Role of India Tourism Development Corporation in the Promotion of the Effect of Tourism Service Quality and Satisfaction of Foreign Tourist in Tamilnadu

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ABSTRACT *Parallel Prefix adders have been one of the most notable among several designs proposed in the past. Parallel Prefix adders (PPA) are family of adders derived from the commonly known carry look ahead adders. The need for a Parallel Prefix adder is that it is primarily fast when compared with ripple carry adders. The classical parallel prefix adder structures presented in the literature over the years optimize for logic depth, area, and fan-out and interconnect count of logic circuits. In this paper, a comparison of two 8- bit parallel-Prefix adder (BENT-KANG AND KOGGE-STONE) in their area, delay, power is proposed. In this proposed system Bent-kang and Kogge-stone parallel prefix adder are used for comparison. The results reveal that the proposed Bent-kang Parallel-Prefix adder is more competent than Kogge-stone Parallel-Prefix adder in terms of area, delay & power. Simulation results are compared and verified using Xilinx 8.1i software.*

Introduction

International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment. UNWTO—originally, World Tourism Organisation—WTO— defines tourists as, people who travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. United Nations has classified three forms of Tourism in its Recommendations on Tourism Statistics': (i) Domestic tourism, which involves residents of the given country traveling only within the country; (ii) Inbound tourism, involving non-residents traveling in the given country; and (iii) Outbound tourism, involving residents traveling in another country. The UN also derived different categories of Tourism by combining the three basic forms of tourism: (a) Internal tourism, which comprises domestic tourism and inbound tourism; (b) National tourism, which comprises domestic tourism and outbound tourism; and (c) International tourism, which consists of inbound tourism and outbound tourism Hence it is important for the travel to be classified as tourism in that an individual has to move out of the living area and also the purpose may be for pleasure, business, health, leisure or any other reason as per the needs of the individual concerned within the time frame. Other important feature is that the purpose of the visit should not be to make a living in the place of living.

Global level

About 5.2 million foreign tourists have visited Japan in 2003. On the other hand, about 16 million Japanese tourists visited foreign countries for sightseeing (JNTO, 2004). Japanese government is now promoting "Visit Japan Campaign" in order to double the number of foreign visitors until 2010. Not a few local governments are, therefore, trying to attract foreign tourists by improving signs, providing information and increasing the number of tour guides in foreign languages. It is reported that foreign tourists who come to Tokyo do not only visit traditional sightseeing spots like hot spring areas, temples and shrine, but also go shopping in Shinjuku and Akihabara to purchase cutting-edge electric materials. However, it is not cleared whether they are satisfied and what they find their travel values. So far in Japan, interests for not a few urban planners have been focused on transportation planning and estimation both of the number and the attractiveness of tourists in sightseeing areas (Mizokami, S. et al., 2000, Takahashi, K. et al., 1990). In sightseeing spots where roads are congested like in Kamakura, for example, several TDM measurements have been proposed and demonstrated (Takahashi and Kubota, 2004, Sakamoto, K. et al., 1997). In order to clarify the impacts of tourism measurements in those areas, both travel surveys have been conducted, and the attractiveness of sightseeing spots have been analyzed by, for example, LISREL models (Kako, Y. et al., 1991). It is also researched how travel information affects Japanese tourists' behavior (Yoshida, H. 1993). Another interest of tourism research is to conduct tourists' surveys and to provide travel information by using portable digital devices like GPS, PDA or handy phones (Asakura, Y. et al., 2003, Uemura, Y. et al., 2003, Fujisawa, Journal of the Eastern Asia Society for Transportation Studies, Vol. 6, pp. 2154 - 2169, 2005 2154 A. et al., 2001). Through these researches, it is indicated that ITS-related techniques are useful to assist comfort sightseeing activities and to track tourists' positions. However, it is not clarified what kind of information media foreign tourists refer and consumer satisfaction; when and where foreign tourists feel satisfied or unsatisfied when they are sightseeing. Furthermore, in order to increase consumers' values in tourism resources, it is necessary to clarify relationship between consumer satisfaction and travelers' behavior related to consumer values such as costs or royalties (Shimizu, 2005). The purpose of this study is, therefore, to clarify foreign tourists' attitudes and behaviors by conducting their behavior, in order to show what will affect their degree of satisfaction. Kamakura city is selected as the study area, where is one of the most popular sightseeing area for those foreigners who stay around Tokyo (Tanno, A., 2004). This study aims to show the followings; (1) the difference of consumer satisfaction and consumer value between Asian and non-Asian, (2) how and where they are satisfied

or unsatisfied about sightseeing spots, signs and services, (3) how richness of travel information affects consumer satisfaction. In the following chapter, survey and analysis methods are described. In chapter 3, characteristics of the study area is outlined. After survey results are shown in chapter 4, relationship between consumer satisfaction and consumer value are modeled by LISREL in chapter 5 in order to show difference of attitudes between Asian and Non-Asian tourists. Finally in chapter 6, conclusions and future researches are remarked.

Growth of Tourism

As evidenced by the following data, tourism industry has recorded a substantial growth in India over the years.

Foreign Tourist Arrivals

The large number of tourists are visiting India from various countries.

The number of foreign tourists who came to India increased from 17,000 in 1951 to 1.71 million In 19906. In fact, the foreign tourist arrivals have crossed the one million mark In 1986 when the country received 10,80,000 foreign tourists. But it was not a spectacular achievement considering the fact that it formed just 0.4 per cent of the global tourist traffic in that year. As stated by the then Civil Aviation and Tourism Minister Mr. Madhavrao Scindia in the Rajya Sabha, on November 24,1992, the number of foreign tourists who visited India during 1991 was 16,77,508. This shows a decline in the foreign tourist arrivals in the country in 1991, as compared to that in the previous year, though 1991 was declared as the 'VISIT INDIA YEAR'. Thus, the target of receiving 2.5 million tourists by the end of the Seventh Five Year Plan could not be achieved. What is more disappointing is the fact that the already poor share of the country in the global tourist traffic declined further from 0.4 percent In 1986 to 0.35 per cent in 1990. It looks rather ironical in view of the fact India, with her colourful geographical features, unique historical and cultural mosaic, fascinating fauna and flora, sun-drenched bathing beaches, majestic rivers, glorious architecture and beautiful and sublime literature, has inexhaustibly attractive tourism resources. It is anticipated that tourist traffic will grow at the rate of 9 to 10 per cent per annum and about 2.75 million tourist will visit India by the end of the Eighth Plan.

TableNo. 1.1
Arrivals of Foreign Tourist

Year	Arrivals
2005	1677508
2006	1867651
2007	1760418
2008	1886433
2009	2123683
2010	2287860
2011	2374094
2012	2358623
2013	2471848
2014	2876943

(Source) Department of tourism annual report 2014.

Above table indicate the data related to arrival of tourist in India According to the data, every year it should increasing trends in last decade. In 1991, 1677508 tourist have visited India, and 2624259 tourist have been visited India during 2014. India's top 10 tourist markets are the U.K., the U.S.A., F.R.G. (erstwhile), France, Japan, Shri Lanka, Italy, Canada, and U.S.S.R. and Malaysia, in the order of impor-

tance7. But three countries - the U.K., the U.S.A. and Germany (East and West combined) contribute the lion's share or tourist arrivals in India. They accounted for 14.9 per cent, 11.6 per cent and 6.0 per cent respectively of the total number of tourists who visited India In 19868. Hence, it is imperative to make all possible efforts to attract tourists from other European and South-east Asian countries and from the Middle East.

Foreign Exchange Earnings

Tourism in India has emerged as the largest net foreign exchange earner. Its contribution to the foreign exchange earning of the country increased from a meager Rs. 32 crores in 2004-05 to more than Rs. 3000 crores (Rs. 3318 crores as per the aforesaid statement of Shri Madhavrao Scindia in the Rajya Sabha on November 24, 2006). Since Imports of goods needed for tourism are limited, value added component in terms of foreign exchange earning of this industry is relatively high. India spends only 7 cents to earn a dollar from tourism, while the costs of earning one dollar from gems and jewellery and engineering goods are 70 cents and 40 cents, respectively10. But India's foreign exchange earnings from tourism are a paltry figure when compared to some other countries. For example, in I980, India earned dollar 603 million from tourism as compared to dollar 1,317 million earned by a tiny country like Hong Kong. In 2011, our country earned a mere 0.6 per cent of dollar 230 billion international spending on tourism. The National Committee on Tourism had estimated that foreign exchange earnings from tourism could be increased to about Rs. 5000 crores by the year 2000 A.D., at 1986-87 prices.

Tourism represents a key industry in the Portuguese economy. In 2004, Portugal received more than 12 million tourists with tourism representing approximately 8% of the GDP. Tourism also plays an important role in the Portuguese employment marketplace since more than 10% the population is employed in tourism-related sectors. Located in the south of Portugal, Algarve belongs to the top 20 travel destinations worldwide with the local economy relying mostly on the tourism-related activities. Despite the exceptionally favourable conditions for tourism (quality beaches, warm climate, hospitable and friendly community and multiculturally-attuned), Algarve has recently experienced some difficulty in maintaining its position as a preferred travel destination. Compared to 2004, the number of tourists entering Algarve decreased by 0.8% with lodging demand decreasing by 4.8% (AHETA, 2005). Although several external factors could be mentioned as passive reasons for this occurrence, the current condition of tourism in Algarve is much the result of emerging new holiday destinations that offer lower prices and, in some cases, higher quality facilities (AHETA, 2005). Even though the study of consumer loyalty has been pointed out in the marketing literature as one of the major driving forces in the new marketing era (Brodie et al., 1997), the analysis and exploration of this concept is relatively recent in tourism research. Some studies recognise that understanding which factors increase tourist loyalty is valuable information for tourism marketers and managers (Flavian et al., 2001). Many destinations rely strongly on repeat visitation because it is less expensive to retain repeat tourists than to attract new ones (Um et al., 2006). In addition, Baker and Crompton (2000) show that the strong link between consumer loyalty and profitability is a reality in the tourism industry. The study of the influential factors of destination loyalty is not new to tourism research. Some studies show that the revisit intention is explained by the number

of previous visits (Mazurki, 1989; Court and Lupton, 1997; Petrick et al., 2001).

Besides destination familiarity, the overall satisfaction that tourists experience for a particular destination is also regarded as a predictor of the tourist's intention to prefer the same destination again (Oh, 1999; Kozak and Rimmington, 2000; Bowen, 2001; Bigné and Andreu, 2004; Alexandros and Shabbar, 2005; Bigné et al., 2005). Other studies propose more comprehensive frameworks. Bigné et al. (2001) model return intentions to Spanish destinations through destination image, perceived quality and satisfaction as explanatory variables. Yoon and Uysal (2005) use tourist satisfaction as a moderator construct between motivations and tourist loyalty. Recently, Um et al. (2006) propose a model based on revisiting intentions that establishes satisfaction as both a predictor of revisiting intentions and as a moderator variable between this construct and perceived attractiveness, perceived quality of service and perceived value for money. More complex models have the advantage of allowing a better understanding of tourist behaviour since more variables and their interactions can be taken into account. However, for more effective marketing interventions it is important to assess whether the destination models also consider the tourist's personal characteristics (Woodside and Lysonski, 1989; Um and Crompton, 1990). In fact, despite the use of more comprehensive models, so far, they have left unspecified the main personal characteristics (socio-demographic and motivational) of the more potentially loyal and satisfied tourists. The contribution of this study lies in bridging this research gap. This study integrates the main stream of previous research on destination loyalty intention proposing a causal relationship between this construct and satisfaction. However, besides estimating this causal model, the paper aims to identify how observed variables of the latent constructs are related and, next, find and describe segments of tourists based on these relations.

The study relies on the use of a structural equation model (SEM) procedure, through a categorical principal components analysis (CATPCA) and a cluster analysis. The model is estimated using data from a questionnaire answered by tourists visiting Arade, a Portuguese tourism destination, located in Algarve, in the western part of the province, which includes four municipalities Portimão, Lagoa, Monchique and Silves (Figure 1). On the one hand, this type of approach can help destination managers to determine segments of tourists which require special attention in the definition of future tourism intervention strategies. On the other hand, the complementary use of CATPCA and cluster analysis can be applied in further research in order to develop more complex models in which an increased number of latent variables and relations among them are considered.

Factors influencing international destination competitiveness

The research findings from different studies regarding the determinants/indicators of tourism destination competitiveness share some common features. This study adopts the findings of these researches to develop the measurement scale of destination competitiveness. The factors are as follows:

Security & safety: It includes law and order of country, safety of luggage, safety of family, safety of females, tourist grievances redressal, discipline in the country and political stability.

1. **Maintenance and Cleanliness:** It includes general cleanliness & sanitation, availability of clean drinking water, air, water, noise pollution, availability of healthy and hygienic food and healthy ambience.

2. **Information and Communication:** This factor involves communication with local people ease of visa formalities, quality of mobile phone networking and availability of information about destinations through websites.

3. **Infrastructure:** This feature includes the airport ambience and facilities, ground transport including road transport and rail transport connectivity to neighboring countries and connectivity to local tourist places.

4. **Prices:** Competitiveness can also be checked on this factor which includes price of general commodities, airfare charges .price of local transport, accommodation charges, food/other commodity prices at tourist spots fee charged to see tourist spots and availability of economic tour package for neighboring countries.

5. Facilities: This factor includes banking & financial system in the country, accommodation quality, medical facilities in country and easy availability of desired food.

6. **Attractions:** It includes the shopping facilities in the country, climate and weather condition, attraction of festivals, presence of historical monuments , holding of international art exhibitions, games & adventurous activities like golf, gym, sports, casino etc uniqueness of local blend of multi-cultural heritage ,nightlife, potential to be international destination and overall infrastructural facilities of the country.

7. **Behavior of country residents:** This includes behavior of government officials, behavior of taxi/Auto rickshaw drivers, friendliness/behavior of local people, general hospitality level of the nation, openness in society and level of education and training of service providers at tourist places.

8. **Factors affecting the purpose of visit:** It includes availability of natural resources, quality of tourism infrastructure and accessibility to tourist spots.

9. **Other factors:** It includes the extent of begging & cheating in the country, presence of terrorism and the general corruption level in the nation.

Competitiveness of India as an International tourist destination

The following discussion illustrates the state of competitiveness of Indian tourism industry:

1. Security & safety-India is highly lacking on this attribute of competitiveness. The major reasons being the internal community riots and also the terrorist attacks faced from time to time. The country is highly unsafe for females and there is poor discipline as well as political instability in the country. In the TTCI index of 2011 India was ranked 78th out of 139 economies showing poor security environment of the country.

2. Maintenance and cleanliness-The general cleanliness and sanitation level of the country is also very poor. Out of the top 10 polluted cities of the world two cities of India –Ludhiana is on the 5th position and Kanpur is the 10th position.

3. Information & communication- Though the official languages of the republic of India are Standard Hindi and English yet the government of India has given 22 languages of the 8th schedule the status of official languages. Because of such diversity in the regional languages the foreign tourist has to face the problem of communication with the locals. Also the official website of Incredible India campaign of Ministry of tourism, Government of India is less informative which could

have otherwise solved this language and communi- cation problem. There is improvement in the mobile phone networking of India and currently India has a total of 15 mobile network operators with Idea, Voda- fone and Reliance Communications bagging the top three positions.

4. Infrastructure-As per the TTCI rankings of 2011 India's Air transport infrastructure and the ground transport infrastructure bag 39th and 43rd position respectively out of 139 countries which is pretty well. Efforts made by the government of India are also commendable which are visible in the form of opening of Terminal 3 at the IGI airport, Delhi which can alone handle 34 mil- lion passengers providing ultra-modern facilities .This airport was ranked 6th in the world in the year 2011 whereas it was not among the top 100 in the year 2007 showing the seriousness and dedication of the In- dian government for developing its infrastructure. The mobile teledensity of India is 74.15% and that of the world is 86%. Various schemes are being implemented with financial support from Universal Service Obligation Fund (USOF) for providing access to telecom services to people in the rural and remote areas as an effort of the Ministry of Communication, Government of India to provide better telecom infrastructure.

5. Prices-India is highly competitive when prices of gen- eral commodities, airfare and accommodation charges and prices of food items at tourist spots are discussed .In the list of top 10 least expensive nations of the world India bags 4th position. But the policy of the Indian government to earn foreign revenue through charging more entry fees from foreign tourists at tour- ist spots is highly criticized.

6. Facilities-India has a sound banking system with its five banks among the top 300 and two among the top 100 banks of the world in the year 2011.(State Bank of India 64th ,ICICI 81st ,Punjab National Bank-239th , HDFC 242nd and Bank Of India 263rd)..The medical facilities are among the best in India with Fortis hospi- tal, Bangalore rated 1st in the list of world's best hos- pitals for medical tourists.

Conclusion

To provide for effective marketing and advertisement of India as a global tourist destination through promotional campaigns that project India as a whole and not merely a combination of states. Families in different strata need fa- cilities like bus, cars, and trains to approach their favorite destinations. Major distances are covered by trains or planes. Sufficient transport facilities exist and additional fa- cilities can be made for the same based on requirements. India's transportation system is also in need of a serious overhaul. Although cars and trucks traverse India's roads, laws for operating vehicles are widely ignored. Often the result is pure chaos, as cars, trucks, bicycles and rickshaws drive into opposing traffic rules and ignore traffic lights to get where they need to go. Fatal car and truck accidents are not uncommon. For a tourist visiting India, the experi- ence of traveling along India's lawless roadways can induce cardiac arrest. While India also has an extensive railway system, due to overcrowding and poor maintenance, this mode of transportation is not much better. Trains are fre- quently so crowded that people sit on the roofs of moving trains or hang out the windows. While a rare breed of ad- venturous tourist may find traveling on India's trains excit- ing, the majority of tourists might find using India's railways highly inconvenient. India needs to enforce its traffic laws and reduce railway overcrowding so that visiting tourists will have an easier time traveling from place to place.

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