

A PERCEIVED IMAGE OF 'SATARA' TO COME UP AS A TOURIST DESTINATION BY DOMESTIC TOURIST

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ABSTRACT

Satara is a historical and district place in Maharashtra. The popular two hill stations of Maharashtra are in Satara district. Recently Satara is come to limelight due to Kas, a site recognized as a world heritage site by UNESCO at 2nd December 2012. Kas tourist flow has risen from 8972 in 2008-9 to 350000 2011-12. The paper has set the four objectives viz. to know the tourist perception on attraction of tourism product, to know the motivators to tourism, to know the pricing perception, to determine the awareness and opinion for other worth seeing destinations of Satara district and to know the opinion of tourist on potential of tourism in Satara district.

The study concluded that tourism products like Hill station, scenic beauty, waterfall and forts attracts tourist more irrespective of their age group and gender. Propensity to pleasure and leisure are the prime motivators to tourism. Most of the tourist destinations are unseen by tourist so there is scope to promote those destinations for tourist who visit Satara district. Tourists strongly perceived that Satara has potential to develop as a tourist destination.

KEYWORDS

Tourism, Motivators, Tourist Services, Amenities, Satara etc.

INTRODUCTION

The district of Satara is located in the western Indian state of Maharashtra. Spread across an area of almost 10484 square kilometers, The Rivers Krishna and Koyana flow through this district. Wai, Panchgani, Mahabaleshwar, Karad, Koregaon and, Koyananagar are the chief towns of Satara District. Satara district has very vibrant history. Satara is becoming famous for nature, leisure, and pilgrimage tourism. It is also popular destination for regional and bollywood film shootings. Mahabaleshwar and Panchgani are well-known hill stations for tourists. On the contrary, there are other places worth seeing which tourist ignores. These are ancient caves in Agashivnagar, Nandgiri, and Pateshwar, Pratapgad, Ajinkyatara forts. Wildlife of Koyananagar, Vasota, Valmiki, temples and pilgrimage centers such as Chaphal, Pali, Sajjangad, Shikharshingnapur, Yamai at Aundh, Naikba at Banpuri, Gondawale Maharaj math, Pusegao math, old Mahabaleshwar, Mandardevi. Musems such as Aundh, Satara's shivaji Sangrahalay, Dams such as Koyana, Kanehar, Dhom and Veer, Bird sanctuaries at Mayani and waterfall at Ozarde, Thoseghar, lingmala and lake such as Kas, Venna and health resort Prakruti and windmills at Chalkewadi, Hydro electricity power plant at Koyna, deep valleys and green meadows, big plateaus at Panchgani and Kas, and many more. However, Satara has places worth seeing but the places are not exploited as tourist destinations. Satara's Kandi pedha is famous for its taste. Satara city has rich heritage, calm and serene beauty and healthy climate which have made paradise for pensioners. Satara district has number of places that are favorites of Bollywood and Marathi film directors. Panchgani hillstation is popular for residential school, which also drives good tourist flow. Thus, there is need to draw the attention to utilize the available rich resources which is God gift to the Satara district to develop and grow as a Tourist destination.

Satara is getting popularity because of the Kas, a site documented as a world heritage site by UNESCO at 2nd December 2012. Kas tourist flow has risen from 8972 in 2008-9 to 350000 2011-12. Two well-known hill stations of Maharashtra are in Satara district. Tourists are flooded during summer and winter vacations. There is other worth seeing destinations are in Satara district to hold the tourist flow. To develop and promote these destinations the need arises to understand the perception of tourist those have been visited to Satara district. So that it can possible to have effective tourism plan to develop and promote the Satara district to come up as a tourist destination with a varied tourist product.

OBJECTIVES OF RESEARCH

Thus, researcher has proposed the following objectives:

- To Know the Tourist Perception on Attraction of Tourism Product.
- To Know the Motivators To Tourism.
- To Know the Pricing Perception.
- To Determine the Awareness and Opinion For Other Worth Seeing Destinations of Satara District.
- To Know the Opinion of Tourist on Potential of Tourism in Satara District.

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RESEARCH METHODOLOGY**Hypotheses**

H₁: Gender and perception on attraction of tourism product is correlated.

H₂: Age and perception on attraction of tourism product is correlated.

Methodology

The study is descriptive and inferential in nature. The data is mainly collected from primary source. The schedule is designed to collect the responses from 326 tourist samples where tourist population is infinite. The reliability test was undertaken through cronbach alpha test the score is 0.911 of the 15 tourism products and 0.821 of the opinion on potential of tourism.

The data was collected with the range of 30 to 37 samples each from the Mahabaleshwar, Panchgani, Wai, Pratapgarh, Kas, Thoseghar, Ajinkyatara, Sajjangarh, Aundh and Koyna as a field survey. Perception of tourist is measured with five point likert scale. There are 15 tourism products (viz. Adventure, Flora, Fauna/Wild Life Sanctuary, Waterfall, Ghats, Hill station, Lake Reservoir, Scenery beauty, Valleys, Pilgrimage, Temples, Museum, Historical Monuments, Forts and Windmills) were designed according to the researchers' own observation to check the tourist attraction of Satara. Motivators and Pricing parameters designed as per experience and observation.

Pricing perception was considered of only stayed tourists. Researcher has considered 10 situations that motivates for tourism as motivators' viz. Availability of Financial Resources like Money, Leisure to reduce the stress, Propensity to Pleasure, More Occasions for Special Gatherings, Influence of Western Culture, Promotion in employment, Cost Effective Transport System, Time Saving Transport System, Sponsorship from Employer, Changes in Domestic Culture and asked to the total sample of tourists to assign the ranks for the same from 1 to 10 on priority basis.

38 worth seeing destinations were list out by experience to check the awareness of tourist towards the site. 6 statements were prepared to check the potential to Satara. The data was analyzed with mean, percentage and standard deviation. The hypothesis has tested with Spearman's rank correlations.

DATA PRESENTATION AND ANALYSIS**Table 1: Distribution of Respondents**

S. No.	Name of Destination	Number of Respondents	S. No.	Name of Destination	Number of Respondents
1	Aundh	30	6	Sajjangarh	30
2	Mahabaleshwar	30	7	Thoseghar	33
3	Panchgani	35	8	Kas	30
4	Pratapgarh	30	9	Ajinkya-Tara	34
5	Wai	37	10	Koyna	37
	Total	326			

Sources: Field Data

Table-2: Gender wise Distribution

S. No.	Name of Tourist Location In Satara District	Male		Female		Total	
		F.	%	F.	%	F.	%
		1	2	3	4	5	6
1.	Aundh	16	53.33	14	46.67	30	9.20
2.	Mahabaleshwar	23	76.67	7	23.33	30	9.20
3.	Panchgani	24	68.57	11	31.43	35	10.74
4.	Pratapgarh	27	90.00	3	10.00	30	9.20
5.	Wai	30	81.08	7	18.92	37	11.35
6.	Sajjangarh	20	66.67	10	33.33	30	9.20
7.	Thoseghar	29	87.88	4	12.12	33	10.12
8.	Kas	21	70.00	9	30.00	30	9.20
9.	Ajinkya-Tara	24	70.59	10	29.41	34	10.43
10.	Koyna	32	86.49	5	13.51	37	11.35
	Total	246	75.46	80	24.54	326	100.00

Sources: Field Data

From the 326 collected samples from the 10 destinations, male are 246 and female are 80.

Table-3: Perception of Sample Tourists on Attraction of Tourists Locations as Per Gender

S. No.	Gender Nature of Products	Male			Female			Total		
		Mean	Rank	SD	Mean	Rank	SD	Mean	Rank	SD
1.	Adventure	3.58	13	0.81	3.58	13	0.81	3.58	13	0.81
2.	Flora	3.84	9	0.70	3.84	8	0.70	3.84	9	0.70
3.	Fauna / Wild Life Sanctuary	3.72	10	0.78	3.72	10	0.78	3.72	10	0.78
4.	Waterfall	4.08	3	0.66	4.08	3	0.66	4.08	3	0.66
5.	Ghats	3.87	7	0.79	3.87	7	0.79	3.87	7	0.79
6.	Hill Station	4.37	1	0.75	4.37	1	0.76	4.37	1	0.75
7.	Lake/Reservoir	3.90	6	0.79	3.90	6	0.79	3.90	6	0.79
8.	Scenery beauty	4.21	2	0.75	4.21	2	0.76	4.21	2	0.75
9.	Valleys	3.67	11	0.83	3.67	11	0.83	3.67	11	0.83
10.	Pilgrimage	3.85	8	0.98	3.83	9	0.98	3.85	8	0.98
11.	Temples	3.96	5	0.82	3.94	5	0.82	3.6	5	0.02
12.	Museum	3.53	14	0.89	3.51	14	0.89	3.53	14	0.89
13.	Historical Monuments	3.67	11	0.87	3.67	11	0.87	3.67	11	0.87
14.	Forts	3.97	4	0.80	3.97	4	0.80	3.97	4	0.80
15.	Windmills	3.26	15	0.92	3.26	15	0.92	3.26	15	0.92

Sources: Field Data

Hill station, scenic beauty, waterfall and forts attracts tourist more compared to windmill, museum, adventure, valleys and historical monuments since the mean score is above 3.

Table-4: Age Wise Distribution

Sr.	Age Group Name of Product	15-25			25-35			35-45			45-55			55 & Above		
		Mean	Rank	SD	Mean	Rank	SD	Mean	Rank	SD	Mean	Rank	SD	Mean	Rank	SD
1.	Adventure	3.58	13	0.8	3.58	13	0.81	3.58	13	0.8	3.58	13	0.81	4	13	0.81
2.	Flora	3.82	9	0.7	3.82	9	0.72	3.83	9	0.7	3.84	9	0.7	4	8	0.7
3.	Fauna / Wild Life Sanctuary	3.72	0	0.8	3.72	10	0.78	3.72	10	0.8	3.72	10	0.78	4	10	0.78
4.	Waterfall	4.09	3	0.7	4.09	3	0.68	4.08	3	0.7	4.08	3	0.66	4	3	0.66
5.	Ghats	3.87	7	0.8	3.87	7	0.79	3.87	7	0.8	3.87	7	0.79	4	7	0.79
6.	Hill Station	4.33	1	0.8	4.34	1	0.76	4.37	1	0.8	4.37	1	0.75	4	1	0.76
7.	Lake Reservoir	3.89	6	0.8	3.89	6	0.81	3.9	6	0.8	3.9	6	0.79	4	6	0.79
8.	Scenery beauty	4.16	2	0.8	4.16	2	0.75	4.2	2	0.8	4.21	2	0.75	4	2	0.76
9.	Valleys	3.67	11	0.8	3.67	11	0.83	3.67	11	0.8	3.67	11	0.83	4	11	0.83
10.	Pilgrimage	3.83	8	1	3.84	8	0.98	3.84	8	1	3.85	8	0.98	4	8	0.98
11.	Temples	3.94	5	0.8	3.96	5	0.82	3.96	5	0.8	3.96	5	0.82	4	5	0.82
12.	Museum	3.51	4	0.9	3.52	14	0.9	3.52	4	0.9	3.53	14	0.89	4	14	0.89
13.	Historical Monuments	3.67	11	0.9	3.67	1	0.87	3.67	1	0.9	3.67	1	0.87	4	11	0.87
14.	Forts	3.97	4	0.8	3.97	4	0.83	3.97	4	0.8	3.97	4	0.8	4	4	0.8
15.	Windmills	3.26	5	0.9	3.26	15	0.92	3.26	15	0.9	3.26	15	0.92	3	15	0.92

Sources: Field Data

Hill station, scenic beauty, waterfall and forts attract more to the tourists irrespective of their age group. The tourism products viz. windmill, museum, adventure, valley, and historical monuments attract lesser to the tourists irrespective of their age group.

Table-5: Opinion of Sample Tourists on Motivators to Tourism

Sr	Rank Frequency Name of Motivator	1	2	3	4	5	6	7	8	9	10	Total
1	Availability of Financial Resources Like Money	31	12	68	29	5	4	2	1	1	14	167
2	Leisure to Reduce The Stress	97	100	32	3	3	3	1	1	0	2	242
3	Propensity to Pleasure	140	85	37	9	2	1	0	0	1	1	276
4	More Occasions for Special Gatherings	26	19	21	29	9	6	7	6	3	1	127
5	Influence of Western Culture	3	9	6	10	21	6	6	10	3	5	79
6	Promotion in Employment	1	2	2	3	6	11	7	6	11	7	56
7	Cost Effective Transport System	3	4	5	4	14	19	17	3	2	0	71
8	Time Saving Transport System	0	1	7	9	11	7	9	18	5	2	69
9	Sponsorship from Employer	1	4	0	7	3	4	7	1	1	0	8
10	Change in Domestic Culture	15	9	12	12	11	7	6	5	2	8	87

Sources: Field Data

Prime motivators to tourism are propensity to pleasure, leisure to reduce the stress and availability of financial resources like money as the frequency of respondents is concentrated in this area. The rest factors do not carry much importance in tourism.

Table-6: Sample Tourists Perception on Pricing at Destination

Sr	Pricing Perception Name of Places	Food and Drinks	Accommodation	Transport	Packaged Tours	Information Material	Shopping Items
1.	Aundh						
2.	Mahabaleshwar	2.58	2.69	3		3	1.86
3.	Panchgani	3.38	3.14	3.42	2	2.67	2.36
4.	Pratapgarh						
5.	Wai	3.54	3.5	3.25	3.1	2.82	3.5
6.	Sajjanganrh	3.94	3.41	4		4.33	3.56
7.	Thoseghar	3.88	3.46	3.44	3	3	3
8.	Kas	3.93	3.5	3.43	3	3.14	3.38
9.	Ajinkya-Tara						
10.	Koyna	4.08	4.08	3.67			
	Total	3.58	3.35	3.47	2.89	3.2	2.85

Sources: Field Data

Packaged tours, information materials and shopping items are not reasonable from the viewpoint of samples as far as pricing is concerned. Pricing of transportation is quite reasonable to Sajjanganrh and somewhat reasonable for rest of destinations except Mahabaleshwar. Destination Mahabaleshwar seems to be costlier in all respect since the score for pricing was reasonability tends from 1.86 to 3 for respective items. Destination Koyna is the most reasonable on the part of food and accommodation

Table-7: Awareness of Sample Tourist of Different Tourist Destinations in Satara

Sr	Opinion Name of Places	Visited Destination				Opinion About its Worth seeing			
		Yes	%	No	%	Yes	%	No	%
1.	Thoseghar	156	47.9	170	52.15	153	100	0	0.00
2.	Sajjanganrh	191	58.6	135	41.41	191	97.45	5	2.55
3.	Shri Shkestra Mahuli	51	15.6	275	84.36	47	95.92	2	4.08
4.	Kas	141	43.3	185	56.75	139	97.20	4	2.80
5.	Dhawadshi	11	3.37	315	96.63	7	53.85	6	46.15
6.	Yavateshwar	52	16	274	84.05	47	100	0	0.00
7.	Agashiv	18	5.52	308	94.48	18	66.67	9	33.33
8.	Pal	39	12	287	88.04	31	100	0	0.00
9.	Santoshgad	2	0.61	324	99.39	2	20.00	8	80.00
10.	Nana Phadniswada	37	11.3	289	88.65	30	88.24	4	11.76
11.	Narsinha Mandir(Dhom)	33	10.1	293	89.88	30	100	0	0.00
12.	Pratapgarh	203	62.3	123	37.73	203	97.60	5	2.40
13.	Tapola	125	38.3	201	61.66	121	100	0	0.00
14.	Chavneshwar	36	11	290	88.96	36	97.30	1	2.70
15.	Kalayangad	4	1.23	322	98.77	3	100	0	0.00
16.	Bannoli	48	14.7	278	85.28	48	100	0	0.00
17.	Mauje Kharkhel (Santaji Ghorpade Samadhi)	23	7.06	303	92.94	13	68.42	6	31.58
18.	Aundh	81	24.8	245	75.15	87	87.00	13	13.00
19.	Mayani	43	13.2	283	86.81	30	83.33	6	16.67
20.	Katgun	14	4.29	312	95.71	8	88.89	1	11.11
21.	Jairamswami, Vadgaon	4	1.23	22	98.77	3	100	0	0.00
22.	Mauje Bhosare, (Prataprao Gujar Smarak)	4	1.23	322	98.77	4	80.00	1	20.00
23.	Naygao (Savitribai Phule Birthplace)	17	5.21	309	94.79	16	84.21	3	15.79
24.	Ramghal	9	2.76	317	97.24	6	85.71	1	14.29
25.	Ozarde Panchdhara Waterfall	65	19.9	261	80.06	54	100	0	0.00
26.	Marul Haveli	10	3.07	316	96.93	20	83.33	4	16.67
27.	Koyananagar Dam/Nehrugarden	92	28.2	234	71.78	78	95.12	4	4.88
28.	Banpuri, Naikeba	25	7.67	301	92.33	22	91.67	2	8.33
29.	Valmiki	13	3.99	313	96.01	13	81.25	3	18.75
30.	Dhateshwar	16	4.91	310	95.09	16	100	0	0.00
31.	Koyna	92	28.2	234	71.78	71	89.87	8	10.13
32.	Vasota	40	12.3	286	87.73	24	88.89	3	11.11
33.	Pateshwar	20	6.13	306	3.87	30	93.75	2	6.25
34.	Gondawale	63	19.3	263	80.67	51	92.73	4	7.27
35.	Natraj Mandir	46	14.1	280	85.89	41	85.42	7	14.58
36.	Shivaji Museum	31	9.51	295	90.49	24	85.71	4	14.29
37.	Petri	24	7.36	302	92.64	25	78.13	7	21.88
38.	Shikhar Shingnapur	57	17.5	269	82.52	46	100	0	0.00

Sources: Field Data

Out of 38 destinations only 8 destinations viz. Pratapgarh (62.3), Sajjangerh (58.6%), Thoseghar (47.9%), Kas (43.3%), Tapola (38.3%), Aundh (24.8%), and Koyna / Koyanagar (28.2%) are visited by tourists and almost all the tourists felt these locations are worth seeing. Tourists overlook rests 30 destinations and awareness percentage is in between 2 to 20% only. However, the sample tourists who have visited these destinations feel worth seeing perception about these destinations, which accounts to 80 to 100%. Therefore, it is inferred that only the tourists visit few known destinations and most of the destinations are aware nor the tourists visit them. It shows that destinations are not properly popularized to attract tourists.

Table-8: Perception of Sample Tourists on Potential of Tourism in Satara District

Sr.	Perception	Male			Female			Total		
		Mean	SD	Rank	Mean	S.D	Rank	Mean	S.D	Rank
1.	Satara District has Potential to Attract Tourist from Maharashtra/India.	4.16	0.65	1	4.17	0.66	1	4.16	0.65	1
2.	Few Destinations Only in Satara Have Potential to Attract Foreign Tourist.	3.77	0.80	4	3.78	0.80	4	3.77	0.80	4
3.	Satara District has Few Unexploited but Worth Seeing Tourist Destination.	3.66	0.76	6	3.67	0.76	6	3.66	0.76	6
4.	Package Tours Would be of Great Tourist Attraction for The Tourist in Maharashtra.	3.67	0.84	5	3.68	0.85	5	3.67	0.84	5
5.	Package Tours Would be of Great Attractions for the Tourist Outside of Maharashtra.	3.84	0.80	3	3.84	0.81	3	3.84	0.80	3
6.	Existing Hotel Facility is Adequate for Tourist in Satara District.	3.66	0.75	6	3.66	0.76	7	3.66	0.75	6
7.	Advertisement by Celebrity Would Help Much to Attract Tourist to Satara.	3.85	0.85	2	3.86	0.84	2	3.85	0.85	2

Sources: Field Data

All the seven statements show the mean score above three. Statement viz. Satara district has potential to attract tourist from Maharashtra/India received first rank, as the mean score is highest (4.16). Followed by statement viz. advertisement by celebrity would help much to attract tourist to Satara whose mean score is 3.85 and received rank is 2nd and statement i.e. package tours would be of great attraction for the tourist outside of Maharashtra received rank 3rd since the mean score is 3.84. It focuses on potential of tourism in Satara.

Table-9: Satisfaction of Tourism Stakeholders towards the Tourist Services and Amenities

Sr.	Stakeholders' Perception Tourist Service and Amenities	Tourists' Satisfaction		
		Mean	Rank	S.D.
1.	Air Connectivity Status	1.29	33	0.49
2.	Rail Connectivity Status	1.96	32	0.76
3.	Quality of the Roads	3.17	16	0.95
4.	Quality of Way Side Amenities Available on This Road	3.30	14	0.80
5.	Public Conveniences Along Roads/Streets	3.02	23	0.96
6.	Sewage and Drainage System	3.11	20	0.94
7.	Garbage Disposal	3.16	17	0.85
8.	Condition of City Roads	2.79	29	1.09
9.	Drinking Water Supply	3.43	11	0.81
10.	Condition of Street Lighting	3.40	12	0.86
11.	Traffic Management	2.92	28	1.12
12.	Condition of Traffic or Transport Signage	3.10	21	1.02
13.	Availability of Commercial Transportations	3.52	10	0.83
14.	Behaviour of the Drivers of Commercial Transportations	3.75	6	0.71
15.	Availability of Authorized Tour Operators	2.99	24	0.87
16.	Availability of Hotels	3.55	8	0.90
17.	Behaviour of Service Staff at the Hotel	3.67	7	0.74
18.	Tariff Structure of the Hotel Rooms	3.12	19	0.82
19.	Hygiene at Wayside Restaurants and Dhabas	3.16	18	0.97
20.	Availability of Petrol Pump	3.09	22	1.11
21.	Behaviour of Service Personnel at Wayside Restaurants and Dhabas	3.76	4	0.67
22.	Levels of Road Taxes on Vehicles(Tax Rates)	2.78	30	0.94
23.	Administration of the Road Taxes	2.99	25	0.95
24.	Public Utilities at the Tourist Attraction	2.65	31	1.25
25.	General Cleanliness Tourist Attraction and Area Around it	3.25	15	0.97

26.	Condition of Signage Within the Tourist Attraction	3.36	13	1.25
27.	Parking Facility at the Tourist Attraction	2.95	27	1.24
28.	Availability of Trained Tourist Guides	2.98	26	1.10
29.	Behaviour of the Guides at the Tourist Attraction	3.53	9	0.75
30.	Conservation of Heritage Sites	3.76	3	0.85
31.	Promptness at the Ticketing Window of the Monument Tourist Attraction	4.19	1	0.65
32.	Power Supply Situation	3.75	5	0.66
33.	Telephone Mobile Services	3.93	2	0.86

Sources: Field Data

Tourists are strongly satisfied with promptness of ticketing window of the monuments/tourist attraction, telephone/mobile services, conservation of heritage sites and behaviour of service personnel at wayside restaurants and Dhabas since the mean score is more than 3 and strongly dissatisfied with the air and rail connectivity, public utilities at the tourist attraction and levels of road taxes on vehicles since the mean score is less than 3.

Hypothesis Testing

H₁: Gender and perception on attraction of tourism product is correlated.

To test the above hypothesis Spearman's rank correlation tool was used. It found that Spearman's rank correlation coefficient of perception of male and female for tourism products, the score is 0.996, with 'P' value 0.000, which is significant at 0.01 levels (2-tailed). Test is significant, it means there is sufficient evidence to reject the null hypothesis and accept alternative hypothesis.

H₂: Age and perception on attraction of tourism product is correlated.

The Spearman's rank correlation coefficient of perception for tourism products across different age group is 0.999, with 'P' value 0.00, which is significant at 0.01 levels (2-tailed). Thus, the null hypothesis is rejected and alternative hypothesis is accepted.

CONCLUSIONS

To the conclusion Hill station, scenic beauty, waterfall and forts attracts tourist more compared to windmill, museum, adventure, valleys and historical monuments. Hill station, scenic beauty, waterfall and forts attract more to the tourists irrespective of their age group. Prime motivators to tourism are propensity to pleasure, leisure. Overall tourist price perception is reasonable. Out of 38 destinations, only 8 destinations viz. Pratapgarh, Sajjangarh, Thaseghar, Kas, Tapola, Aundh and Koyna have seen by tourist. Tourist strongly agrees that Satara has potential to develop as a tourist destination. Gender and age do not make the difference in the perception of tourism products. These data highlights the image of Satara to come up as a tourist destination.

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