

Perceptions Of Visitors About Chandigarh City As Tourist Destination

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Abstract: Tourism is helpful in many ways for its significant effects and benefits around the globe. It boost the economic, social and sustainable development vis a vis preservation and conservation of valuable resources for mankind.

Each destination on the earth has its own kind of natural as well as climatic uniqueness, need exploration to be provided as tourism/ travel product. As the human settlements leads to the basic infrastructure development like roads, different transportation modes, industrialization and destination development. Destinations also provides the resources for tourism elements including natural (forest, rivers, hill stations, lush green mountains,eco-systems,wild-life,snow capped mountains etc.) as well as man-made . All these factors where leads to attract the tourists around the globe one way, also leads for the destination development on other way.

This paper will focus on different perceptions of visitors who choose city beautiful for tourism activities and the analysis of Chandigarh tourism with tourism places in the other countries.

Keywords: Perception, Sustainable development, Tourism infrastructure.

I. INTRODUCTION

We commonly heard word tourism in everyday life. We can find it in relation to govt policy, tourist arrivals, products, destination & impact on economy and hostility or hospitality of local people. We emphasis on to have relation between tourist & tourism – both technically as well as conceptually.

Tourism is basically concerned with pleasure, holiday, travel and going or arriving any other places. This industry is basically concern in goods & services for example transport different landscapes, culture & different life style the people, languages etc.

It is basically the temporary break with normal work routine and place. As for as the definition is concerned according to WTO, (world tourism organization based at Madrid Spain, “ Movement of people away from their normal place of work & residence of not less than 24 hours and more than 1 year.”

From last decade, tourism has grown manifold into different dimentions. It has taken its realm into new tourism products and shown its effect on local economy, infrastructure development and socio-cultural changes. Tourism growth has

opened new term that is reach to unreachable. It includes the places that can be converted or changed for tourism industry with new experience and feeling for the tourists. New emerged tourism places not only benefits the economy of that place but also contribute towards the socio-cultural, environmental and employment generation .It also benefits other side the conservation and preservation of culture, Heritage, environment and social values at large.

So the emphasis must be on to investigate the tourism growth and the tourist’s satisfaction level for different types of tourism places and structures in the Chandigarh city.

OBJECTIVES OF THE STUDY

- ✓ To study and analysis the tourists perception.
- ✓ To study the satisfaction/dissatisfaction of the tourists.
- ✓ To provide suggestions based on the findings.

RESEARCH METHODOLOGY

Research methodologies will emphasis on partial descriptive, exploratory and casual. For this the information

for this research will be collected from books, magazines, newspapers, research papers, articles, e-journals and tourism reports.

II. LITERATURE REVIEW

Chhannag (2011) has examined that the perceptions of tourist is positive and their experience is away from the expectations, which are based on local hospitality, local friendly behaviour and cultural enrichment. Henderson (2011) shows that the improper infrastructure has led to impose negative perception on the minds of tourists. And other factors like, political instability, security and tourist safety, shows its influence on inbound and outbound tourists to travel. Higginbotham (2011) has shown the basic interested field of recreation, leisure and tourism, which are the basic social psychological concepts. Echtner & Ritchie(2003) states that the image of any destination has been defined in followings; as person's set of beliefs, impression about an object and opinions and information gained from different channels or mental connotation. Lopes (2011) states that the selection process of any destination depends on the destination image, which is valuable concept with regard to tourist destination selection process. Cronin and Taylor (1994) shows that expectations are left out, as they are inherent in perceptions of customer satisfaction need not to be measured separately and not conscious about them.

PRESENT SCENARIO OF TOURISM IN CHANDIGARH CITY

Chandigarh belongs to Union Territory (U.T.) and the administrative capital for Punjab and Haryana states. Chandigarh as a city beautiful, is one of the best planned city in India, It was the dream of Pt. Jawahar Lal Nehru and was executed by the Le Corbusier. Chandigarh has many categorised and non-categorised accommodations available & tourist information centres. Chandigarh has many famous places to visit like, Bhim Devi Temple, Capitol Complex, Chattbir Zoo, Fun City, Morni Hills, Rock Garden, Rose Garden, Sukhna Lake, City Museum, Botanical Garden and many more.

As per the Government of India ,Ministry of tourism & Culture Report in March 2003 states that Master Plan for the development of tourism in Chandigarh for short, medium and long term projects as 20 years perspective, includes following;

- ✓ Setting up a system co-ordination
- ✓ Assessment of Economic Impact in Chandigarh
- ✓ Accreditation of shops and transporters
- ✓ Cultural & tourism information centre
- ✓ Promoting traditional cuisines
- ✓ Sightseeing linking, conference centre, developing city centre & Adventure and Wildlife tourism.

The main objective of this report on 20 years perspective is to maintain the balance between tourism growth & its impact on heritage, cultural and natural resources.

Chandigarh has erected edicts to make familiar the present and future generation about the concept of city beautiful planning. This city provides the proper human scale

of touch for cosmos and nature. City beautiful has been divided into sectors with well connected roads. Green strips are totally disconnected from vehicular traffic.

Centre plaza in sector 17 is termed as "pedestrian's paradise" and no vehicular traffic has been allowed there. Industrial areas have been provided with electricity to save the atmosphere from pollution. Beautiful landscapes which includes parks, Leisure valley, Rajindera Park etc. Has there natural setup to attract the visitors from different parts of the country and abroad. This city has not been erected any personal statues. Tourism infrastructure has been properly constructed and basic facilities are maintained. Tourism destinations are properly maintained and utilized for tourism activities by the tourism department of the Chandigarh administration.

Chandigarh has no dearth in relation to the availabilities of different types of regional and international cuisines, which caters the needs for cuisines for the different categories of tourists from India or abroad.

TOURIST PROFILE IN CHANDIGARH

Tourist arrival statics in Chandigarh in the year 2014

MONTH	DOMESTIC TOURIST	FOREIGN TOURIST
JAN	88081	2074

Tourist arrival statics in Chandigarh in the year 2013

MONTH	DOMESTIC TOURIST	FOREIGN TOURIST
JAN TO DEC	936922	40124

Tourist arrival statics in Chandigarh in the year 2012

MONTH	DOMESTIC TOURIST	FOREIGN TOURIST
JAN TO DEC	924589	34130

As per the Indian Tourism Statistics (ITS) under the Ministry of tourism and the Indian government the domestic & foreign tourists visit in Punjab from the year 2009 to 2011 are as follow;

YEAR	DOMESTIC TOURIST	FOREIGN TOURIST	TOTAL
2009	5369995	110404	5480399
2010	10583509	137122	1072063
2011	16416638	150958	1656759

III. RESEARCH FINDINGS AND ANALYSIS

This study's aim is to study perceptions of tourists visiting the destination Chandigarh (U.T.). For this a field survey has been done in Chandigarh as a tourist destination. Surveys were received from 280 participants, but 50 of them were not filled out as required for this survey; thus, the analysis was made of 230 survey forms. Following the analysis of demographic variables of tourists, an assessment was made about perceptions of visitors in the area. One way in which variance analysis was used was to research the effects of age, education, and income status on the visitor attitude and perception regarding Chandigarh as a tourist destination. Research findings shows that there are significant levels of

differences regarding certain visitor attitudes in terms of age, education level and income level.

This paper focus on the demographic situation of visitors visiting Chandigarh were examined on the effect of education, age and their income level. We also examined the visitor's attitudes. The research implemented in two steps, first step was data examined and second one is the collection of data from the research field. The survey method was used for data collection.

The first section was to form survey and questions concerning the perceptions towards the Chandigarh. For this Likert attitude scale used in this research based on quantitative data. Likert type scale items are used as 3, 5 or 7 options. In this, Likert five point's scale was used. The perception statements were given as per 'absolutely agree, agree, neither agree nor disagree, disagree, never agree.

In this study the visitor's perceptions towards Chandigarh as a tourist destination. Total 230 surveys taken and analyzed according to various demographic variables. The data collected was analysed with SPSS (statistical programme developed for social sciences). Finally one-way variance analysis was applied in and to study the effect of education, age and income on visitor's perception towards Chandigarh as a tourist destination. The Scheffe test was done, when the result come out as meaningful in variance analysis.

DEMOGRAPHIC FACTOR	NUMBER	%AGE	DEMOGRAPHIC FACTOR	NUMBER	%AGE
GENDER			AGE		
MAN	126	55	25 AND BELOW	60	26
WOMEN	104	45	26-30	51	22
EDUCATION			31-35	28	12
PRIMARY EDUCATION	51	22	36-40	19	8
HIGH SCHOOL	52	23	41-45	40	17
GRADUATION	81	35	46 AND ABOVE	32	14
POST GRADUATION	46	20	INCOME		
			25000 AND BELOW(PM)	40	17
			25001-35000	73	32
			35001-45000	60	26
			45001-55000	35	15
			55000 AND ABOVE	22	10

Table 1: Demographic Finding

55% of the survey attendants are man and 45% are women, including (126 man and 104 women). In education background 22% are having primary education, 23% high school education, 35% are graduates and 20% are post graduation including (51-primary education, 52 high school, 81-graduates and 46 are post graduates).

When the age of the attendants are taken into account, it is observed 26% people are between 25 and below, 22% are below between the age of 26-30 years, 12% have age group of 31-35 years, 17% having age group between 41-45 years and 14% between 46 and above age group.

For income group categories concerns:

17% people have included between 25000 and below per month, including total 40 people. 32% having income between 25001-35000 including 73 people, 26% have income between 35001-45000 including 60 persons. 15% are in income group of 45001-55000 including 35 persons and for the group of 55001 and above 10% people including 22 people.

One-way variance analysis was applied to research for the effect of education of the visitor visiting Chandigarh on their perception of the destination.

The result analysis is shown below given table.

	F	P	SCHEFFE
Local transportation service is comfortable	1.749	.023	3-5,4-5
Condition and available facilities at destination is high	3.169	.001	1-2,1-3
Service quality of accommodation is high	2.502	.007	1-3,1-5
Behaviour and attitudes of service provides at destination is high	1.381	.036	2-4
Tourist attractions and structures are of high quality	1.765	.023	1-5

Table 2: Educations Of The Visitors And Statements

Those having P.G. education was determined to be meaningful regarding the comfort of transport service ($F=1.749$, $P<.023$). Those people having graduation are more likely to think local transportation service is comfortable than those with P.G. education. In comments concerning the destination, the difference between those with primary education and those having high school education is significant ($F=3.169$, $P<.001$). In relation to 'service quality of accommodation facilities is high' those with primary education give different attitudes than those with graduation and post graduation ($F=2.504$, $P<.007$). Those having primary education perceives the service quality inadequate. In the statement, 'Behaviour and attitude of service and facilities provide is also a difference according to education of visitors ($F=1.381$, $P<.036$). Those with high education are more likely to regard it high, as compared to those having degree. Regarding the next statement 'Tourist attractions and structures are of high quality' based on the education background ($F=1.765$, $P<.023$). Those having primary education regards the quality of the destination very high, and those having graduation and P.G. education do not regard it as high.

One-way variance analysis was applied to the effect of age of the visitors at Chandigarh destination on their perception for the site.

Findings are given below table.

	F	P	SCHEFFE
It has a unique atmosphere.	1.429	.033	2-4
It is a safe place.	1.849	.015	1-6
There is large verity of foods and drinks.	2.428	.004	2-6
It is feeling like home in accommodation facilities.	1.898	.013	1-6,2-6
Accommodation prices are high.	1.700	.020	1-5,2-5
Gifts and souvenirs prices are high.	2.620	.002	1-5,2-5
Prices of entertainment services are high.	4.173	.000	1-3,1-5
Health service is adequate.	1.526	.028	1-5

Table 3: Ages of Visitors And Statements

In the 26-30 age group regard Chandigarh as unique atmosphere than those in the 36-40 age group ($F=1.429$, $P<.033$). Chandigarh is a safe place shows significant difference, according to age group of 25 and under years perceives Chandigarh as a safe place than 46 years and old age group. On the verity of foods and drinks in destination ,the difference detected ($F=2.428$, $P<.004$).Indeed , age group between 26-30 years regard the verity of foods and drinks in Chandigarh as adequate , more than 46 and above age group persons. And 25 years old and under and between 26-30 years old give more points to the accommodation facilities to feel like home, than 46 years and over age group($F=1.898$, $P<.013$). In statement of health service is adequate, 25 and under group also exhibit a different attitude than those between 41-45 years old ($F=1.526$, $P<.028$).While 25 and under state that the health services are adequate. Accommodation prices ($F=2.700$, $P<.020$).25 and under years old participants and 26-30 years old regards prices are high than the 41-45 years old. In statement' gifts prices are high, 25 and under and 26-30 years old regards it higher than those between 41-45 years old. The 'prices of entertainment services are high' ($F=4.173$, $P<.000$). 25and under years old visitors regard it higher than those between 31-35 and 41-45 years old.

One-way variance analysis was applied to study the effect of income situations of visitors towards the Chandigarh.

Findings are given below.

	F	P	SCHEFFFE
It is a safe place	2.854	.003	1-4,1-5
There is quality service in accommodation facilities.	3.269	.001	1-4
Accommodation facilities are clean	2.510	.007	1-2,2-3
Health service is adequate	4.082	.001	1-2,1-3,1-4,1-5
Prices of foods and drinks are high	2.126	.014	1-3
Gift prices are high	3.817	.001	1-2,1-3,1-4,1-5
Prices of entertainment services are high	3.255	.001	1-4,1-5

Table 4: Incomes Of Visitors And Statements

The attitudes towards the Chandigarh as a safe place has shown the difference between income of the visitors, and is meaningful ($F=2.854$, $P<.003$).Visitors having earning 25000 and below (per month) regard the place safe, than those having income 35000 and above. The quality service in accommodation facilities, visitors exhibits a different attitudes according to their income ($F=4.173$, $P<.001$), visitor with 25000-35000 pm income regards an accommodation facilities as higher quality, than those between 45000-55000pm income group. For accommodation facilities are clean statement ($F=2.510$, $P<.007$). While with a 25000 and below considers the accommodation facilities as clean more than those with an income between 25001-35000 think accommodation facilities are cleaner, than those 35001-45000 pm income group. The health service is adequate and income situation has also proven meaningful ($F=4.0082$, $P<.001$) Visitors with 25000 and below income regard health service as adequate more than other income groups, which state that the health service are not adequate. 'Prices of foods and drinks are high' show

difference ($F=2.126$, $P<.014$). Those having 25000 and below income regard prices of food and drinks as high, than those having income between 25001-35000 regards it as normal.

The statement 'gifts prices are high and income situations is meaningful ($F=3.817$, $P<.001$) those having 25000 and below regard gift prices as high more than those in all other income groups. In last statement 'Prices of entertainment services are high' visitors exhibits a different attitude depending on their income situation ($F=3.255$, $P<.001$). Income group 25000 and below regard prices of entertainment services as high more than those having income between 35000-55000.

IV. RESULTS AND SUGGESTIONS

In this paper the perception of the tourist regarding to the destination examined. One-way variance has been used to show the effect of income, education and age of the visitor's perception criteria.

The data collected through survey and was analyzed by SPSS statistical package programme developed for social sciences. In the variance analysis, the Scheffe test was conducted.

The education qualification difference between graduate and post graduates was determined to the meaningful when it comes to the comfort of transport service and it can be assumed that the comfort level of local transportation service is not adequate for visitors with high level of education, and should be improved. The firm providing transportation service should provide more comfortable vehicles.

In this statement of service quality of accommodation facilities perceived higher by the primary education group than the degree & PG degree education group. It leads to the great deal of responsibility to managers of these accommodation facilities to match with tourist's expectations. In order to increase the service quality, important focus should be on in-service education of employees and details in design of rooms, service area and facilities. The statement 'Chandigarh has a unique atmosphere' show that the age group between 26-30 years old regard Chandigarh as a unique atmosphere more than in 36-40 age group.

'Great variety of food and drinks' the difference has been detected. It can be said that participants between 26-30 years old regard more variety of food and drink facilities as adequate than age group of 46 and above. It can be due to greater expectations of various foods and drink options, perhaps due to varied health problems.

'In accommodation facilities feel like home' 'in the age group of 25 and under give more points than 46 and over year's old participants. Given that the people attached to their own house as they become older, so that the younger participants feel at home is an expected result.

In statement 'Health service is adequate' exhibits by the age group of 25 and under, than those 41-45 years old. It can be due to the more weight carried by the aged persons. 'Accommodation prices are high' found significant for 25 and under age and 26-30 years old than those between 41-45 years old. It can be due to less income for the accommodation budget.

Statement 'gifts are high priced' among 25 and below as well as 26-30 years old age group than 41-45 years old group. It can be due to problem to open up more shops or locations where tourists can purchase gifts. Chandigarh government and business community should work together to support to produce and sell their own local handicrafts. They could sell from their own or from common stand stands organised by the municipality.

Other statement 'Prices of entertainment services are high' age group 25 and under consider the prices of entertainment services higher than the age group between 41-46 years old. The reason can be that, 25 years and under age group are seeking more entertainment opportunities at a more affordable price.

Now regarding the income level impact, it comes to the perception of Chandigarh as a safe place, guest earning 25000 and less see Chandigarh as a safe place. Same happened with the statement of quality service in accommodation. The reason may be the service quality in Chandigarh for higher income is not adequate.

For statement 'The accommodation facilities are clean' for this the higher income level perceive the accommodation facilities as less clean than less income group, which perceive it clean.

Statement 'health service is adequate' with 25000 and under regard health service as adequate more than other higher income group.

For statement 'Prices of foods and drinks 'shows that, income group 25000 and below consider the prices of foods and drinks higher in contrast, those having higher income. Same result came out with the statement of 'gifts prices are high'. Certainly it is a fact that one's income level affects the purchase of gifts and souvenirs. Opening various gifts and souvenirs stands suitable for every income group.

Statement 'entertainment prices are high' for 25000 and below income group than higher income group.

The research results indicate that greater value should be given on the visitor's perceptions in order to increase the numbers of visitors in Chandigarh region. It is clear that the local people and employees are needed to be trained to help and assist tourists in having an enjoyable and memorable time at Chandigarh. The scope of research in the future can be in this direction.

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