

An Important Relationship between Tourism and Hospitality: A Questionnaire Based Survey on Local People, Kolkata, India

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Abstract—

It has already been known that recent past tourism depends consistently on hospitality. The present study was aiming to identify the tourism and hospitality industry relationship on the basis of annual income, duration and stay types, tenure of tour, an analysis based survey among local people of Kolkata, India. The survey was done through a questionnaire, which was assessed through random sampling of 200 residents of urban city. The results indicated that lower the income groups but highest duration of stay but tenure of tour may be more than twice per year. In conclusion, people of Kolkata fond of tour because of suitable hospitality management in the tourist spots. Therefore, tourism and hospitality has a close relationship to enhance growth for revenue generation, employment generation, etc.

Keywords— Tourism and hospitality relationship, Questionnaire survey, People analysis, Duration and stay types, Tenure of trips

I. INTRODUCTION

Tourism deals with travel away from home and encompasses all service industries and travel related industries involved from transportation to entertainment including attractions, food and lodging, marketing, planning and development [1]. In other words, tourism is mainly stated that tourists visit the place for recreational or educational purposes for a few days, where they reach the destination, stay, eat, participate in aesthetics, local marketing, etc. Lu and Nepal [2] have studied different types of tourisms viz. general tourism, nature based, ecotourism, culture or heritage based tourism, urban tourism and alternative tourism. The tourism, mainly depends upon individual and/or packaged tour, which falls under tourism and hospitality industries. Generally, tourism industries undertake overall hospitality management for the tourists. In recent days, tourism is immense and coherently related to hospitality. It was known that guest satisfaction can be proper when the performance of various attributes due to a product or service [3]. Choi [4] states that overall customer satisfaction consists of multiple dimension of a product or service in various hospitality areas including tourism [5]-[7]. In India, from recent era, tourism and hospitality industry provides employment generation in local people as well as revenue generation through foreign exchange [8].

The tourism and hospitality industries are interlinked facets of the leisure service industry. The hospitality industry is a sector of the tourism industry that deals with guest service, including restaurants, lodgings, housekeeping, laundry, meetings, catering, resorts, swimming pool, gym and spa, tour guide, transportations, clubs and casinos. Moreover, hospitality means to provide value added service to customers, as well as, exhibiting regular excellence and quality, to enhance feel good factors among the recipients. The former aspect also means enhancement of profit through the manifestation of personalized service with suitable amenities at any price level, while demonstrating the unique points of distinction. The hospitality industry is a part of a huge group of companies termed as travel and tourism industry. It acknowledges the necessary or desirable goods and services to travellers. The hospitality and tourism industry boasts of being one of the largest and fastest-growing industries in the world [9]-[10]. According to researchers [11]-[12], the travel and tourism industry comprises of five segments viz. i) the lodgings types (hotels, motels, camps, cruise ships, etc.) during tour, ii) the transportation facilities (ships, airplanes, trains, road vehicles, etc.), iii) food and beverage facilities (restaurants, bars, taverns, catering, etc.), iv) shopping facilities (gifts, souvenir, arts/crafts, etc.) and v) the activities during tour (recreation, educational trips, business, festivals, sport events, etc.). Tourism and hospitality business is one of the frontlines in the economy today and one depends upon another with a prominent relationship. It pertains to consumer goods and leisure services to both domestic as well as overseas customers. It is continually influenced by national and international customer demands and expectations. Hogan [13] explained that

hospitality industry supports people in a particular place for personality and style. The hospitality industry is part of a huge group of companies, known as travel and tourism industry, which provides the necessary or desirable goods and services to travellers.

The impact of hospitality has been considerable in the facets of enhancement of tourism. The major implication of hospitality is service and its quality to the guests or customers. Moreover, service quality is the consumer's evaluation of the perceived quality, instead of their satisfaction with an incident or transaction [14]. Many researchers have suggested that service quality performance could be an appropriate measure to test tourist satisfaction, because the tourist is likely to be satisfied, when a product or service performance is at a desired level [10],[14]-[21]. In the tourism sector, service quality can be regarded as the tourists' judgment about a product or service overall excellence or superiority [22]-[23]. Perera and Vlosky [19] also emphasized that service quality is an antecedent of tourist satisfaction. The tourist satisfaction of a destination is due to both aspect of hospitality and the facilities that are provided to them in reference destination. The concept of loyalty has been predominantly recognized as one of the major implications towards the success of hospitality and tourism. According to Middleton and Clarke [24], travel destinations can also be perceived as a product that can be resold and revisited and recommended to others (friends and family, who are potential tourists). On the contrary, in the study of desirability of loyal tourists, Rufin et al. [18] stated that loyal visitors can be less price sensitive than the first time visitors. In another way, the growth of tourism, enhanced employment in local people and revenue generation through foreign exchange by international tourists in India reported by Kaur and Sharma [8]. In another study by Rao [10], it was known that hospitality and tourism sector has a close relationship. He has also stated that tourism and hospitality have enhanced economic growth in India as well as in the globe.

The present study was attempted to identify a close relationship between several services or sectors for the enhancement of the tourism industry on the basis of annual income and also to focus on hospitality facilities for the growth of tourism, an analysis based on questionnaire survey in the local people of Kolkata, India.

II. MATERIALS AND METHODS

A. Survey area

The present research was based on individual family survey to the local people at the urban area of Kolkata city, India. The 200 nos. of locations such as south and north Kolkata were selected among the local resident of the city.

B. Survey questionnaire

The survey was done through a questionnaire, which was assessed on random sampling of 200 people. The present study was utilized as a questionnaire in which several information can be gathered from many people in a short duration, which is a low cost research method. The survey was carried out from 10/02/2016 to 9/02/2017. It was surveyed on the local residents of Kolkata, who is showing interest in tour thrice, twice and once in a year. The present questionnaire contained fifteen (15) important questions. The parameters on the basis of which the questionnaire is analysed are as follows. The main parameters were considered on the basis of (a) the tenure of the trip, (b) type of tour planned, (c) the income level, (d) the type of stay preferred, and (e) duration of stay. Detailed questionnaire is as follows:

Name:

1. Age: a) Upto 20 yrs () b) 21-30 yrs () c) 31-40 yrs d) 41-50 yrs () e) Above 50 yrs ()
2. Gender: (a) Male () b) Female ()
3. Educational qualification: (a) Secondary level () (b) Higher Secondary Level () (c) Graduation () (d) Post Graduation () (e) others specify ()*
5. Occupation: (a) Salaried () (b) Self- Employed () (c) Professional () (d) Student () (e) Others Specify ()**.
6. Your Status: (a) Single () (b) Married ()
7. Your family type: (a) Nuclear () (b) Joint ()
8. Number of children you have: (a) One () (b) Two () (c) more than two ()
9. Whether any other family member is working: (a) Spouse () (b) Father () (c) Mother () (d) Children ()
10. Annual Income: (a) Below 5 lakhs () (b) 5-7 lakhs () (c) 7-10lakhs () (d) Above 10 lakhs ()
11. How often do you go on a leisure trip? (a) Once a year () (b) Twice a year () (c) More than twice a year ()
12. What kind of a tour do you prefer? (a) Self analyzed tour () (b) Package tour () (c) Local tour operators ()
13. Which category of stay do you prefer? (a) Home stays () (b) Budget Hotels () (c) Star Hotels ()
14. What is the tenure of your stay? (a) A week () (b) Weekend () (c) Fortnight ()
15. What is your source of information regarding the packaged tours? (a) Internet () (b) Word of mouth ()

The analyses have been done on the responses of the questionnaire. The detection of perspectives such as the growth of particular tourist spot due to tourism and hospitality support in the studied age groups, comparison study of stay type as per tourism and hospitality, higher and lower income depends tourism and hospitality and duration of tour by major stay in the particular spot depends by the tourism and hospitality management.

III. RESULTS

The present results clearly indicate that four categories of income groups were identified during the survey. Fig 1. describes the annual income groups, in which highest value (64.3%) for less than 5 lakhs and lowest value (28.15%) for 7-10 lakhs, followed by 5-7 lakhs (52.29%) and above 10 lakhs (36.20%) respectively were recorded.

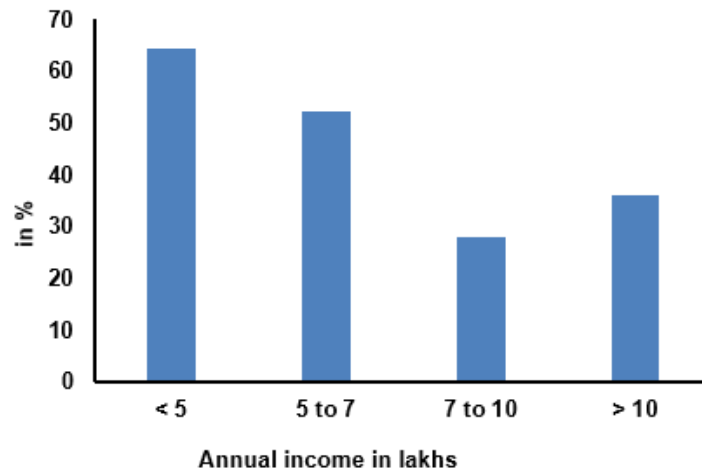


Fig 1. Different types of annual income groups

Fig 2. depicts that visitors with an annual income of 5-7 lakhs and below 5 lakhs have catered to stay in resorts and enjoy their explicit services. They tend to enjoy the tenure of the stay for a short span of time but in a relaxing ambience. It is observed that visitors with an annual income of more than 10 lakhs are embracing the services of hospitality less in comparison to the former in lieu of a short trip of 5-7 days.

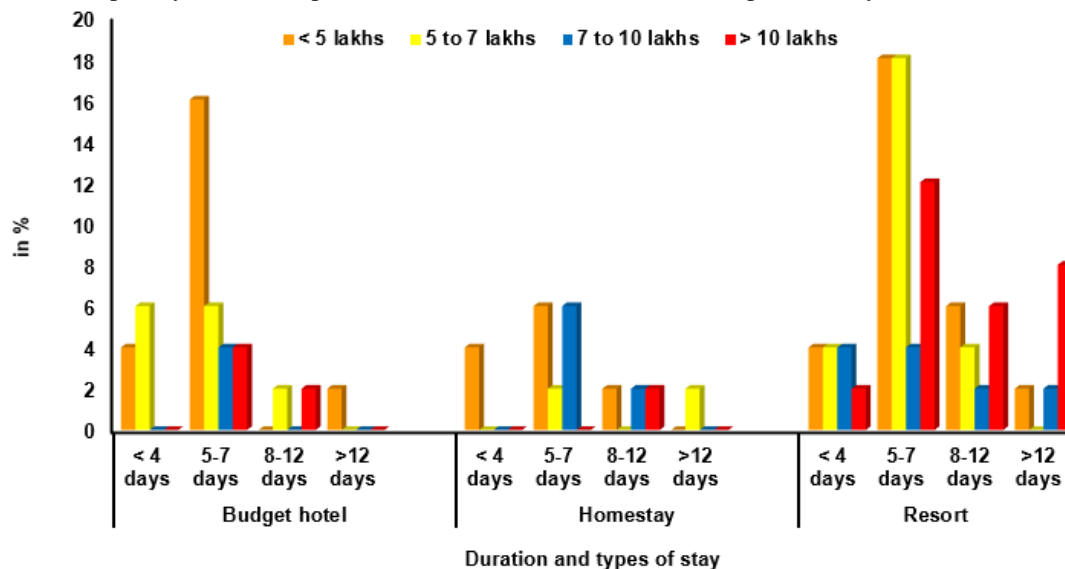


Fig 2. Different stay types and duration of stay as per annual income

Fig 3. exhibits that the annual income groups of <5 lakhs deployed highly self-planned tour (90.91%) and by local tour agency (9.09%) for staying in the budget hotel while tourists also preferred homestay through self-planned (66.67%), packaged-tour (16.67%) and by local tour agency (16.67%) but stay in resort during tour was observed 26.67% of self-planned, 60% by packaged-tour and 13.33% by local tour agency respectively. In case of the annual income groups of 5-7 lakhs, self-planned tour (90.91%) and by packaged-tour (9.09%) for staying in the budget hotel while tourists majorly preferred self-planned (100%) stay in homestay but stay in resort during tour was observed 53.85% of self-planned and 46.15% by packaged-tour, whereas the visitors of annual income groups of 7-10 lakhs and >10 lakhs stayed in budget hotel by 50% self-planned and 50% packaged tour

and by similar percentage (33% each case) of self-planned, packaged tour and local tour agency. For the annual income groups of 7-10 lakhs for homestay, 75% self-planned and 25% packaged-tour but for >10 lakhs only 100% self-planned were observed. The stay in resorts was revealed, for the annual income groups of 7-10 lakhs, 75% self-planned and 25% packaged-tour while for the annual income groups of >10 lakhs, 64.29% self-planned and 35.71% packaged-tour.

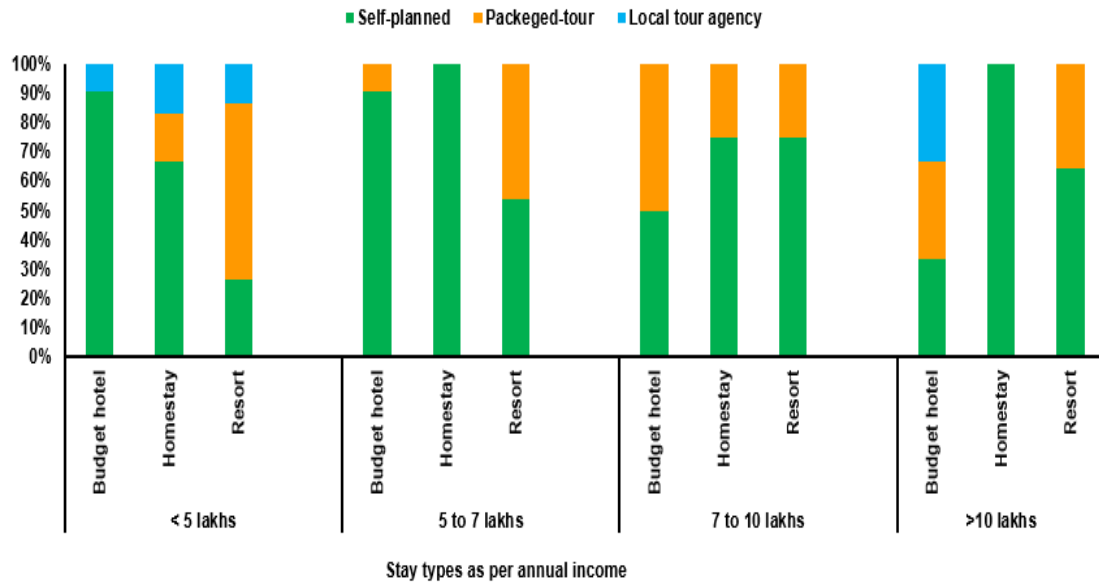


Fig 3. Different types of tour plan as per annual income

In Fig 4., it was observed that tourists visited once per year, twice per year and more than twice per year. The duration of stay was categorized on the basis of number of days as <4 days, 5-7 days, 8-12 days and >12 days. In case of tour more than twice per year, the annual income <5 lakhs, conducted tour but their duration of stay was found 8-12 days, which indicated 100% while the annual income 5-7 lakhs, the duration of stay was found 5-7 days, which also indicated 100% and the annual income 7-10 lakhs, their duration of stay was found 5-7 days (75%) and 8-12 days (25%). The data were obtained in the annual income group of >10 lakhs, the duration of stay was found as 5-7 days (25%), 8-12 days (25%) and >12 days (50%). In case of tour once per year, the annual income groups of <5 lakhs, 5-7 lakhs and 7-10 lakhs, it was observed all four categories of duration of stay such as <4 days (22.72%, 16.67% and 16.67%), 5-7 days (59.09%, 50.0% and 50.0%), 8-12 days (9.09%, 5.55% and 16.67%) and >12 days (9.09%, 27.78% and 16.67%) respectively. But the annual income group of >10 lakhs, no data were found for stay <4 days while the data were obtained only for 5-7 days (57.14%), 8-12 days (14.28%) and >12 days (28.57%). In case of tour twice per year, stay duration was found majorly for <4 days and 5-7 days in all income groups as <5 lakhs (12.5% and 87.5%), 5-7 lakhs (28.57% and 42.86%), 7-10 lakhs (25% and 75%) and >10 lakhs (14.28% and 42.86%) except two annual income groups of 5-7 lakhs and >10 lakhs, the data were obtained only for 8-12 days of duration (28.57% and 42.86%). No data were obtained for >12 days of duration in the all income groups.

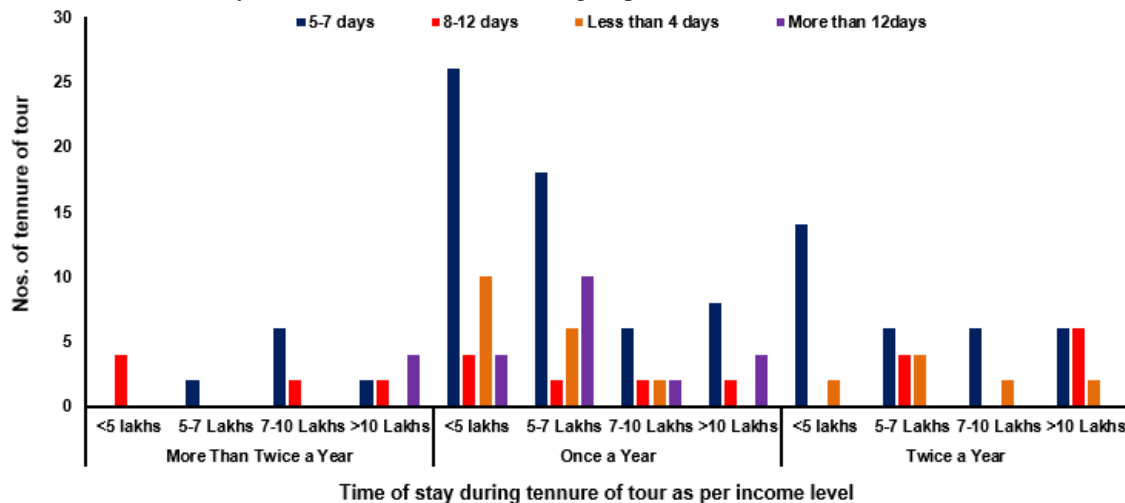


Fig 4. Tenure of tours year wise as per annual income

IV. DISCUSSION

The present study focuses on the acceleration of tourism due to enhancement in hospitality. It analyses the relationship of tourist satisfaction in line with their demographic and economic conditions. The present work discusses the close relationship between tourism and hospitality. It was well-known for the people that they visited same place many times because of highly motivated travel pattern along with the proper hospitality department. Lee [25] examined the demographic variables of tourists in his tourism research. In particular, he investigated individual trip characteristics (trip group types) and past experience with a destination. Past experience was measured by asking tourists to indicate the number of trips they have undertaken to the chosen destination.

According to Lu and Nepal [2], during the early stage (1993–1997), 58% of the research articles emphasized nature-based tourism and ecotourism, 30% covered general tourism and 12% covered other types of tourism such as cultural tourism and urban tourism. During the mid-period (1998–2002), more than 50% of the papers focused on general tourism while only 38% focused on nature-based tourism and ecotourism and 12% on cultural/heritage tourism and alternative forms of tourism. Most recently (2003–2007), tourism in general has remained the key focus of research (46%). Nature-based tourism and ecotourism are still important (36%) though to a lesser degree, while interests in cultural/heritage tourism, alternative tourism and urban tourism have surged (18%).

It is interesting to note that annual incomes of tourists have enhanced the tourism and if tourism happened then found the growth of hospitality industry (Fig 2). It was observed in the present study, the stay in resorts for 5-7 days in both income groups as <5 lakhs as well as 5-7 lakhs annual income groups as higher value followed by budget hotels because resorts provide more hospitality than budget hotels while in homestay hospitality management in a lesser extent.

In the other part of the study revealed that the visitors' select maximum self-planned tour and minimum by local tour agency. The tourists, income group of <5 lakhs majorly select budget hotel, income group of 5-7 lakhs select majorly homestay, followed by budget hotel, income group of 7-10 lakhs select highly in resorts, followed by homestay, while income group of >10 lakhs select mainly homestay, followed by resorts. Therefore, it is an important analysis that budget hotels serve hospitality in reasonable price for the tourist's least income and in homestay visitors can expense lower price in accommodation but may support other hospitality in the particular tourist spots as travel, shopping, etc. However, visitors of higher income groups (7-10 lakhs and >10 lakhs) preferred homestay as well as resorts to support both hospitality in lodging, in-house restaurant, and other facilities in resorts while homestay with lower accommodation price but may also enhance the economy of local tourist's place through sightseeing, better food, travels, marketing, etc. (Fig 3). It was observed that visitors have embraced self-planned tour to the largest extent. People tend to be most comfortable in planning the sequence of their own tour, as they do not want to face any inconvenience. The visitors in particular have gone for their tailor made tour to embrace their vacations as per their own desire. Moreover, it can be hypothesized from above-mentioned results that self-planned tour involved economically sustainable aspects where visitors may expense more in foods, recreations, sightseeing, travels, tour guide, etc. by means of enhancing hospitality industries while packaged-tour as well as local tour agency may have with budget constrain due to their profit margin. This study was an endeavour wherein it was implacable for the first time to know how the visitors can enhance the growth of hospitality industries through their self-planned tour. It has been well-known that the growth of hospitality industries in the tourist spots increase revenue generations and employment opportunities [21],[26]-[30].

It is interesting to note that tourists may conduct tour more than twice per year but lower income groups of <5 lakhs and 5-7 lakhs, the duration of stay was found higher as 8-12 days (100%) and 5-7 days (100%) followed by higher income groups (Fig. 4). The duration of stay of visitors enhance the hospitality industries as their continuous requirements during the stay. Therefore, during tour more the duration of stay and increases the revenue generation through hospitality industries. The present study was emphasized that the annual income does not important for tourists whereas people conduct tour to get as much as facilities from hospitality industries and it was found in the present study tourism and hospitality are closely related to each other in which duration of stay was found higher even in lower income groups.

V. CONCLUSION

It is clearly depicted from the above analysis on the hypothesis that tourism is largely based on hospitality in the recent past stands true. People are now eager to travel to exotic places having proper ambience rather than going to places which have the dearth of hospitality. It further symbolizes that the enhanced tourism is due to the increased hospitality and people adhere to spend for the former. The variance in family pattern and demography has influenced tourism to an explicit extent. Furthermore, extensive quality of service is one of the intrinsic factors contributing to enhanced performance in tourism.

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