Impact of Tourism Attributes on Tourism Development in Amravati District - A Study

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Abstract: Tourism is one of the world's largest and fastest growing industries in many countries and India is one of them. In India tourism is one of the fastest growing sector of the country and one of the most important source of foreign exchange earner. Well-developed tourist destination gain advantage due to availability of better tourist destination attributes. Better tourist destination attributes helps to repeat visit of tourist and also increase the time being of stay at tourism destination. The study is conducted to investigate the impact of tourist destination attributes on tourism development in Amravati district. Research study identifies the need of development of tourism attributes through the expectation of tourist and local community. Through the principle component analysis researcher tries to identify the need of development of tourism attributes.

Key Words: Local Community, Tourism Destination, Tourism Attributes.

I. Introduction:

India understands the tourism as an important driving force for sustainable economic development. Tourism contributes majorly for employment generation and enrich the service industry. It is one of the few industries which help to involve the local community and develop local economy. To maintain the economy of tourist destination everyone try hard to generate new visitors and to attract more repeat visitors.

To promote the repeat visits to a destination, it is important to know the determinants of their intention to return. In doing so, the attributes influencing should be examined and need to improve to the new as well as repeat visitors at the destination.

Tourism as an activity is often located within the broader framework of leisure and recreation because, traditionally tourism was understood as holiday and therefore involved recreational activities during leisure time (Mathieson and Wall, 1982). This definition helps to understand that tourism is a dynamic activity that creates economic, social and environmental changes in destinations. May be a mass tourism development result in a undesirable changes at many places. Pearce(1989) identifies four main contextual characteristics that affect how destinations develop: Physical, Social/Cultural, Political and Economic. Destination management refers to the activities, programmer and processes that are implemented across all the tourism industries in a destination to create supportive and enabling condition that will achieve policy goals and the destinations long-term success (Keyser,2002). Ritchie and Crouch (2003:183) describe destination management as 'the key to maintaining a sustainable competitive advantage and its role has become more significant as the number of destinations has increased and the they operate has intensified.

Above reviews shows that destination management involves strategic and operational activities. One of the main activities for destination development and management is development of attributes required for tourist destination development. These attributes involve clean drinking water, cleanliness, public toilets, medical facilities, upkeep of tourist places, tourist guide, tour operator, availability of transportation, convenience, information, information center, eating places, safety and security, entertainment places, shopping center and behavior of local people.

II. Need of the Study:

Amravati district in Maharashtra is one of the prominent region for tourism development. It is equipped with rich culture and environment, historical and religious background. It has the only hill station in Vidharbha, District has one of the National Park, Tiger Reserve. This makes Amravati district a potential tourist destination. It has all tourism types and opportunity to build economy through tourism destination development. Hence to understand the condition requirement of tourist destination attributes and its impact on tourism development is needed.

III. Importance of the Study:
The study can attract the attention of government and concerning agencies towards the destinations naturally endowment and its preservation for the tourism development. The study will also help to know the need of naturally endowment destinations exploration for tourism development.

IV. Objective of the Study:

- To study the tourist destination attributes availability and need in Amravati District.
- To study the impact of tourist destination attributes on tourism development

V. Hypothesis of the Study:

Looking towards the need and objective of the study, researcher tries to clear the term of hypothesis. Through defining the hypothesis researcher tries to sharpen and focuses attention on the problem. Hypothesis has been developed in such a manner that if one hypothesis is accepted the other one is rejected and vice-versa.

H_0 – Tourism opportunity attributes has no relation with tourism development exploration.

H_1 -Tourism opportunity attributes are unexplored hence tourism development is unexplored

VI. Research Design:

The most important research process is deciding on the research design is an follows:

- **Type of Research:** As the study conducted by the researcher is mainly focused on survey and fact finding about association of natural endowments and tourism development. Hence he research study is descriptive type of study.
- **Sample Design:** A sample design is a definite plan for obtaining a sample from a given population. The main steps of sampling design are as follows.
  Sample Unit: Looking towards the objective of the study researcher decides sample unit is tourist visiting the tourist destinations in Amravati district and local people in Amravati district.

  Sample Frame for tourist is tourist destinations in Amravati district. Researcher collects samples from 25 tourist destinations. Secondly, sample frame for local people in Amravati district if collected from 38 villages / taluka's / city in Amravati District. These places are selected on the basis of the nearness from tourist destinations.

  Sample Size: Total 2000 sample size selected by the researcher out of which 500 are tourist and 1500 are local people.

  Sampling Technique: As per the circumstances of the researcher study a random sampling method is used.

  Data Collection Method: For the research study the most appropriate method of data collection found is questionnaire technique.

VII. Hypothesis Testing:

To test this hypothesis Principal Component Analysis/Factor Analysis has been performed on 21 similar tourism opportunity attributes for tourist and local people responses against development of tourist place. In order to identify the developing opportunity attributes for the better exploration of tourism, attributes and the principal component analysis results along with factor loading values and percentage of variance for all attributes are presented in Table-1.

Table-1: The factors loading values and the explained variance of tourists and local people

Attributes	Tourist & Visitors						Local people				
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Clean drinking water	.847	.121	.172	.127	-.048	-.006	.265	.093	.163	.656	.385
Cleanliness	.822	.083	.194	.117	.039	-.059	.032	.115	.252	.352	.490
Public toilets	.674	.315	.075	-.148	-.087	-.104	.256	.126	.058	.688	.421
Medical facilities	.623	.157	.037	.113	.262	.305	.269	.173	.125	.839	-.020
Upkeeps of tourist sites	.601	.111	.347	.164	-.007	-.029	.520	-.109	.059	.282	.311
Availability of local food	.594	.317	.230	.083	-.144	.118	.701	-.012	.120	.245	.266
Quality of Roads	.509	.290	.364	.142	-.134	.140	.440	.231	-.079	.113	.524
Availability of	.160	.907	.131	.139	.044	.003	.146	.149	.885	.138	-.004

tour operator											
Availability of tourist guide	.129	.853	.170	.162	.026	.044	.196	.319	.830	.101	-.030
Availability of transportation	.300	.803	.173	-.085	-.093	.074	.194	.008	.743	.348	.192
Availability of good quality accommodation	.190	.767	.132	.271	.147	.017	-.201	.416	.644	.023	.027
Public convenience	.402	.519	.432	.021	-.220	-.060	.626	.131	.009	.280	.357
Quality of information provided	.191	.153	.891	.066	.084	-.039	.194	.771	.218	.030	.256
Information centers	.287	.214	.868	.004	-.037	-.035	.313	.641	.189	.112	.325
Eating places	.256	.187	.514	.410	-.247	-.008	.267	.583	.139	.176	-.019
Safety & Security	.336	.315	.424	.285	-.090	.283	.771	.145	.029	.102	-.048
Behavior of local people	.259	.326	.363	.291	.214	.347	.710	.213	.353	.062	-.212
Entertainment places	.110	.086	.072	.911	-.039	-.062	.004	.684	.096	.137	-.118
Shopping centers	.077	.183	.084	.872	.162	.005	-.177	.706	.180	.198	-.275
Availability of alcohol	-.046	.039	-.035	.065	.895	-.045	-.031	.171	.016	-.006	-.698
Banks/ATM	-.022	.007	-.057	-.087	-.059	.868	.098	.294	.235	.788	-.094
Variance (%)	37.738	9.195	8.123	6.274	4.980	4.781	32.266	13.585	7.187	6.644	5.594
Cumulative (%)	37.738	46.933	55.056	61.330	66.310	71.091	32.266	45.851	53.038	59.683	65.277

Factor loading is classified as strong and weak corresponding to absolute loading values of >0.71 and <0.71 respectively for tourists and >0.63 and <0.65 for local people. Six factors or PCs explained 71.2 % of the total variance for tourists whereas five factors of local people explained 65.3% variation which was adequate to give a good initiative of the data structure.

Factor 1 of the tourist category for 37.738% of the total variance, which was positively and strongly (>0.71) loaded with eigen values of the attributes like clean drinking water (.847) and cleanliness (.822). All other parameters are weak loading (<0.71). Whereas in the case of local people category factor 1 exhibited strong (>0.65) and positive factor loading of the attributes availability of local food(.701), safety &security(.771) and behavior of local people(.710) with 32.25% of the total variance was observed.

Table-2: Variation in attributes for the tourist and local people responses when calculate individually.

Sl.	Development Attributes	Tourist	Local People
1	Availability of tour operator	0.887	0.845
2	Availability of transportation	0.785	0.748
3	Availability of tourist guide	0.803	0.840
4	Availability of good quality accommodation	0.738	0.630
5	Public convenience	0.669	0.614
6	Eating places	0.594	0.462
7	Information centers	0.884	0.663
8	Quality of information provided	0.867	0.745
9	Shopping centers	0.833	0.677
10	Entertainment places	0.861	0.509
11	Quality of Roads	0.534	0.540
12	Safety & Security	0.561	0.629

13	Behavior of local people	0.556	0.724
14	Upkeeps of tourist sites	0.522	0.463
15	Availability of local food	0.547	0.636
16	Availability of alcohol	0.813	0.518
17	Cleanliness	0.739	0.442
18	Clean drinking water	0.781	0.683
19	Public toilets	0.599	0.735
20	Medical facilities	0.588	0.823
21	Banks/ATM	0.769	0.781

From table-2 impact of attributes development on the development of tourism can be seen with the help of variation explained by the attributes for tourists and local people. Highest variation explained is for the attribute availability of tour operator in both tourist and local people category of respondents. Whereas the least variation explained is for the attribute upkeep of tourist sites for tourist category and cleanliness for the local people category of respondents.

Table-3: Variation in the attributes for the tourists and local people responses when calculated together.

Attributes	Tourist	Local People
Entertainment places	.911	.684
Availability of tour operator	.907	.885
Cleanliness	.895	
Quality of information provided	.891	.771
Shopping centers	.872	.706
Information centers	.868	
Availability of tourist guide	.853	.830
Public toilets		.688
Safety & Security		.771
Clean drinking water	.847	.656
Availability of transportation	.803	.743
Accommodation	.767	
Banks/ATM	.868	.788
Medical facilities		.839
Behavior of local people		.710
Availability of local food		.701

From table-3 attributes like entertainment places, availability of tour operator, quality of information provided, shopping centers, availability of tourist guide, clean drinking water, availability of transportation, banks & ATMs have strong and positive factor loading for tourists and local people. On the other hand attributes, cleanliness, information centers, and accommodation facility have strong and positive factor loading for tourist. Similarly the attributes public toilets, safety & security, medical facility, behavior of local people, availability of local food has strong and positive factor loading for local people. Both tourist and local people responses equally contributing the strong factor loadings in variations of the attributes related to the development of tourist spot.

8. Conclusion:

The above observations from table 2 and 3 it can be concluded that the attributes like public convenience, eating places, quality of roads and availability of alcohol are not showing significant variation when studied together. This indicates these attributes have least impact on the development of tourism. From the above result, since out of 21 attributes 16 attributes are unexplored, the development of the tourist spot is also unexplored.

In addition, there are 8 attributes like

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