

Factors affecting tourism in Punjab State: An Exploratory Study

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ABSTRACT

The researcher endeavor to explore the factors affecting tourism in Punjab. This study is mainly based on primary data. Various Statistical tools like mean, percentages, exploratory factor analysis and multiple regression are employed to fulfill the objectives of the study. The primary data is collected by interviewing 200 respondents covering both domestic and foreign tourists. This study showed that theoretically and empirically, it is proved that that recreational and entertainments, natural environment, low cost medical treatment, cultural and historical attractions. The researcher has also provided recommendations to tourism managers for the growth of tourism in the state of Punjab.

1. Introduction

Service can be defined as sequence of activities which are intangible that takes place between the customer and service employees. The customer buys solutions to his/her problems (Gronroos, 1990). Customers buy the Service to get the benefit irrespective of getting its ownership. (Kotler, 1996). Pure services are intangibles in nature. They increase the value of tangible product (Irons, 1997). Services involve deed, processes and performances. It is an economic activity which is consumed simultaneously with production. The marketers provide value addition services to the consumers. (Zeithmal and Bitner, 1996).

Tourism industry is one of the most important services of the economy. Tourism industry deals exchange of culture, values, civilization and languages between host country and tourists. In most of the economies, tourism is the main source of revenue. (Padash and Esfahani, 2008). Tourism includes series of activities like visitors data can be collected, trading relations can be created and maintained between two or more countries. It may also include circulating the travel guidance with the help of literature and expert advice (Gilbert (1990).

According to Paulo Rita (2000) wealth and employment in the world economy can be generated with the help of tourism sector. It affects economic, social and political issues in the European economy. It generates the employment opportunities, growth of the economy, regional development, good for the well being of populations. Greenley, Alan S. Matcham (1990) found there is increase in the revenue with the inflow of tourism in Britain. The author also feels that training should be given to the tourism related companies to increase the low level of marketing orientation these companies.

Leary and Deegan (2005) found that is major source of employment is tourism in Ireland. It is increasing the revenue at large scale. The authors viewed that most of the tourists visits from France in Ireland. The research concluded that destination plays an important role in image building in the eyes of the tourists. The level of contentment depends upon the type of experience tourists have. Ireland is one of the most preferred destination of the French tourists. Alacanz (1996) stressed that the economy of Spain is mostly dependent upon the tourism marketing. The author identifies the key factors for the slow growth of the Spain's economy.

Brian Archer (1995) compares the benefits of international tourism and revenue generated from other exports to the Bermuda economy. International business and finance makes possible to create large reserve of foreign currency in early 90s. With the aid of tourism, high level of employment can be generated in the country. Various positive measures have been addressed by the Bermudian government and private sector for the decreasing trends. Lohmann and Kaim (1999) found in their study indispensable components for the growth of tourism industry. The growth depends upon the ability and level of motivation of traveler, and attractiveness, facilities available amenities and accessibility available to the tourist place and weather. The attractiveness of tourists place depends upon these factors.

Rodoula and Vanessa (2010) the tourist inflow can be increased with the growth of tourists activities with the help of tourism firms and destination management organizations. The authors found that there is continuous change in the demographic profile of the consumers. Most of the tourists belonged to the aged part of the population. Most of the tourists travelled from developing countries like China and India. This leads to change in the market approaches of tourism services.

Gilbert (1990) concluded that Government plays an important role in tourism marketing. He further observes that the intervention of Government varies economic importance of tourism to any country. The key agents of intervention are National Tourism Officers. With the increase in the level of competition in the tourism sector, their role becomes more vital. It creates the environment to provide more information to the consumers and makes the tourism sector more challenging. Alistair Williams (2006) stressed upon the need of experiential research in the tourism and hospitality sectors. In this need of hour, dynamic forces are changing the marketing orientation in the tourism and hospitality sectors. In order to increase the core competencies, there is need to develop new and excellent experience for the tourist. Kian Foh Lee (2001) found that there is need to develop and adopt holistic and integrative approach to develop sustainable tourism destination. It will help to increase the inflow of tourism and will also make them revisit to tourist destinations.

According to Kim, Goh, and Yuan (2010) discussed about the major factors affecting the flow of tourist. The study concluded that service quality and value the trend of tourism.

The facilities available to tourists effects the service quality. Gavin Eccles (1995) focused on factors effecting tourism marketing. With focusing of effective marketing plans, the tourism can be promoted. Chon (1989) concluded that psychological experience can be gained through recreations. Tourist experience depends upon his perception and expectation about recreation. Farooq and Wong (2010) found that over the period, spiritual tourism is also gaining the momentum. Celebration of religious ceremonies and festivals helps to spread religion and in return attracts tourists. It also helps to exchange the cultural values. The religious organisations help to evolve the new type tourism markets.

Ibrahim and Gill (2005) tried to measure the level satisfactions of consumers of the tourism product of Barbados. The level of satisfaction can be measured with the help of difference in expectations and perceptions. The study focused on the niche marketing strategies. This helps the tourism marketer to reposition tourist destination. The author identified recreational, sports, culture and eco-tourism as a niche markets. Kandampully (2000) stressed that customer satisfaction can be increased by providing services keeping in mind the needs and wants of tourists. The policies and strategies should be revolving around the customers and the resources the organisations should be accordingly.

Luiz Moutinho (1987) found that the needs of the tourists should be examined completely in order to understand the consumer behavior. The study deals with the various interaction of various forces affecting the consumer behavior. This study also examined the environmental factors with helps in the consumer decision making.

It was also argued that tourism inflow can be measured through the level of tourists' satisfaction (Petrick, 2004). This can be used to predict the flow of tourists and their willingness to visit again. (Kim, Kim et al., 2010; Petrick, 2004; Ryu & Jang, 2006). Wheeler (1995) discussed the types of tourism services and the ethical values can serve the basis to develop tourism. nature of the tourism product, the paradoxes which

occur with its development and the role that ethics can play in the marketing of the tourism product. The author concluded that effective marketing strategies can be used to develop and to cope up with the changing environment.

2. Research Methodology

A total of 192 tourists were selecting including 78 foreign tourist. They were interviewed personally using pre-tested schedule containing relevant questions. Structured questionnaire is developed in order to elicit information from domestic as well as foreign tourist regarding factors they consider to visit various places in Punjab. questionnaire consisted of general questions regarding demographic profile and also included specific questions related to factors affecting tourism.

3. Objectives of the study

- 1) To study general information about of the respondents.
- 2) To know the factors affecting tourism inflow in state of Punjab.
- 3) To study the relationship between tourism inflow and various factors affecting their visit in state of Punjab.

4. Data Analysis and Interpretation

Table 1 shows the general information about the tourists. There are total 200 respondents consisting of 49% foreign tourist. 28% of the tourists made one day stay, 24.5 % of the tourists stayed upto 3 days and 47.5 % of the tourists stayed more than 3 days, 56 % of the tourists visited first time in Punjab and remaining 44% were on repeat visit, 48.5% of the tourists stayed with their friends and relatives and rest 51.5 % stayed in hotels, 57.5 % of the tourists travelled with friends and family, 18 % tourists travelled alone and remaining 24.5% travelled on business tour.

Table 1: General information regarding Respondents

Characteristics of the tourists		Frequency	Percentage
Type of Tourism	Foreign tourist	98	49
	Domestic tourist	102	51
Duration of stay	Day trip	56	28
	1-3 days	49	24.5
	More than 3 days	95	47.5
Frequency of Visit	First visit	112	56
	Repeat visit	88	44
Place of Stay	Friends and Relatives	97	48.5
	Hotel	103	51.5
Travelling with	Alone	36	18
	Friends and Family	115	57.5
	Business Tour	49	24.5
Packed tour	Yes	89	44.5
	No	111	55.5

Table 2: Factors affecting tourism inflow in Punjab

Item. No	Factors affecting tourism inflow in Punjab	Factor 1	Factor 2	Factor 3	Factor 4
Natural factors					
2	Nature's Beauty	.765			
9	Climate	.882			
4	Attractive Places	.829			
1	Rich Flora and Fauna	.857			
11	Dams and rivers				
Cultural factors					
8	Values and beliefs of the people		.790		
13	Exhibitions, trade fair and festivals		.774		
16	Maintenance of historical monuments		.822		
5	Courteous People and Hospitality		.855		
19	Rich Heritage		.790		
Economic Factors					
20	Disposable income			.823	
3	Tourism Pricing			.843	
7	Standard of Living			.841	
14	Shopping malls			.802	
17	Infrastructural facilities			.798	
Medical Tourism					
6	Quick Access to care				.830
10	Proximity to medical services				.794
12	Availability of high medical expertise				.815
15	High Technology				.859
18	World class Quality				.862
Eigen values		10.896	2.345	1.989	1.511
Percentage of total variance		54.48	11.723	9.946	7.553
Cumulative percentage of variance		54.48	66.204	76.149	83.703
Bartlett's Test of Sphericity		Approx $\chi^2=4793.78$,d.f. 190, Sig .000			
Kaiser –Meyer Olkin Measure of sampling adequacy		.900			

Table 2 shows that the factor analysis technique is used in order to know factors affecting the tourism inflow. 20 items are identified on the basis of primary data and review of literature. In this study, Principal Component analysis is used and eigen value which is equal to or more than 1 is selected (Kinnear and Taylor, 1987). Hence, 4 factors are extracted from 20 variables and it explained 83.703% of variance. Kaiser-Meyer-Olkin measure of sampling adequacy was .900, which is more than the recommended value of .60. Moreover, Bartlett's test of sphericity is also significant ($\chi^2=4793.78$, $p<.0000$).

Further from the above table 2, it is concluded as follows:

Natural factors (First factor) covers item no 2(.765), 9(.882),4(.829),1(.857),11(.853)

Cultural factors (2nd factor) covers item no 8(.79), 13(.774),16(.822),5(.829),19(.790)

Economic factors (3rd factor) covers item no 20 (.823),3(.843),7(.841), 14(.802),17(.798)

Medical tourism (4th factor) covers item no 6(.830), 10(.794),12(.815),15(.859),18(.862)

Relationship between Tourists' inflow and its factors affecting it.

Multiple regression technique is used in order to predict relationship between dependent variable (Y) to one or more independent variable (X1, X2, X3....Xi). Linear expression can be in written in the following way.

$$Y = \alpha + \beta_1X_i + e_i$$

Where,

Y= Tourists' inflow

α = Constant

β = Slope of line

X_i = Independent Variables

e_i = Error term

Linear Regression Model is used in order to know affect of different factors in tourism inflow in Punjab.

$$Y (\text{Tourism Inflow}) = \alpha (\text{Constant}) + X_1 (\text{Natural factors}) + X_2 (\text{Cultural factors}) + X_3 (\text{Economic factors}) + X_4 (\text{Medical tourism}) + e_i$$

Cronbach's alpha

Cronbach's alpha technique is used in order to know the internal reliability of the instrument formed to collect the primary data. Cronbach's α value greater than 0.60 indicates greater

reliability. In the present study, Cronbach's alpha is 0.90 which is higher than 0.60. Therefore, strongly reliable questionnaire is used in this study.

Table 3: Relationship between impact of following independent variables on dependent variable tourism inflow

Model	R	R square	Adjusted R square	Std. Error of the Estimate	Sig
1	.879	.773	.7687	.583	
Independent variables	Unstandardized coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
Constant	3.10	.041		75.183	.000
Natural factors	.138	.035	1.114	3.336	.001
Cultural factors	.160	.032	.132	3.866	.000
Economic factors	.283	.046	.234	6.855	.000
Medical tourism	1.005	.041	.829	24.304	.000

Table 3 shows that due to high R^2 and Adjusted R^2 values, 78% variation in the tourism inflow is due to change in explanatory variables included in the model. The coefficient for

natural factors, cultural factors, economic factors and medical tourism are positive. Table 3 and table 4 shows that significant value of all the explanatory variables are below 5percent level

Table 4: ANOVA

Model	Sum of Squares	df	Mean square	F	Sig.
Regression	225.695	4	56.424	165.938	.000
Residual	66.305	195	.340		
Total	292.00	199			

Table 4 shows that the large value of F- statistics (165.938), $p=.000$ shows that the explanatory variables included in the model collectively had significant impact on

tourism inflow in Punjab. Therefore, it is concluded that these positively affect tourism inflow in Punjab.

Table-5 Correlation between explanatory variables on tourism inflow in Punjab

Variables	X1	X2	X3	X4
Tourists' inflow	.114	.132	.234	.829
Sig (2 -Tailed)	.04	.036	.001	.000

**Correlation significant at 0.01 level (2-tailed).

Table 5 shows that high and positive relationship between tourism inflow and natural factors, cultural factors, economic factors and medical tourism.

5. Conclusion

Natural beauty and unique climatic conditions makes the flow of tourism throughout the year. It has various attractive places and rich with flora and fauna. Punjab is also famous for rivers and dams. Due to high disposable income and better infrastructural facilities attracting the domestic as well as the

foreign tourism in Punjab. It also attracts medical tourism due to world class quality and high level of technology. People of Punjab are enriched with high values and beliefs. They are courteous and also hospitable. There are many historical monuments for excursions and have a rich heritage. Disposable income, high standard of living and shopping malls also make this state as a tourism destination. Moreover, it provides the world class quality medical treatment by high medical experts which promotes medical tourism in Punjab.

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