines turned into the watershed get ready for Indian tourism. The national committee on tourism set up by the govt. in 1986 to assess the financial and social pertinence of tourism in India and to draw up a long measure for guaranteeing quickened development of tourism. On the premise of these suggestions a bundle of impetuses were made accessible for tourism enterprises and the Tourism Finance Corporation of India was set up to back tourism ventures.

The advancement plan for tourism amid the eighth plan depended on the National Action Plan for tourism" exhibited in the Parliament on fifth May, 1993. It proposed to accomplish expansion of tourism item, quickened development of tourism foundation, successful showcasing and limited time endeavors in the abroad markets and

evacuation of all hindrances to tourism. A noteworthy part of the Action Plan was the advancement of comprehensive 'Extraordinary Tourism Areas' and concentrated improvement of those circuits. The Action Plan did not determine the infrastructural prerequisites and the speculations expected to meet the objectives and wellspring of subsidizing for the same. The tourism synergy program enrolling the exercises and foundation parts to be given by different offices including the private area and State Governments was accordingly arranged in 1994. It was additionally changed and changed over into a national strategy for the improvement of tourism amid 1996.

The reports were gone for accomplishing more prominent acknowledgment of the significance of tourism, an accord on the formative needs, positive commitment of all the infrastructural divisions on an organized way, high arrangement designations and presentation of new plans for quickened advancement of tourism.

The department of tourism likewise constituted exceptional task force for the advancement of Schemes/activities for the improvement of Tourism in the north eastern states, Sikkim, J&K, Arunachal Pradesh and Hill locale of Uttar Pradesh and West Bengal, senior officers of the department alongside delegates of separate state governments and industry went by these regions and activity gets ready for North Eastern states, Jammu and Kashmir were readied. With a specific end goal to offer lift to outside trade profit, business and pay era through tourism exercises, Expert House status was allowed to tourism units in the Ninth five year plan. Govt. additionally called for compelling coordination of public and private endeavors in order to accomplish collaboration in the advancement of tourism in India. In creating tourism, it was to be guaranteed that the destinations are moderated and the earth is not corrupted.

Significant push regions in the ninth plan included:-

1. Development of those traveler places/regions for coordinated foundation improvement. Since the greater part of the infrastructural segments and conveyance frameworks are within the domain of the State Governments or Private area the foundation for tourism is fundamentally to be created by giving budgetary help to State Govt./Union Territories and by giving different impetuses to private business visionaries.
2. Product Development - Diversification of tourism to incorporate occasion and recreation tourism. India has a picture which recognizes the nation as just a social visitor goal. Yet, barely a genuine endeavor has been made to present its assorted accommodations nor grew appropriately to convey it to sightseers' adequate standard. The strategy has received for the broadening and change of tourism result of India including social vacation spots. These included:
 3. Promotion of celebrations and fairs, rustic specialty meals and so forth.
 4. Refurbishment of landmarks and heritage structures.
 5. Flood lighting and Sound and Light Shows
 6. Development of traveler focuses
 7. Development of particular circuits through outer guide

8. Exploring new source advertises in areas and nations having social proclivity
9. Launching of national picture building and showcasing plans in Key markets Providing economical convenience in various visitor focuses
10. Enhancing administration effectiveness in broad daylight division enterprise

The Human asset improvement to address the issues of tourism businesses is a noteworthy duty of the focal govt. It was chosen to be accomplished through the administrations of:

a) National Council for Hotel Management and Catering Technology;

b) Indian Institute of Tourism and Travel Management; c) Indian Institute of Skiing and Mountaineering; d) National Institute of Water Sports Goa ; e) Guide Training Courses; f) Training of Trainees in a joint effort with Department of Personnel and Training. All such preparing will give refreshed information about developing patterns in the tourism field about its different sections and enhanced in the effectiveness of the specialist co-ops. iv) Promotion and marketing: India is a multi-goal nation with an assortment of vacation destinations and offices. It, in any case, experiences the issues of monetary being worked on including deficient fundamental framework, absence of cleanliness, cleanliness openly puts and so forth, then again there is wild rivalry in visitor creating market from a few countries for drawing in an expansive offer of the activity to their nations. Along these lines exceptional accentuation was put to reinforce its limited time and advertising endeavors to keep up its current piece of the pie as likewise to infiltrate into new markets like Korea, South Africa, Israel, C.I.S Countries. Steps were taken to undertake Market Research and showcasing division investigation. The exposure endeavors of the abroad field workplaces are to be supplemented and coordinated with the endeavors of Indian Missions and different offices abroad. Air India, Indian Airlines deals workplaces abroad likewise to supplement the endeavors of the Ministry of Tourism.

The particular components of limited time endeavors abroad to include: a) advertising; b) Printing of leaflet in nearby dialects; c) Brochure bolster; d) Joint publicizing with Tour Operators/Travel Agents; e) Promotion of Charters; f) Production of limited time helps; g) Multi-vision introductions; h) Festival of India; i) Production of movies and sound visuals in neighborhood dialects; j) Trade Posters; k) Active P.R; l) Seminars/Tourism Talk Shows; m) standard mail and correspondence; n) Participation in Tourism Trade Fairs; o) Media Relations and Hospitality program; p) Continuous Market Research and investigation; q) Road appears at key focuses; r) Regional Promotions with State Tourism assignments; s) Special topical advancements - Ayurveda, MICE and so forth.

2. Method and Analysis

Total 600 visitors of 12 different places are inquired. The tourists are requested for giving their experience about the accommodation of places. The tourists are requested for giving their experience about the accommodation facility while their visit of places. They have been inquired with six different heads - The living rooms are well-sized and clean, Bedrooms are suitable in the room, Facilities such as AC,

Fan, Ventilator, Exhaust Fan, Shower, Night Lamp, TV, etc. are available

The arrangement of the Bathroom - toilet is good and clean, Check-in and out time and other physical features are

good, and Living room rent is reasonably priced. All six heads are measured with five likert scale – as discussed. The details of frequency in cross table forms are presented in table 1.1.

Table 1.1 Accommodation Facilities at Place of Visit

	The living rooms are well-sized and clean	Bedrooms are suitable in the room	Facilities such as AC, Fan, Ventilator, Exhaust Fan, Shower, Night Lamp, TV, etc. are available.	The arrangement of the Bathroom - toilet is good and clean	Check-in and out time and other physical features are good	Living room rent is reasonably priced
Strongly Agree	132	98	75	118	89	82
Agree	278	298	191	174	190	231
Neutral	169	171	223	213	217	225
Disagree	17	28	48	54	52	28
Strongly Disagree	4	5	63	41	52	34
Total	600	600	600	600	600	600

It is observed from table 1.1, there are 132 (22%) visitors are strongly agreed that the living rooms are well-sized and clean, 278 (46.3%) are agreed, 169 (28.17%) give neutral answer, 17 (2.83%) are disagreed with the statement and 4 (0.67%) are strongly disagreed that the living rooms are well-sized and clean.

The second statement about attraction is reviewed – Bedrooms are suitable in the room. The responses are recorded in table 6.11. Total 98 (16.3%) are strongly agree, 298 (48.67%) are agreed, 171 (28.5%) have given neutral response, 28 (4.67%) are disagree and 5 (0.83%) are strongly disagree about the statement that the bedrooms are suitable in the room.

The third statement is inquired about accommodation facilities at the place of visit i.e. Facilities such as AC, Fan, Ventilator, Exhaust Fan, Shower, Night Lamp, TV, etc. are available. The responses of visitors are favored the visit place. Total 75 (12.5%) are strongly agree, 191 (31.83%) are agreed, 223 (37.17%) have given neutral, 48 (8%) are disagreed and 63 (10.5%) are strongly disagreed that there are sufficient facilities of AC, Fan, Ventilator, Exhaust Fan, Shower, Night Lamp, TV, etc.

The visitors are also inquired about the arrangement of the Bathroom - toilet is good and clean. Total 118 (19.67%) visitors are strongly agreed, 174 (29%) are agreed. 213 (35.5%) are given neutral response, 54 (9%) are disagree and 41 (6.83%) are strongly disagree with the statement that the guide has a proper arrangement of the Bathroom - toilet is good and clean.

The fifth statement asked about check-in and out time and other physical features are good or not. Total 89

(14.83%) are strongly agree, 190 (31.67%) are agreed, 217 (36.17%) are given neutral response 52 (8.67%) are disagreed and 52 (8.67%) are strongly disagreed that check-in and out time and other physical features are good.

The sixth statement is to be asked about the living room rent is reasonably priced or not. The responses of the visitors are recorded in table 6.11. Total 82 (13.67%) are strongly agree, 231 (28.5%) are agreed, 225 (37.5%) are given neutral response 28 (4.67%) are disagreed and 34 (5.57%) are strongly disagreed that the living room rent is reasonably priced.

The selected respondents are in view of as a sample of total tourist place and assumptions are required to test at all level. Thus, an application of inferential statistics is used for consideration of other places and visitors about the accommodation of selected places.

The pre-assumptions are determined in form of hypothesis as follows:

- H₀₁: The living rooms are not well-sized and clean
- H₀₂: Bedrooms are not suitable in the room
- H₀₃: The facilities such as AC, fan, ventilator, exhaust fan, shower, nightlamp, TV, etc. are not available.
- H₀₄: The arrangement of the bathroom - toilet is not cleaned and good
- H₀₅: Check-in and out time and other physical features are not good
- H₀₆: Living room rent is not reasonably priced.

The test results are presented in table 1.2 with help of chi-square test.

Table 1.2 Chi-square test for Accommodation at visit place

	The living rooms are well-sized and clean	Bedrooms are suitable in the room	Facilities such as AC, Fan, Ventilator, Exhaust Fan, Shower, Night Lamp, TV, etc. are available.	The arrangement of the Bathroom - toilet is good and clean	Check-in and out time and other physical features are good	Living room rent is reasonably priced
Chi-Square	429.783	470.483	217.567	184.717	204.317	338.750
df	5	5	5	5	5	5
Sign. Value	11.07	11.07	11.07	11.07	11.07	11.07

The all stated hypotheses are tested at 5% level of significance and $6-1 = 5$ degree of freedom. The table value of chi-square is computed as 11.07. The table value is compared with the calculated value and the results are derived for acceptance or rejection of hypothesis.

3. Results and Conclusions

The first hypothesis is rejected at 5% level of significance as the table value is computed lower than the computed chi-square value. It shows that the living rooms are well-sized and clean.

It shows that the visitors have been facilitating with good living rooms-well-sized and clean. The living room service providers are the private partners in growth and development. They have to manage the needs and requirements of the visitors. It can increase their good repo in mind of visitors and they can have long lasting customers ever.

The second hypothesis is rejected at 5% level of significance as the computed value of chi-square is lower than the table value thus it is concluded that the bedrooms are suitable in rooms.

The third hypothesis is rejected at 5% level of significance as the computed value of chi-square is lower than the table value thus it is concluded that there are

sufficient facilities such as AC, fan, ventilator, exhaust fan, shower, night lamp, TV, etc. The accommodations are constructively facilitated with necessary services and facilities. Thus, the visitors have special attraction towards the stay services.

The fourth hypothesis is rejected at 5% level of significance as the computed value of chi-square is lower than the table value thus it is concluded that the arrangement of the bathroom - toilet is cleaned and good.

The fifth hypothesis is rejected at 5% level of significance as the computed value of chi-square is lower than the table value thus it is concluded that the check-in and out time and other physical features are good. The visitors are getting 24 by 7 services in accommodation in free days. During the season time, if they booked their accommodation they have been served as per their requirements for accommodation.

The sixth hypothesis is rejected at 5% level of significance as the computed value of chi-square is lower than the table value thus it is concluded that the living room rent is reasonably priced while their visit.

The discussed hypotheses are cleared that the selected places under study are fully facilitate with accommodation and other related services.

References

1. ChopraSunita (1993), "Tourism Development in India,S.Chand& Co. Ltd. New Delhi
2. D'SouzaMario (1998) :Tourism Development & Management,Manga deep Publication, Behind Khetri House, Mount road, Jaipur
3. KaulVirendra (1994) Tourism and Economy, WishwaPrakashan, New Delhi
4. Patel Hansdev (2013) Royal Families and Places of Gujarat, Tata McGrawhill, New Delhi
5. SarkarArunkumar (2000) Indian Tourism, Sri Krishna Solution Sadan, New Delhi.
6. Sinha R.K (2002) Growth And Development of Modern Tourism, Dominant Publisher and Distribution
7. Joshi Vadibhai (2009) Yatra- Parva, GurjarGranthratnaKaryalaya, Ahmedabad.
8. Desai Maheeb (2008) GujaratmaPravasana, GurjarGranthratnaKaryalaya, Ahmedabad.
9. Desai Maheeb (2009) PravasanaSidhdhaantaneVyavahaar, GurjarGranthratnaKaryalaya, Ahmedabad.
10. Pandya Vishnu (2011) Utishthata Gujarat, GurjarGranthratnaKaryalaya, Ahmedabad.
11. VyasRajani (2009) GujaratniAsmita, AksharaPrakashan
12. OzaDigant (2008) Gauravbhumi Gujarat, NavbharatSahityaMandir, Ahmedabad.

Research Paper and Articles

1. DeliyaMitul M. – Assistant Professor S.K.College of Business and Management, Hem. North University &ThakorChanduji (2006) "Role of Hospitality Services in Gujarat Tourism"
2. Bhattacharya, Mausami (2008) "Advantage Gujarat in Medical Tourism Conference on Tourism in India – Challenges Ahmedabad"
3. Gopal R. VermaShilpa&GopinathRashmi (17 May 2008) "Rural Tourism—Development Constraints and Possibilities with a Special reference in Agri Tourism". Published – Indian Institute of Management—Kozhikode.
4. Sebastian Morris (January 27th 2005) "Energy and Infrastructure Strategy for Gujarat" – GUJARAT 2010 Seminar Covering the session on Infrastructure and Energy by the OBSERVER RESEARCH FOUNDATION,. Chapter in Gujarat Development Report, Planning Commission and Gujarat Institute of Development, forthcoming.
5. વ્યાસજયનારાયણચોગણ, .2013 પ્રવાસનવિકાસમાટેનવીટેકનોલોજી ,જી .જી .એનટીમદ્વારાહરસોડારમા : ઇકોટુરીઝમ,શ્રી .એસ .ડી .પટેલઆર્ટસએન્ડસી .એમ .પટેલકોમર્સકોલેજ,આંકલાવઅર્થસંકલન.

Reports

1. ગુજરાતની પ્રવાસનનીતિ-2003 – 2010: ગુજરાત સરકાર પ્રવાસન વિભાગ, સરકારી છાપકામ અને લેખન સામગ્રી વિભાગ-ગાંધીનગર વર્ષ .
2. પ્રવાસ ગાઇડ (2005) ગુજરાત સરકાર પ્રવાસન વિભાગ
3. ટુલોકચીકચ્છમૈ-ગુજરાત (2006) કવર સ્ટોરી, માહિતી ખાતું, ગુજરાત રાજ્ય, ગાંધીનગર લેખક-પલ્લવ પટેલ
4. ગુજરાતનું ગેજેટીયર (2007) જિલ્લા-તાલુકાના સંદર્ભમાં માહિતી ખાતું, ગુજરાત રાજ્ય, ગાંધીનગર.