

An Empirical Study on Effectiveness of Marketing Mix Elements on Satisfaction of Tourists

Ms. Esha Jain¹Dr. Manish Madan²

¹, School of Management, G. D. Goenka University, Haryana)

²(Rukmini Devi Institute of Advanced Studies, Rohini, Delhi)

Abstract: Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth. The aim of study is to evaluate the effectiveness of marketing mix elements on the satisfaction of tourists visiting historical sites of Jaipur. The objectives of study is to assess tourists' perceptions towards quality tourism services provided at historical sites of Jaipur and to measure tourist satisfaction by examining the impact of Marketing Mix elements on overall tourist satisfaction. The study is exploratory in nature. A systemized and organized study was done to reach the desired objectives of the study. The responses obtained from the respondents i.e. tourists (Domestic and International) visiting Jaipur is analyzed using various statistical techniques. This study is restricted to tourists (Domestic and International) visiting Jaipur. The importance of this study is that it focuses on identifying the various Marketing Mix Elements affecting the overall satisfaction of tourists visiting Jaipur. Simple random sampling technique was used to gather data from the respondents, because of which respondents diverged from every age group, gender, professions, religions, marital status, states and countries etc. but were restricted only to tourists (Domestic and International) visiting Jaipur. The questionnaire was intricately designed to tap the demographic variables including age, education, gender, marital status, and tenure of visit of the respondents. It also gathered information about the factors responsible for development of Tourism.

Keywords: Historical Sites in Jaipur, Marketing Mix, Tourists Satisfaction.

I. INTRODUCTION

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India (Krishna, A.G., 1993)^[1] Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development. Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavor to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

Service quality is an approach to manage business processes in order to ensure full satisfaction of the customers which will help to increase competitiveness and effectiveness of the industry. Quality in service is very important especially for the growth and development of service sector business enterprises. It works as an antecedent of customer satisfaction. With the increase of the importance of service sector in the economy of Bangladesh, the measurement of service quality became important. ISO standards are one of the measurement tools of service quality, where quality is defined as the totality of features and characteristics of a product, process or service. Private Banks dealing in retail banking Industry is consequently put into lot of pressures due towards increase in global competition. Different strategies are formulated to retain the customer and the key of it is to increase the service quality level. Typically, customers perceive very little difference in the banking products offered by private banks dealing in services as any new offering is quickly matched by competitors.

II. TOURISM INDUSTRY IN INDIA

Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth. In this section, we provide information about various tourist destinations, modes of travel, accommodation and approved travel agents. The role of the Government in tourism development has been redefined from that of a regulator to that of a catalyst. Apart from marketing and promotion, the focus of tourism development plans is now on integrated development of enabling infrastructure through effective partnership with various stakeholders. Tourism development in India has passed through many phases. The development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan.

The Tourism sector of Indian economy is at present experiencing a huge growth. The Tourism sector of Indian economy has become one of the major industrial sectors under the Indian economy. The tourism industry earns foreign exchanges worth 21,828 crore. Previous year the growth rate of the tourism sector of Indian economy was recorded as 17.3% . The growth in the tourism industry is due to the rise in the arrival of more and more foreign tourists and the increase in the number of domestic tourists. Tourists from Africa, Australia, Latin America, Europe, Southeast Asia, etc. are visiting India and there are growing by the thousands every year. Indian Tourism offers a potpourri of different cultures, traditions, festivals, and places of interest. There are a lot of options for the tourists. India is a country with rich cultural and traditional diversity. This aspect is even reflected in its tourism. The different parts of the country offer wide variety of interesting places to visit. While the international tourism is experiencing a decelerated growth, the Indian counterpart is not affected.

III. REVIEW OF LITERATURE

Gupta (1983)^[2] analyzed the income and employment effect of tourism in the state of Jammu and Kashmir. He forwarded the suggestion that aggressive promotional campaigns should be launched at national and international level to popularize its potential as a tourism destination. **Parasuraman et al. (1988)**^[3] introduced the SERVQUAL model to measure service quality including 22 items in five dimensions: reliability, tangible, responsiveness, assurance, and empathy. These dimensions have specific service characteristic link to the expectation of customers. The SERVQUAL scale was developed in the marketing context and this was supported by the Marketing Science Institute (**Parasuraman et al., 1986**)^[4]. **Sharma (1990)**^[5] highlighted the problems faced by tourists coming to Shimla. He said that although Himachal Pradesh has lot of natural scenery and beautiful places, yet it hasn't been able to do justice to its tourist attractions. **Ducker (1991)**^[6] says that service quality is defined as what the customer gets out and is willing to pay for "rather than" what the supplier puts in. **Bagri (1995)**^[7] discussed the growth and development of Buddhist tourism. He outlined the entire life drama of Lord Buddha and growth of Buddhism in India. His study mainly concentrated on the Buddhist places of Uttar Pradesh. The author felt that government has not concentrated on developing resources on Buddhist sites. **Kotler (2002)**^[8] said a product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. **Bhat (2002)**^[9] examined the impact of tourism on income generation and asset creation. He found out that the impact of tourism is more effective on households living in the vicinity of developed tourist nodes. **Sharma and Lal (2009)**^[10] studied the trends and patterns in global tourism and analyzed the development of tourism in India. The authors analyzed the tourism trends in India and highlighted its location advantage and other favorable features. **Nagar (2010)**^[11] examined the influence of destination personality and image on tourist loyalty. She conducted the study on tourists visiting hill stations in northern India and selected Patnitop in Jammu and Kashmir as the sampling area. She concluded that destination personality has a positive impact on tourist loyalty. **Karim and Geng-Qing Chi (2010)**^[12] confirmed that destinations' food image influenced travellers' visit intention positively.

IV. BROAD OBJECTIVES OF STUDY

The broad objectives of study are as follows:-

- To explore and identify the tourism facilities available in Jaipur.
- To assess tourists' perceptions towards quality tourism services provided at historical sites of Jaipur.
- To measure tourist satisfaction by examining the impact of Marketing Mix elements on overall tourist satisfaction

V. HYPOTHESES OF STUDY

The following Hypotheses were formulated as follows:-

Here HO represents Null Hypothesis and HA represents Alternative Hypothesis.

Hypothesis 1:-

H01: There is no significant relationship between product with that of the satisfaction of tourists.

HA1: There is significant relationship between product with that of the satisfaction of tourists.

Hypothesis 2:-

H02: There is no significant relationship between price with that of the satisfaction of tourists.

HA2: There is significant relationship between price with that of the satisfaction of tourists.

Hypothesis 3:-

H03: There is no significant relationship between place with that of the satisfaction of tourists.

HA3: There is significant relationship between place with that of the satisfaction of tourists.

Hypothesis 4:-

H04: There is no significant relationship between promotion with that of the satisfaction of tourists.

HA4: There is significant relationship between promotion with that of the satisfaction of tourists.

Hypothesis 5:-

H05: There is no significant relationship between people with that of the satisfaction of tourists.

HA5: There is significant relationship between people with that of the satisfaction of tourists.

Hypothesis 6:-

H06: There is no significant relationship between process with that of the satisfaction of tourists.

HA6: There is significant relationship between process with that of the satisfaction of tourists.

Hypothesis 7:-

H07: There is no significant relationship between physical evidence with that of the satisfaction of tourists.

HA7: There is significant relationship between physical evidence with that of the satisfaction of tourists.

VI. STUDY MODEL



Fig. 1: Study Model

From the study model the equation of satisfaction of tourists is derived as follows:-

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + E$$

In the above equation,

Y	=	Satisfaction of Tourists
X ₁	=	Product
X ₂	=	Price
X ₃	=	Place
X ₄	=	Promotion
X ₅	=	People
X ₆	=	Process
X ₇	=	Physical Evidence

VII. RESEARCH DESIGN

The study is exploratory in nature. A systemized and organized study was done to reach the desired objectives of the study. The responses obtained from the respondents i.e. tourists (Domestic and International) visiting Jaipur is analyzed using various statistical techniques. This study is restricted to tourists (Domestic and International) visiting Jaipur. The importance of this study is that it focuses on identifying the various Marketing Mix Elements affecting the overall satisfaction of tourists visiting Jaipur.

7.1 Sources of Data

To cater the need of the research, the researchers have used primary data through structured Questionnaire and as far as the secondary data is concerned that was obtained from various reports of department of tourism of Government of India and State Governments, World Tourism Organization, web sites, and journals etc. to explore the tourism facilities available at various tourists destinations at Jaipur. The data was collected from tourists (Domestic and International) visiting Jaipur.

7.2 Sampling Technique

Simple random sampling technique was used to gather data from the respondents, because of which respondents diverged from every age group, gender, professions, religions, marital status, states and countries etc. but were restricted only to tourists (Domestic and International) visiting Jaipur. The questionnaire was intricately designed to tap the demographic variables including age, education, gender, marital status, and tenure of visit of the respondents. It also gathered information about the factors responsible for development of Tourism.

7.3 Data Collection Technique

Primary data were collected from various tourists (Domestic and International) visiting Jaipur. There were 200 respondents of which 138 were domestic tourists and 62 were International tourists. Self-constructed structured questionnaire was used to interview the various tourists (Domestic and International) visiting tourist destinations at Jaipur.

7.4 Statistical Tools Used

IBM SPSS 20 (Statistical Package for the Social Sciences), for data analysis which include regression analysis and for the reliability the Cronbach's Alpha was calculated and sample adequacy was tested on KMO and Bartlett's Test.

7.5 About the Questionnaire

A self-constructed well-structured questionnaire is used for the collection of data. It is designed in such a manner to explore the general opinion of various tourists (Domestic and International) visiting various tourist destinations of Jaipur. The questionnaire was divided into three parts: First part contains questions related to the demographic profile of tourists, Second part contains 28 items related to the Marketing Mix Elements and third part of the questionnaire contains 2 items related to the satisfaction of tourists visiting Jaipur. So, overall customer satisfaction is measured on 30 variables and eight dimensions. The questionnaire was developed on five point Likert's scale where 1 is strongly disagree to 5 as strongly agree.

VIII. DATA ANALYSIS AND INTERPRETATION

8.1 Reliability Analysis

Table 1: Reliability Statistics

Reliability Statistics			
DIMENSION	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
PRODUCT	0.851	0.842	4
PRICE	0.792	0.781	4
PLACE	0.782	0.774	4
PROMOTION	0.726	0.718	4
PEOPLE	0.748	0.735	4
PROCESS	0.762	0.754	4
PHYSICAL	0.724	0.717	4
SATISFACTION	0.879	0.872	2
OVERALL	0.783	0.774	30

In order to check the reliability of the questionnaire, the Cronbach's Alpha test was applied. The value of Cronbach's alpha is found to be 0.851 in product part, 0.792 in price part, 0.782 in place part, 0.726 in promotion part, 0.748 in people part, 0.762 in process part, 0.724 in physical evidence and 0.879 in satisfaction of tourists of the questionnaire, which is well above than 0.6. Also the overall value of Cronbach's alpha is 0.783. As the value of Cronbach's Alpha is more than 0.6, which consider the instrument to be reliable for the study. Therefore, the high Cronbach's Alpha coefficient in this study represents a high consistency and reliability among statements in questionnaire.

8.2 Validity Analysis

Table 2: KMO and Barlett's test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.842
Bartlett's Test of Sphericity	Approx. Chi-Square	8738.741
	Df	610
	Sig.	0.000

Kaiser-Meyer-Olkin test was done to measure the homogeneity of variables and Bartlett's test of sphericity was done to test for the correlation among the variables used. **From table 2**, it is found that the value for Kaiser-Meyer-Olkin Measure of Sampling Adequacy was more than 0.6 in all the parts of questionnaire, as it is 0.842. Also Bartlett's Test of Sphericity has significant value less than 0.05 at 5 % level of significance in all the parts of questionnaire. Thus it is concluded that instrument is accepted for the study.

IX. DESCRIPTIVE STATISTICAL ANALYSIS

The data was analyzed on five points Likert's scale and based on the calculations the scores fall between the range of following are considered as follows:-

Table 3: Mean Range and Level of Agreement

Mean Range	Level of Agreement
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

Data was analyzed and on the basis of the mean and standard deviations, conclusions were drawn. The mean and Standard deviations are as follows:

Table 4: Descriptive Statistics

Dimension	Variables	Mean	Standard Deviation	Conclusion
Marketing Mix (MM)	Product	3.642	0.627	Agree
	Price	4.843	0.724	Strongly Agree
	Place	3.773	0.662	Agree
	Promotion	3.482	0.649	Agree
	Personnel	3.551	0.752	Agree
	Process	3.672	0.731	Agree
	Physical Evidence	3.519	0.663	Agree
Satisfaction	Tourists Satisfaction	4.142	0.728	Agree

From table 4 it is found that most of the values of means of all the variables of the dimensions i.e. Marketing Mix and Satisfaction of Tourists lies in the mean range of 3.41 – 4.20, so it can be concluded that all the values are considered as agree level except price variable which is 4.843 considered as Strongly Agree level.

X. COEFFICIENTS OF CORRELATION

Karl Pearson Coefficient of correlation was calculated to find the significant relationships between dimensions.

Table 5: Coefficient of Correlation of Satisfaction of Tourists

		Y	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇
R	X ₇	0.685	0.538	0.142	0.642	0.652	0.585	0.284	1
N		30	30	30	30	30	30	30	30
Sig.		0.002*	0.000*	0.925	0.002*	0.000*	0.001*	0.000*	-
R	X ₆	0.227	0.268	0.462	0.325	0.218	0.462	1	0.284
N		30	30	30	30	30	30	30	30
Sig.		0.000*	0.000*	0.000*	0.000*	0.048*	0.000*	-	0.000*
R	X ₅	0.736	0.563	0.045	0.592	0.497	1	0.462	0.585
N		30	30	30	30	30	30	30	30
Sig.		0.000*	0.000*	0.736	0.000*	0.001*	-	0.000*	0.001*
R	X ₄	0.725	0.694	0.388	0.698	1	0.497	0.218	0.652
N		30	30	30	30	30	30	30	30
Sig.		0.000*	0.002*	0.002*	0.000*	-	0.001*	0.048*	0.000*
R	X ₃	0.690	0.655	0.248	1	0.698	0.592	0.325	0.642
N		30	30	30	30	30	30	30	30
Sig.		0.004*	0.004*	0.000*	-	0.000*	0.000*	0.000*	0.002*
R	X ₂	0.044	0.082	1	0.248	0.388	0.045	0.462	0.142
N		30	30	30	30	30	30	30	30
Sig.		0.831	1.623	-	0.000*	0.002*	0.736	0.000*	0.925
R	X ₁	0.724	1	0.082	0.655	0.694	0.563	0.268	0.538
N		30	30	30	30	30	30	30	30
Sig.		0.007*	-	1.623	0.004*	0.002*	0.000*	0.000*	0.000*
R	Y	1	0.724	0.044	0.690	0.725	0.736	0.227	0.685
N		30	30	30	30	30	30	30	30
Sig.		-	0.007*	0.831	0.004*	0.000*	0.000*	0.000*	0.002*

XI. REGRESSION ANALYSIS

In order to find the impact of each and every independent variable i.e. product, price, place, promotion, personnel, process, and physical evidence on the dependent variable satisfaction of tourists, a simple linear regression was applied to test the hypothesis. The results of regression analysis are summarized in table 6.

Table 6: Regression Analysis

Variable	R	t - value	β (Unstandardized)	F - value	Sig.
Constant	0.547	12.538		152.94	0.003
Product	0.724	11.375	0.855	140.52	0.000*
Price	0.044	0.472	0.058	0.239	0.635
Place	0.690	10.832	0.848	116.62	0.000*
Promotion	0.725	11.529	0.825	121.47	0.000*
Personnel	0.736	12.441	0.868	151.88	0.000*

Process	0.227	2.882	0.304	6.924	0.010*
Physical Evidence	0.685	10.062	0.915	116.28	0.000*

XII. HYPOTHESIS TESTING

Hypothesis 1:-

H01: There is no significant relationship between product with that of the satisfaction of tourists.

HA1: There is significant relationship between product with that of the satisfaction of tourists.

From table 6, it is clear that the value of correlation between product and satisfaction of tourists is 0.724, which indicates that 72.4% of the variance in tourist satisfaction is explained by the product. Since F value is 140.52, $t = 11.375$ and significant value is 0.000 which is less than 0.05, that means it is significant at 5% level of significance. Thus in this case null hypothesis is rejected and alternative hypothesis is accepted. Therefore, there is significant relationship between products with that of the satisfaction of tourists.

Hypothesis 2:-

H02: There is no significant relationship between price with that of the satisfaction of tourists.

HA2: There is significant relationship between price with that of the satisfaction of tourists.

From table 6, it is clear that the value of correlation between price and satisfaction of tourists is 0.044, which indicates that 4.4% of the variance in tourist satisfaction is explained by the price. Since F value is 0.239, $t = 0.472$ and significant value is 0.635 which is more than 0.05, that means it is insignificant at 5% level of significance. Thus in this case null hypothesis is accepted and alternative hypothesis is rejected. Therefore, there is no significant relationship between price with that of the satisfaction of tourists.

Hypothesis 3:-

H01: There is no significant relationship between place with that of the satisfaction of tourists.

HA3: There is significant relationship between place with that of the satisfaction of tourists.

From table 6, it is clear that the value of correlation between place and satisfaction of tourists is 0.690, which indicates that 69.0% of the variance in tourist satisfaction is explained by the place. Since F value is 116.62, $t = 10.832$ and significant value is 0.000 which is less than 0.05, that means it is significant at 5% level of significance. Thus in this case null hypothesis is rejected and alternative hypothesis is accepted. Therefore, there is significant relationship between place with that of the satisfaction of tourists.

Hypothesis 4:-

H04: There is no significant relationship between promotion with that of the satisfaction of tourists.

HA4: There is significant relationship between promotion with that of the satisfaction of tourists.

From table 6, it is clear that the value of correlation between promotion and satisfaction of tourists is 0.725, which indicates that 72.5% of the variance in tourist satisfaction is explained by the promotion. Since F value is 121.47, $t = 11.529$ and significant value is 0.000 which is less than 0.05, that means it is significant at 5% level of significance. Thus in this case null hypothesis is rejected and alternative hypothesis is accepted. Therefore, there is significant relationship between promotion with that of the satisfaction of tourists.

Hypothesis 5:-

H05: There is no significant relationship between people with that of the satisfaction of tourists.

HA5: There is significant relationship between people with that of the satisfaction of tourists.

From table 6, it is clear that the value of correlation between personnel and satisfaction of tourists is 0.736, which indicates that 73.6% of the variance in tourist satisfaction is explained by the personnel. Since F value is 151.88, $t = 12.441$ and significant value is 0.000 which is less than 0.05, that means it is significant at 5% level of significance. Thus in this case null hypothesis is rejected and alternative hypothesis is accepted. Therefore, there is significant relationship between personnel with that of the satisfaction of tourists.

Hypothesis 6:-

H06: There is no significant relationship between process with that of the satisfaction of tourists.

HA6: There is significant relationship between process with that of the satisfaction of tourists.

From table 6, it is clear that the value of correlation between process and satisfaction of tourists is 0.0227, which indicates that 22.7% of the variance in tourist satisfaction is explained by the process. Since F value is 6.924, $t = 2.882$ and significant value is 0.010 which is less than 0.05, that means it is significant at 5% level of

significance. Thus in this case null hypothesis is rejected and alternative hypothesis is accepted. Therefore, there is significant relationship between process with that of the satisfaction of tourists.

Hypothesis 7:-

H07: There is no significant relationship between physical evidence with that of the satisfaction of tourists.

HA7: There is significant relationship between physical evidence with that of the satisfaction of tourists.

From table 6, it is clear that the value of correlation between physical evidence and satisfaction of tourists is 0.685, which indicates that 68.5% of the variance in tourist satisfaction is explained by the product. Since F value is 116.28, t = 10.062 and significant value is 0.000 which is less than 0.05, that means it is significant at 5% level of significance. Thus in this case null hypothesis is rejected and alternative hypothesis is accepted. Therefore, there is significant relationship between physical evidence with that of the satisfaction of tourists.

From the analysis the equation of satisfaction of tourists is derived as follows:-

$$Y = 0.547 + 0.724X_1 + 0.044X_2 + 0.690X_3 + 0.725X_4 + 0.736X_5 + 0.227X_6 + 0.685X_7 + E$$

XIII. PROPOSED E - MTOURISTS SATISFACTION MODEL

On the basis of above validated regression equation, the following model has been formulated on the name of both researchers, Esha Jain and Manish Madan as E-M Tourist Satisfaction Model.



Fig. 2: E – M Tourists Satisfaction Model

XIV. CONCLUSION

It is being observed that out of seven marketing mix elements which were considered as the independent variables and tourist satisfaction as the dependent variable, the highest mean score is of price, so it is found that the price of tickets and others cost imposed on the tourists is not satisfactorily accepted by the tourists visiting Jaipur. Thus it is being concluded that there is no significant relationship between the price and satisfaction of tourists. From the findings it is also concluded that the Product has the most significant relationship with that of the satisfaction of tourists followed by Process and place is the least significant relationship with that of the satisfaction of tourists. In the growth of economy tourism plays a very vital role.

The study can be concluded as all the marketing mix elements have significant impact on the satisfaction of tourists except price variable.

XV. RECOMMENDATIONS

From the study, it is concluded that there are certain facilities and services are not up to the expectations of tourists visiting various destinations of Jaipur. So, on the basis of these conclusions the recommendations are as follows:-

- Historical destinations at Jaipur should establish sufficient toilet facilities as there is insufficient number of toilets.
- There are some lakes in various historical destinations which are open without boundary that can be danger for children.
- At some places the guidelines and path directions are mentioned in Hindi and Urdu so that must be in English also for the foreign tourists.
- The historical descriptions should be in English.
- Historical Monuments in Jaipur may consider different prices for weekday and weekend tickets to boost visitors' during the week.
- Be proactive in checking old, disabled, women and children to see if they need help.
- Authority should consider publishing timetable through media for their daily activities and make them available at the ticket booths or internet next to the entrance, so visitors' can schedule their before entering the historical monuments of Jaipur.

XVI. LIMITATIONS OF RESEARCH

As this study is of great importance to know how the marketing mix elements affect the satisfaction of tourists and having valuable implications, still has some limitations. In this study the questionnaire used for investigation is self-constructed to measure the satisfaction of tourists which may be biased and might have missed some important aspects that are essential for satisfaction of tourists. Higher sample size could have more impact on the study. Some foreign tourists have shown reluctant to give their opinion that can be a limitation to this study. Finally, it was expensive. So without any financial assistance or support it was difficult to make the research successful in all respect.

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