

An Importance - Performance Analysis of Destination Attributes by Women Travellers within the City of Pune

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Abstract

In this paper researcher has used the Importance-Performance Analysis (IPA) scheme in order to analyse tourist destination satisfaction from various tourism attributes. On the basis of various service and tourism marketing literatures, the basic components of the destination typically referred to as A's of tourism were selected and broken down into various micro parameters. The IPA scheme was applied on the responses collected from 100 respondents typically women travellers within the city of Pune. Although the IPA scheme¹ has been used in past research in the tourism field, only a few studies have applied this tool from a destination perspective. Based on the results, the paper concludes with outcomes and conclusions to help in framing the tourism strategy.

Keywords: Destination, Travel Motivations, Attributes, Accessibility, Accommodation, Amenities, Ancillary Services, Comfort, Convenience, Safety, Hygiene, Government Support

INTRODUCTION

Tourism is a whole interlinked chain comprising of primary and secondary components which put together creates an experience called TRAVEL. The importance of tourism can be accessed by a mere fact that we have

¹ https://www.researchgate.net/publication/281789381_An_importance-performance_analysis_of_tourist_satisfaction_at_destination_level_Evidence_from_Campania_Italy [accessed Jun 03 2018].

UNWTO coordinating for it at an international level and almost each country and state has a tourism ministry. Nearly every institution defines "Tourism" differently. But When it comes to explain it as the basic term, we can sum it up as follows; "Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and the hospitality services provided for individuals or groups traveling away from home" "The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors" Macintosh and Goeldner.

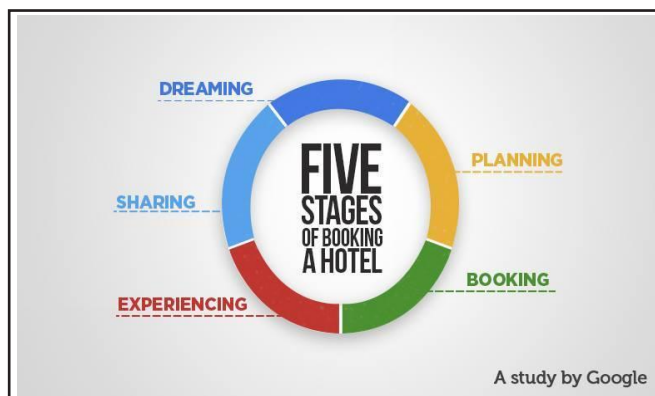
Travel statistics indicate that women travelers drive the travel economy of the world and are influencing travel industry to a great extent as they are earning more, spending more and this segment is evolving as a great niche in travel industry. Nikhil Ganju, Country Manager TripAdvisor, has a view that the increase in women traveler for business purpose is quite obvious and is the result of the increase in the number of working women. But the significant increase in Indian women opting to travel solo on vacation is a real surprise. Another interesting insight that highlights a latent opportunity for the hospitality sector is that 78% respondents said they would prefer to stay in an all-women's hotel or on a women exclusive floor in a hotel, when travelling alone." As per the report released by National Sample Survey Office (NSSO), Ministry of Statistics and Programme titled "Key Indicators of Domestic Tourism in India" 2

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(2014-June) revealed some interesting facts that a big chunk nearing to almost half (48%) of all single member trips undertaken by household were performed by women in both rural and urban areas for leading purpose health & medical. Given India’s reputation regarding women safety which has been questioned time and again the anxiety isn’t unjustified. Despite the lack of safety and the prevalent notion that women are more vulnerable on their own, 40 per cent of all single member overnight trips in India were by women. The percentage was actually higher in rural Indian (41 per cent) and marginally lower in cities (37 per cent). On in depth state wise analysis the following things can be concluded - Punjab tops in single woman travelers of India with 66 per cent of single member trips taken by women. The NSSO survey revealed that women in southern states with the exception of Karnataka travelled extensively, which may be linked with southern India being safer for women than northern India. 60 per cent of all single member trips in Telangana were done by women. Southern states have a better image and they are also high on several social indicators – sex ratio, mean age of marriage for women, fertility rates, and education among others. Hence it can be related to cultural and social norms which may be having a role to play in women safety.

India has always got a tarnished image when it comes to women safety and security. Different articles show different views some women find it safe and some unsafe. Women have related safety to the type of place, culture of place and the social background of a place. With the prevailing reputation that India has, as far as travelers go, the data of the NSSO survey is heartening and just shows the struggling and fighting spirit of Indian and that they are undeterred by the challenges that are posed to them.

Travel is an interesting phenomenon and has evolved over the times into a branch of social science. Travel has several stages, Google has released a study that explains five stages of travel that people go through while planning and making travel.



Source <http://johnmaclang.com/2017/03/14/five-stages-travel/>

Fig 1.1

However, they can further be combined into three stages as – Dreaming, Planning and booking are the components of the pre travel stage. Experience form the actual feel which are a consolidated result of all the attributes of a tourist destination. This also forms the basis of the third stage that is sharing which is post travel and totally depends on the travel experience. Destination can be thought to be the focal point of this process.

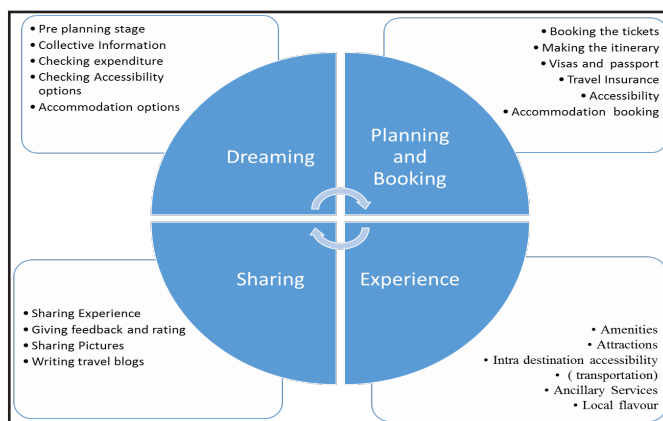


Fig 1.2 Travel Paradigm

Travel has many attributes related to destination. Travel is not possible without a destination. Destinations the place a tourist goes which has attractions. Destination has some pull factors which motivate us to travel and they vary according to one’s interest. Destinations have attractions which create the pull factor and desire to visit them. Attractions form the key ingredient of the destination but without proper facilities, connectivity tourist may not be able to visit and enjoy them Destination can be domestic

² Survey on ‘Domestic Tourism expenditure’ was conducted in NSS 72nd round (July 2014-June 2015). A sample of 79497 rural households from 8001 villages and 60191 urban households from 6061 blocks were surveyed all over India.

or international but for the purpose of this research only domestic destinations have been considered. The destination attributes have been clubbed into A's. The list of these A's have been added upon from time to time like Affordability, Awareness, Activities however for the purpose of research most important A's - accessibility, accommodation, attractions and ancillary services have been considered.

Accessibility - means to reach a destination - the first and foremost thing is the way to reach the destination, it should be convenient, comfortable and safe. At the same time should be affordable also. There are multiple options available with varying budgets, time, route taken, means and various companies. It included road, rail, air, water or a combination of two or more means depending on the destination.

Accommodation - means shelter at the destination where tourist can relax and have a good night sleep. These are available in various types and fit into various budgets. They are also available on sharing basis. They can range from dormitories and BnB to exotic resorts and five star deluxe hotels. This category now also includes homestays.

Amenities forms the third A which includes all the facilities required to be able to survive, stay and see a place like food, transport, public services, police assistance, roads, support and help from locals.

Then comes local flavor or activities which are the major pull factors of the tourist. The tourist wants to enjoy all these. Then there are attractions which may be manmade like monuments, palaces, bridges, towers, or natural like beaches, waterfalls, and mountains and even cultural like festivals etc. The tourist voluntarily picks and chooses depending upon his interest and liking. Besides these there are certain supporting services like tourist helpdesk, communication, money exchange, medical, mobile connectivity and banks etc. which are required during the course of travel.

Activities also form another A of tourism and includes things like safaris, water sports, hiking, trekking, rafting and many more. They can range from adventure, beauty, educational, art appreciation or learning local art.

With the research a few other A's have also been added like Affordability - Covering the financial aspect of the travel, Awareness - advertising about the destination.

LITERATURE REVIEW

There is growing evidence that customer satisfaction is a driving force behind firm's business competitiveness and performance (Parasuraman et al., 1985, 1988; Zeithaml et al., 1996). This is also true in the case of tourism, where there is a wide application of concepts, models and tools aimed to evaluate customer satisfaction. It is recognized that in order to identify the strengths and the weaknesses of a tourist destination and to improve its competitiveness, it is essential to "listen to the customer". Satisfaction is commonly considered as the best indicator of the state of health of tourism, since it is directly connected to expected loyalty (Del Bosque and San Martin, 2008; De Nisco et al., 2012) and, therefore, is a source of competitive advantage. This paper adopts a service marketing perspective for the measurement of tourist satisfaction and it proposes the Importance-Performance Analysis (IPA) as a tool for evaluating satisfaction towards a holiday destination. Although the use of IPA as an instrument for the measurement of quality perceptions is well documented in both marketing (Ennew et al., 1993; Slack, 1994; Matzler et al., 2003) and tourism literatures (Duke and Persia, 1996; Zhang and Chow, 2008; Wilkins, 2010; Söresson and von Friedrichs, 2013), More than an industry, tourism can be considered as a "system", characterized by high interdependences among related services such as hotels, restaurants, shops, transportation etc. (Middleton and Clarke, 2001; Casarin and Andreani, 2003).

IPA scheme in the tourism field The Importance-Performance Analysis (IPA) is a scheme in line with the expectations-performance approach and its use is well documented in the marketing literature (Ennew et al., 1993; Slack, 1994; Matzler et al., 2003).

De Nisco, A., A. Riviezzo and M.R. Napolitano (2015) / *European Journal of Tourism Research* 10, pp. 64-75 67 methods (Duke and Mount, 1996), since this approach was proposed by Martilla and James (1977), academic literature is full of studies providing empirical applications in various settings, such as transportation (e.g. Huang and Hsu, 1996), banks (e.g. Joseph et al., 2005), universities (e.g. Pike, 2004), hospitality (e.g. Janes and Wisnom, 2003), town centre management (e.g. Riviezzo et al., 2009), and tourism (e.g. Duke and Persia, 1996; Fuchs and Weiermair, 2003; Wade and Eagles, 2003; Edward and George, 2008; Zhang and Chow, 2008; Wilkins, 2010; Söresson and von Friedrichs, 2013).

The IPA approach involves assessing different aspects of an organization’s features in terms of customers’ perceived expectations and performances. In the typical

IPA scheme such features are represented in a 2x2 grid, where each quadrant can be summarized into a specific suggestion for management (Fig 1.4).

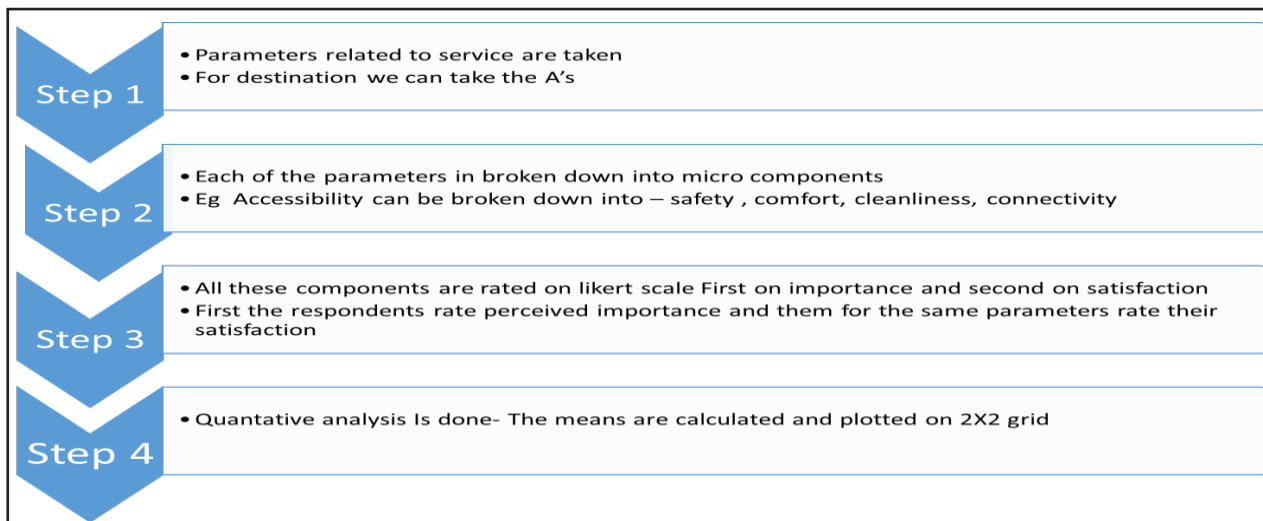


Fig 1.3: The Step by Step Process of IPA

In particular, poor performance on extremely important dimensions indicate high priority in intervention for improvement (Concentrate here quadrant); excellent performance on highly important features represent opportunities for gaining or maintaining a competitive advantage (Keep up the good work quadrant); slightly important features that are excellent in performance imply that resources would be better employed elsewhere (Possible Overkill quadrant); finally, fair performance on slightly important features suggest that it may not be necessary to focus additional effort to these attributes (Low priority quadrant).

In the field of tourism, it has been argued that “for tourist destinations with rather little market research experience, Importance-Performance Analysis in its purest form can be used as a very powerful tool in marketing planning” (Hudson and Shephard, 1998). However, although this scheme has been widely used in the tourism sector, most of research has focused on specific tourism services or attractions. For example, in a study conducted by Zhang and Chow (2008) the IPA scheme was used for the assessment of the performance of Hong Kong’s tour guides as perceived by mainland Chinese outbound visitors. Similarly, Duke and Persia (1996) used tourist pre-trip expectations, post-trip satisfactions and importance of each on an IPA grid to consider potential decisions for escorted tours design. Wade and Eagles (2003) used.

Gridline : Overall Mean for Importance	QUADRANT I Concentrate Here	QUADRANT II Keep up the good work
	High Importance Low Satisfaction	High Importance High Satisfaction
	QUADRANT III Low Priority	QUADRANT IV Possible Overkill
	Low Importance Low Satisfaction	Low Importance High Satisfaction

Fig 1.4: https://www.researchgate.net/figure/Importance-Performance-Analysis-Chart_fig1_269667076

An Importance-Performance analysis of tourist satisfaction at destination level: evidence from Campania (Italy). 68 the IPA approach to address the market segmentation of Tanzania’s National Parks. IPA has also been used to evaluate performances of hotels (Chu and Choi, 2000; Wilkins, 2010) and of tourism events (Deng, 2007; Smith and Costello, 2008). More recently, Söresson and von Friedrichs (2013) used the IPA scheme on a sample of national and international tourists to compare performances of a tourism destination with regard to

social and environmental sustainability. Although such research provide solid support to the use of the IPA method in the tourism field – both for the identification of the main area of intervention (ex-ante evaluation), and as backward-looking instrument aiming to evaluate the impact of the programs and strategies implemented (ex-post evaluation) – there seems to be still gaps to be addressed. Namely, while the majority of contributions have focused on specific tourism services/products, only a limited attention has been devoted to the application of the IPA scheme for the evaluation of tourists' satisfaction at a broader tourism destination level (Edward and George, 2008). Therefore, given the service focused approach adopted by this stream of research, most of the studies adopt a limited range of parameters for the assessment of tourists' satisfaction. Many destination elements, like access, transportation, personal safety, information services, are rarely considered as satisfaction attributes, even though they can significantly influence the tourists' holiday experience to an extent.

This study aims to fill in this gap by adopting the IPA approach from a tourism destination perspective. Therefore, tourists' satisfaction is represented on the basis of a large range of both controllable and uncontrollable destination attributes selected on the basis of both service marketing and destination marketing literature. The proposed approach aims to show how the IPA scheme can be used as a reliable and easy to use tool to support both policy makers in the definition of the main area of intervention in order to improve the perceived value of a destination and the tourism companies (like, for instance, hotel and tour operator) in using a destination's strengths in their positioning and advertising strategies at national and international levels.

RATIONALE OF THE STUDY

Women find travel empowering and liberating. Elizabeth Gilbert's immensely successful book, 'Eat, Pray, Love' was enlightening, in the sense that it redefined the purpose of a woman's travel. From mother-daughter getaways to bachelorette parties to detox getaways, women are willing to push the envelope of travel in return for unique experiences. Figures indicate that the number of women embarking on business trips have doubled over the last decade or so. Subsequently, the number of travel providers offering their services exclusively to women

has increased, not to forget the umpteen services offered by hoteliers to entice the millennial women solo traveller. The researches, marketing articles and survey also show and upsurge in domestic women travel trends. To cater to this rising segment we need to be a women loved and friendly destination. Who other than our own domestic women travellers would be better to appraise the destination attribute and give us comprehensive destination appraisal from a female perspective? This justifies researcher's action to keep the study limited to women respondents.

OBJECTIVES OF THE STUDY

To study the demographics of the women travellers in the city of Pune.

To have the destination appraisal from domestic women travellers to identify the improvement areas and make India a female loved destination.

To rate the various destination attributes and by doing IPA analysis identify the weak areas.

RESEARCH METHODOLOGY

An empirical survey was conducted in Pune in the month of December 2017. A questionnaire was developed by analysing similar previous research studies and the questions asked were related to destination attributes. The questionnaires were distributed only to women. A total of 120 questionnaires were distributed electronically using survey monkey, what's up, circulating on social media and by sending in various work groups, art groups and office groups. Out of this 100 were complete in all respects and found suitable for data analysis. Sampling of this survey was based on the willingness and availability of local people who took the questionnaire at free will.

The data was analysed using SPSS and outcomes were derived by frequency and cross tabulation. Means were calculated for the attributes to see their importance. As the attributes of A's of tourism were rated on dual parameters – importance and satisfaction the gap analysis was done to identify the improvement areas. IPA analysis shows the results in 2X2 grid where in each of the attributes falls into a specific quadrant and on the basis of this interpretations can be made and future strategy can be designed.

RESEARCH INSTRUMENT

The research instrument used was the self-administered questionnaire which consisted of demographics like age, income, occupation, status. The questions were asked to know the motivation of travel. Then the question based on parameters related to the A's of tourism which were to be rated as per their perceived importance and corresponding satisfaction levels. The questionnaire covered the accessibility, accommodation, amenities, attractions and activities. Attributes of tourist satisfaction were selected on the basis of previous literature on service marketing and tourism marketing (Chadee and Mattsson, 1996; Tribe and Snaith, 1998; Kozak, 2001; Fuchs and Weiermair, 2003).

Accessibility was evaluated on the parameters of Convenience, cleanliness, safety and comfort.

Accommodation was rated on Food and beverage, convenience, personal safety, cleanliness and hygiene and medical care and emergency support.

FINDINGS OF RESEARCH

Demography of Respondents

Amenities were evaluated on food and beverage, transportation, public utility services, pedestrian comfort, tourist helpdesk, support of locals and police and govt support.

Activities included – local cuisine, cultural monuments, shopping, nightlife, local art, guided tours, cultural shows, adventure activities, Ayurveda spa and yoga.

Tourist attractions were evaluated on cleanliness and hygiene, connectivity, public convenience, personal safety, guides availability and information desks.

The ancillary services included Banks and ATM, mobile connectivity, public transport, credit and debit card, and police assistance. All these were to be seen with India as a destination.

Table 1.1: State Wise Mix of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Delhi	3	3.0	3.0	3.0
	GJ	2	2.0	2.0	5.0
	HR	3	3.0	3.0	8.0
	KR	8	8.0	8.0	16.0
	MH	60	60.0	60.0	76.0
	MP	3	3.0	3.0	79.0
	ND	3	3.0	3.0	82.0
	RJ	11	11.0	11.0	93.0
	TN	1	1.0	1.0	94.0
	UP	4	4.0	4.0	98.0
	WB	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

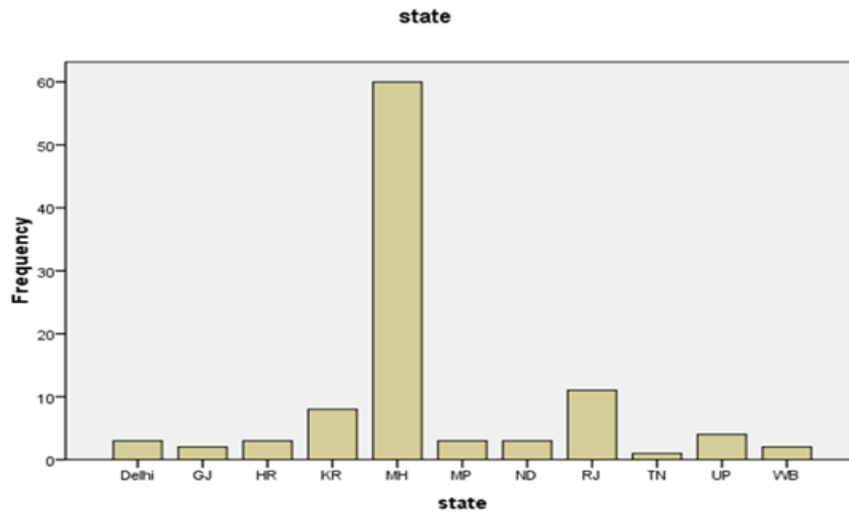


Chart 1.1: Sate Wise Mix of the Respondents

As can be seen the maximum women belonged to Maharashtra because the date was collected here.

Table 1.2: Income Mix of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid S				
Above 70000	27	27.0	27.0	27.0
Do not want to disclose	39	39.0	39.0	66.0
Rs 15000 to Rs 30000	10	10.0	10.0	76.0
Rs 30000 to Rs 70000	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Only 60% of the respondents revealed their income and it can be seen that those who have disclosed the details fall in middle and high income slabs.

Table 1.3: Marital Status of the Women

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Divorced	4	4.0	4.0	4.0
Married	76	76.0	76.0	80.0
Single	20	20.0	20.0	100.0
Total	100	100.0	100.0	

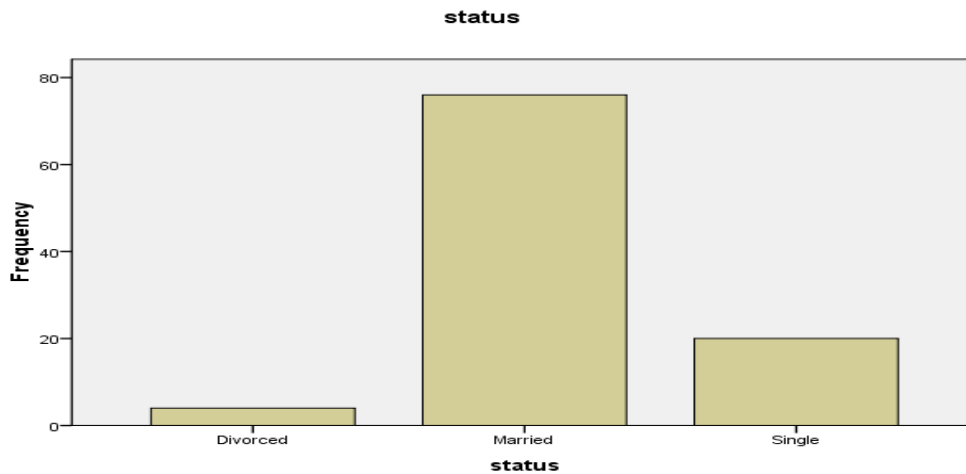


Chart 1.2: Status of the Women

In the life cycle of women the status plays a very important role and post marriage the women’ life takes a 360 degree

turn with a transformation of personality and that is bound to reflect in travel patterns. The maximum data was from the married category.

Table 1.4: Occupation of the Women

		occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home maker	34	34.0	34.0	34.0
	Own Business / Self Employed	9	9.0	9.0	43.0
	Professional/service	53	53.0	53.0	96.0
	Student	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

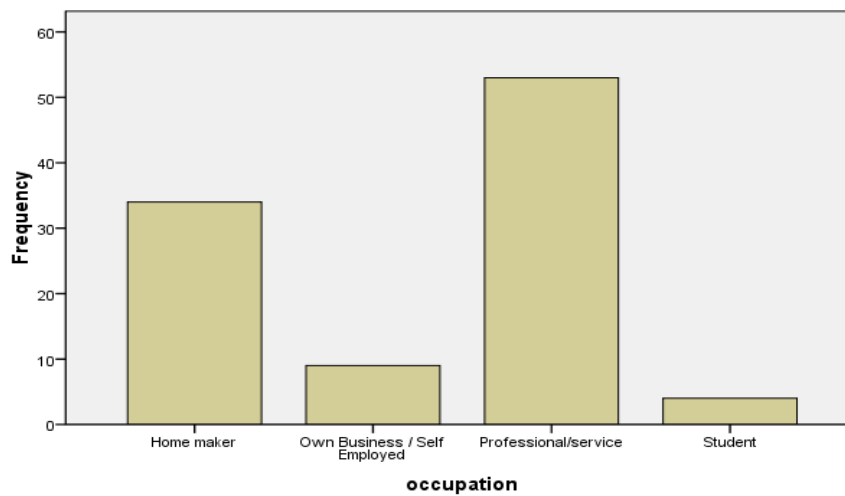


Chart 1.3: Occupation Mix of the respondents

Majority of the respondents were professionals and working which shows the increasing presence of in economy.

Table 1.5: Age Distribution of the Respondents

age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21 – 30	19	19.0	19.0	19.0
31 - 40	32	32.0	32.0	51.0
40 – 60	34	34.0	34.0	85.0
Above 60	15	15.0	15.0	100.0
Total	100	100.0	100.0	

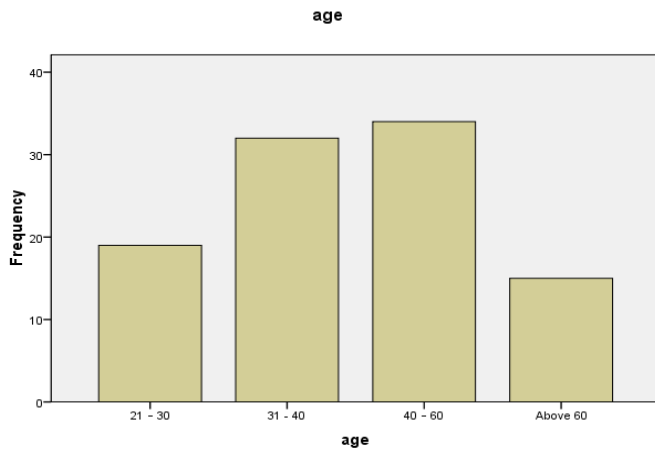


Chart 1.4: Age of the Respondents

Majority of the respondents were from the age group of 30 to 60 years which is most active and productive time of the life. This was followed by 21 to 30 years comprising of students and young professionals. Then there was 15% from the empty nest category.

Table 1.6: The Reason of Travel

Reason for travel				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B-Leisure	6	6.0	6.0	6.0
Business	3	3.0	3.0	9.0
Family and friends	32	32.0	32.0	41.0
Leisure	48	48.0	48.0	89.0
Other (please specify)	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Table 1.7: Motivation to Travel

Motivations for travel	Frequency	Percent	Valid Percent	
Freedom , Fun and enjoyment	56	56	56	II
Self-Actualisation and fulfilment	13	13	13	
Adventure and exploration	54	54	54	III
Enhanced experience and learning	32	32	32	IV
Increased adaptability and exposure	19	19	19	
Relaxing and refreshing	65	65	65	I

The analysis revealed that the major reason for travel among women is leisure and meeting family and friends. On the other hand the travel for B leisure and business are extensively low. The travel motivation is topped by relaxation and refreshing feeling followed by Freedom fun and enjoyment at position two and adventure and exploration at position three.

Table 1.8: Essential Attributes of a Destination

Attribute	Valid	Missing	Mean	Median
Security and safety	100	0	1.13	1
Affordability	100	0	1.88	2
Connectivity and accessibility	100	0	1.64	2
Local acquaintance	100	0	2.7	3
Infrastructure, money change, bank, mobile	99	1	2.0505	2
Government Support	95	5	2.2947	2
medical care and emergency	100	0	1.57	1
Tourist attractions	100	0	1.95	2
over all image	100	0	1.75	2

The most important attribute that domestic women look for in a destination are safety and security, medical care and emergency. This is followed by affordability, connectivity, infrastructure, Government support, attractions and image. The local acquaintance doesn't really matter.

The destination parameters were broken into micro components and rated both on importance and satisfaction. The mean scores were plotted on 2X2 grid with 4 quadrants

Quadrant 1 - HIGH IMPORTANCE LOW SATISFACTION – IMPROVEMENT AREA

Quadrant 2 – HIGH IMPORTANCE / HIGH SATISFACTION – CONSISTENT PERFORMANCE (The aim is to have maximum components in quadrant 2)

Quadrant 3 – LOW IMPORTANCE / LOW SATISFACTION Low priority can be left

Quadrant 4 – LOW IMPORTANCE / HIGH SATISFACTION. The high satisfaction here is not fruitful hence the resources can be diverted to quadrant 1

Table 1.9: Micro Parameters of Accessibility and Mean of Satisfaction and Importance

I	Accessibility Attributes	Valid	Missing	MEAN	MEDIAN
1	Convenience Importance	100	0	3.2	4
1	Convenience Satisfaction	100	0	3.2	3
2	Cleanliness Importance	100	0	3.9	4
2	Cleanliness Satisfaction	100	0	1.4	1
3	Safety Importance	100	0	4.0	4
3	Safety Satisfaction	100	0	1.6	1
4	Comfort Important Ce	100	0	3.4	3
4	Comfort Satisfaction	100	0	1.6	2

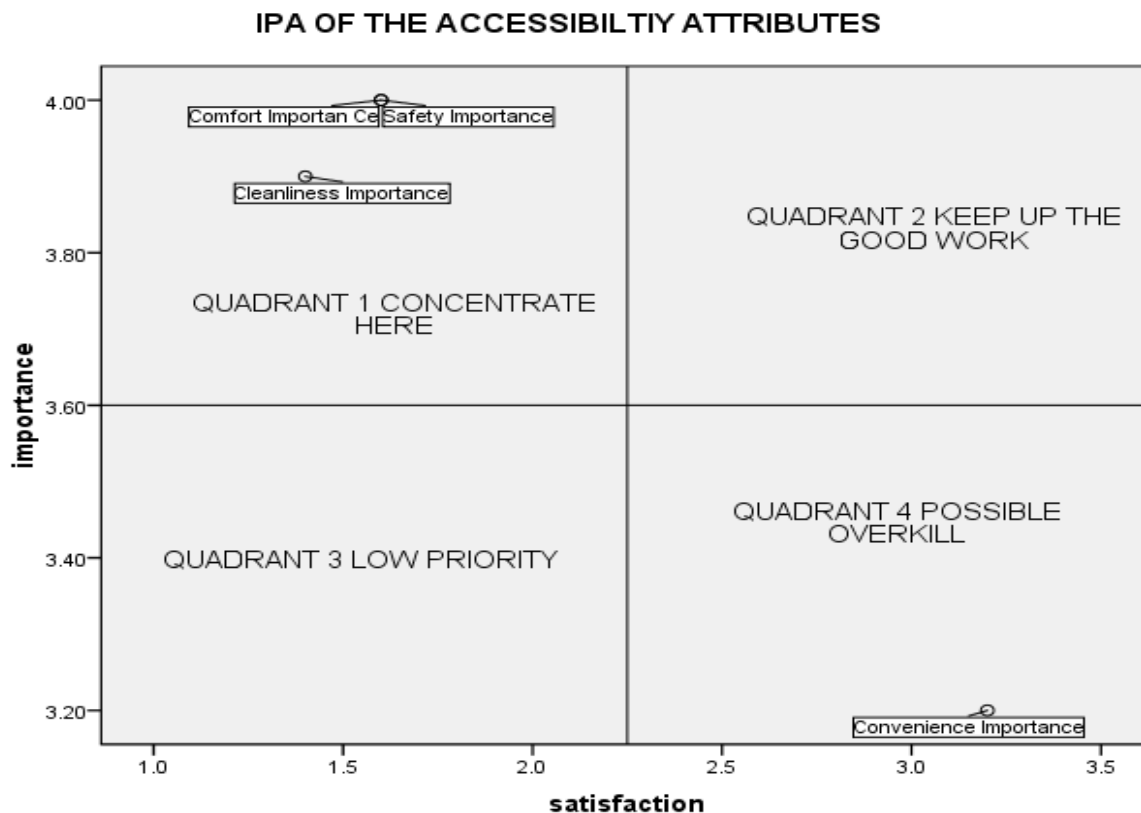


Chart 1.4: IPA Analysis of Accessibility

As far as accessibility is concerned the IPA revealed that we are good in convenience and probably that are not very important to the travelers as the essence of travelling is to come out of comfort zone and experience the new world

The factors which are major important, like comfort, cleanliness and safety In those areas we are not able to match the expectation. Hence researches suggests to keep the security and cleanliness and comfort on priority while making the transport strategy.

Table 1.10: Micro Parameters of Accommodation and Mean of Satisfaction and Importance

II	Accommodation	Valid	Missing	MEAN	MEDIAN
1	Food And Beverage Importance	100	0	3.4	3
1	Food And Beverage Satisfaction	100	0	3.3	3
2	Convenience Importance	100	0	3.7	4

II	Accommodation	Valid	Missing	MEAN	MEDIAN
2	Convenience Satisfaction	100	0	3.0	3
3	Personal Safety And Security Importance	100	0	4.0	4
3	Personal Safety And Security Satisfaction	100	0	3.0	3
4	Cleanliness And Hygiene Importance	100	0	4.0	4
4	Cleanliness And Hygiene Satisfaction	100	0	2.9	3
5	Location And Brand Importance	100	0	2.9	3
5	Location And Brand Satisfaction	100	0	3.3	3
6	Medical Care And Emergency Importance	100	0	4.0	4
6	Medical Care And Emergency Satisfaction	100	0	2.4	3

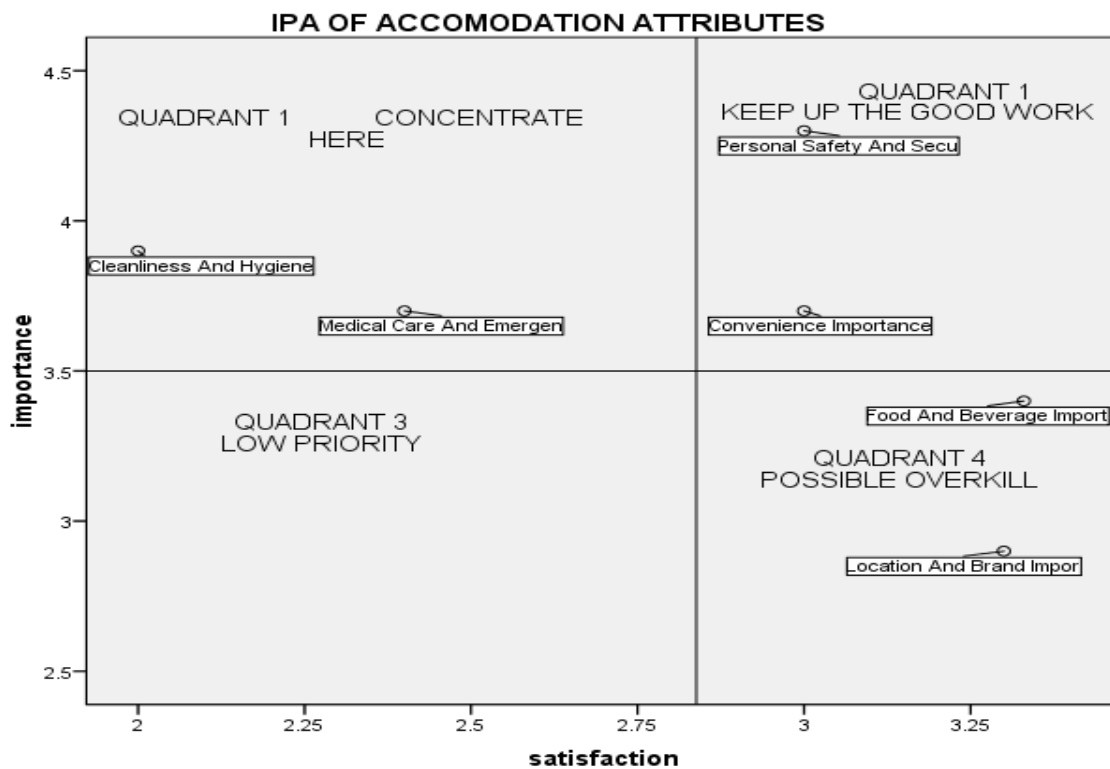


Chart 1.4: IPA analysis of Accommodation

As far as Accommodation is concerned the IPA revealed that we are good in convenience and safety. We are also good in Food, Location and brand but they are not very important. The improvement area however came out to be Medical care and emergency and cleanliness and hygiene

Table 1.11 Micro Parameters of Amenities and Mean of Satisfaction and Importance

III	Amenities	Valid	Missing	MEAN	MEDIAN
1	Food Importance	100	0	3.3	3
1	Food Satisfaction	100	0	3.3	3
2	Transportation Facilities Importance	100	0	3.2	3
2	Transportation Facilities Satisfaction	100	0	2.7	3
3	Public Utility Services Importance	100	0	4.0	4

III	Amenities	Valid	Missing	MEAN	MEDIAN
3	Public Utility Services Satisfaction	100	0	2.2	2
4	Pedestrian Comfort Importance	100	0	4.0	4
4	Pedestrian Comfort Satisfaction	100	0	1.0	1
5	Tourist Help Desk Importance	100	0	3.5	4
5	Tourist Helpdesk Satisfaction	100	0	2.0	2
6	Support Of Locals Importance	100	0	4.0	4
6	Support Of Locals Satisfaction	100	0	1.0	3
7	Police Assistance And Govt Support Importance	100	0	4.0	4
7	Police Assistance And Govt Support Satisfaction	100	0	1.5	1

IPA OF AMENITIES AVAILABLE AT DESTINATION

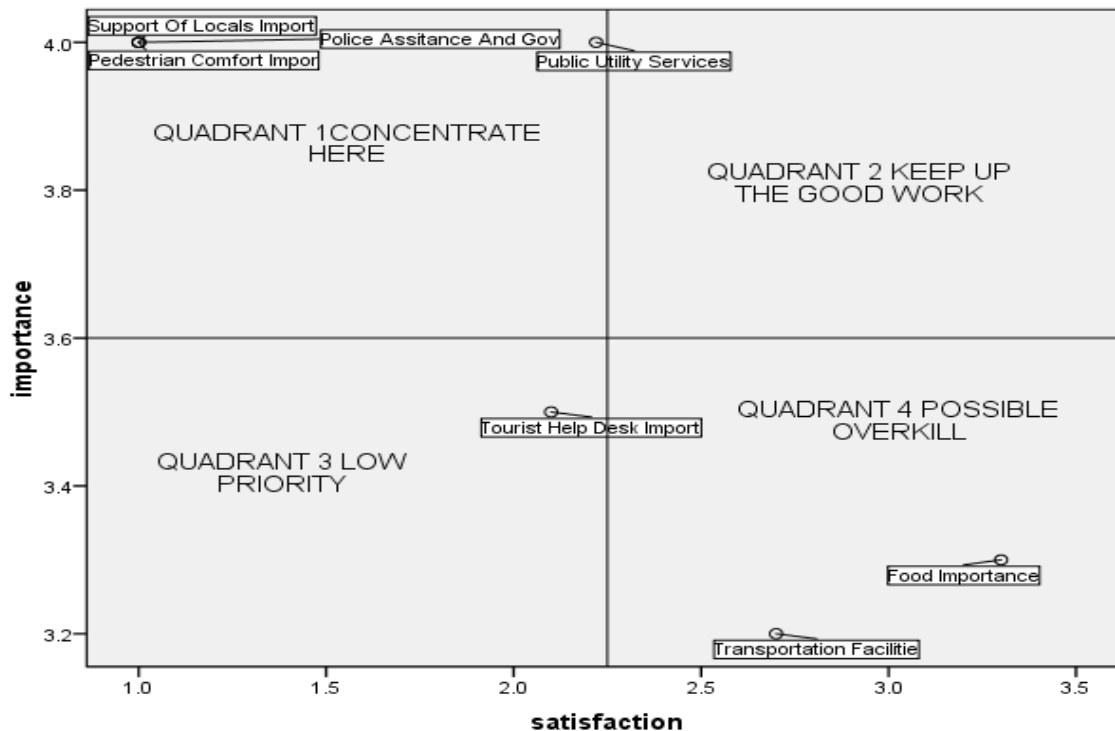


Chart 1.5 IPA of Amenities

A great improvement in the area of Public utility services, Police assistance, Pedestrian comfort and support of locals revealed in the IPA

Table 1.12 Micro Parameters of Activities and Mean of Satisfaction and Importance Chart 1.6 IPA of Activities

IV	Local Activities	Valid	Missing	MEAN	MEDIAN
1	Local Food Availability Importance	100	0	3.1	3
1	Local Food Availability Satisfaction	100	0	3.2	3
2	Cultural Heritage, Historical Museums Importance	100	0	3.1	3
2	Cultural Heritage And Historical Museums Satisfaction	100	0	4.0	4
3	Shopping Fairs And Festivals Importance	100	0	4.0	3
3	Shopping Fair And Festivals Satisfaction	100	0	4.0	4
4	Night Life And Entertainment Importance	100	0	1.3	1
4	Nightlife And Entertainment Satisfaction	100	0	1.2	1
5	Local Art And Handicraft Importance	100	0	3.7	4
5	Local Art And Handicraft Satisfaction	100	0	4.1	4
6	Guided Tours And Heritage Walks Importance	100	0	3.0	3
6	Guided Tours And Heritage Walks Satisfaction	100	0	1.5	1
7	Cultural Shows Importance	100	0	3.0	3
7	Cultural Shows Satisfaction	100	0	1.5	1
8	Adventure And Sport Activities Importance	0	1	2.8	3
8	Adventure And Sport Satisfaction	100	0	3.5	3
9	Wildlife Flora And Fauna Importance	100	0	4.0	4
9	Wildlife Flora And Fauna Satisfaction	99	1	1.0	1
10	Ayurveda Massage , Yoga Medirtation Importance	99	1	3.8	4
10	Ayurveda Massage , Yoga Meditationsatisfaction	99	1	3.7	4

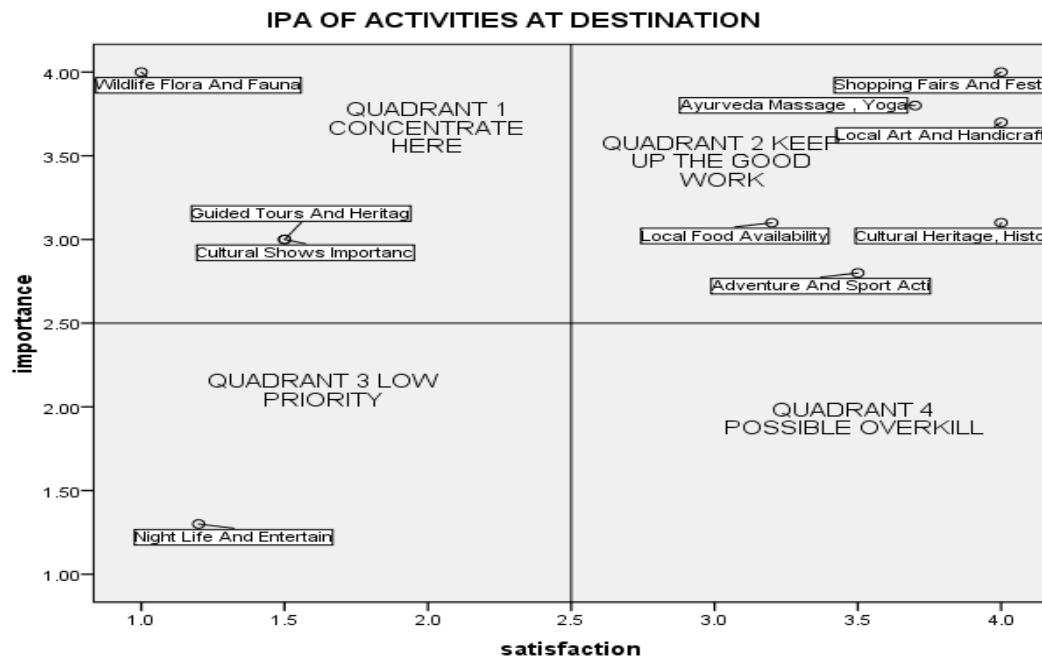


Chart 1.6: IPA of Activities

Table 1.13 Micro parameters of attractions and mean of satisfaction and importance

V	Attractions	Valid	Missing	MEAN	MEDIAN
1	Cleanliness And Hygiene Importance	100	0	3.7	4
1	Cleanliness And Hygiene Satisfaction	99	1	1.4	1
2	Connectivity Importance	97	3	3.1	3
2	Connectivity Satisfaction	98	2	2.5	2.5
3	Public Convenience Importance	98	2	3.4	3
3	Public Convenience Satisfaction	98	2	1.9	2
4	Personal Safety And Emergency Services Importance	98	2	3.8	4
4	Personal Safety Security And Emergency Services	98	2	2.2	2
5	Availability Of Guided Importance	99	1	2.8	3
5	Availability Of Guides Satisfaction	99	1	2.3	2
6	Tourist Inormation Desk Importance	99	1	3.0	3
6	Tourist Information Desk Satisfaction	99	1	2.1	2

IPA OF TOURIST ATTRACTIONS

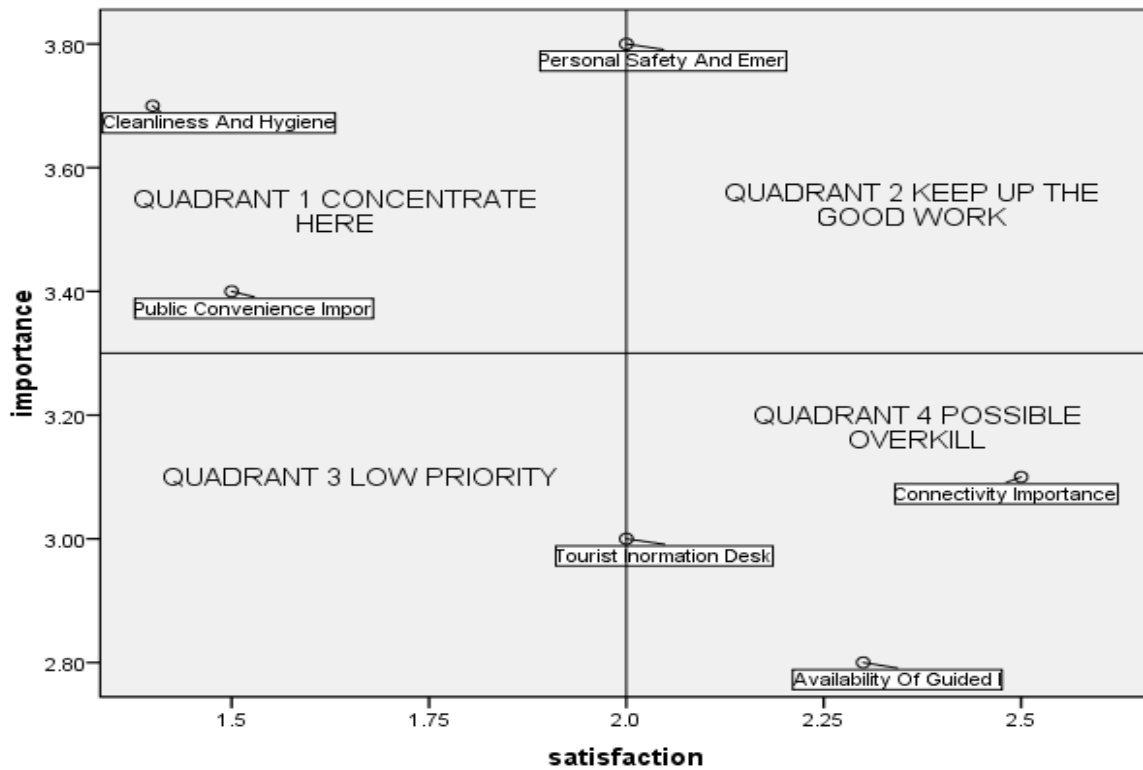


Chart 1.7 IPA of tourist attractions

The IPA of activities and attractions revealed that we are doing a good work and people are satisfied however the scope of improvement visible in the areas of wildlife, guided tours and walks and cultural shows as tourists look forward to them as we are not able to give.

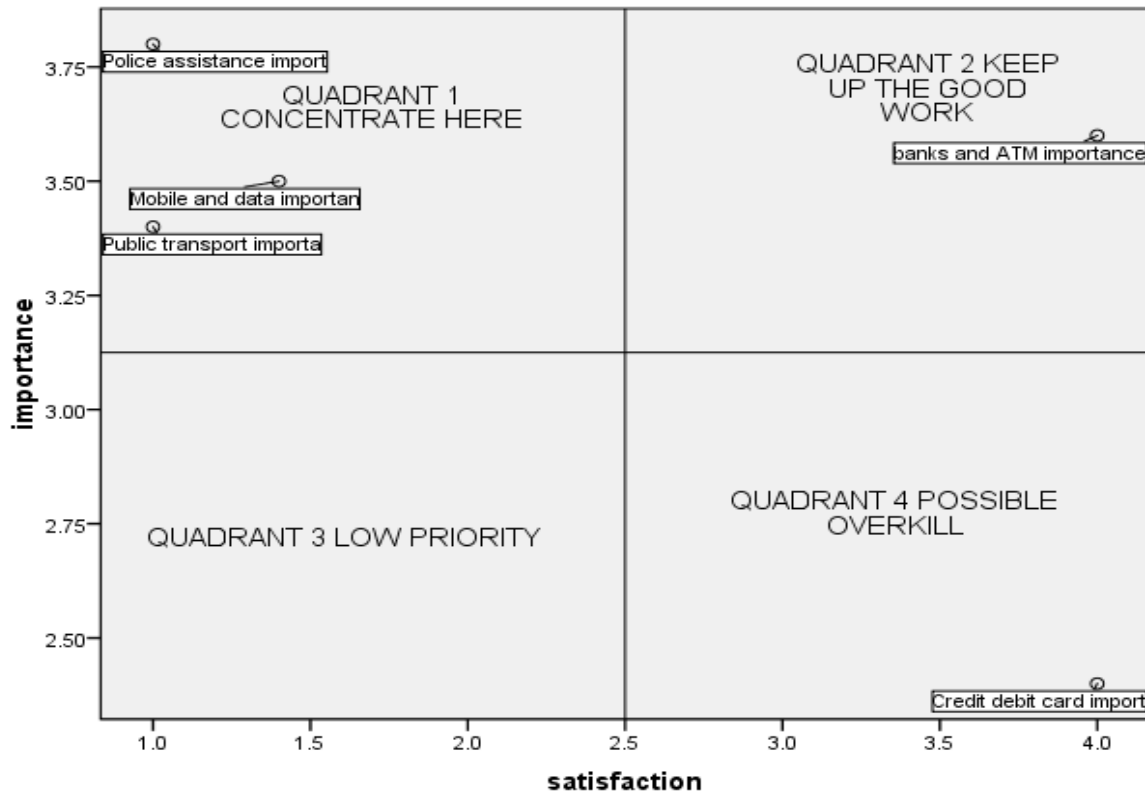
In attractions also scope lies in public convenience services, cleanliness –Hygiene and safety and security. Tourist information also needs attention.

Table 1.14 Micro parameters of ancillary services and mean of satisfaction and Importance

VI	Ancillary services	Valid	Missing	MEAN	MEDIAN
1	banks and ATM importance	100	0	3.6	4
1	Banks and ATM satisfaction	100	0	4.0	4

VI	Ancillary services	Valid	Missing	MEAN	MEDIAN
2	Mobile and data importance	100	0	3.5	4
2	Mobile and data satisfaction	100	0	1.4	1
3	Public transport importance	100	0	3.4	3
3	Public transport satisfaction	100	0	1.4	1
4	Credit debit card importance	100	0	2.4	3
4	Credit debit card satisfaction	100	0	4.0	4
5	Police assistance importance	100	0	3.8	4
5	Police assistance satisfaction	100	0.0	1.0	1

TPA OF ANCILLARY SERVICES AT A DESTINATION



The IPA revealed the importance areas of police assistance, Mobile and data connectivity and Public transport facilities. We are doing well in financial service banks and ATM. Credit and Debit card are no longer that important and tourist are satisfied with this parameter

CONCLUSIONS

The study comprising of 100 women respondents conducted in Pune majorly represented urban educated population with a reasonably good income group, majority married and living in Pune. Maharashtra is considered to be a safe state and here have a considerably better social stature as compared to northern states. Majority of who participated in survey were professionally qualified and working and in the age bracket of 3- to 50 years.

The survey was designed to know from domestic travelers their constraints in travelling, challenges, and to have an overview what do they think about India as a tourist destination restricting with in the 5 A's of tourism. As per the report released by National Sample Survey Office (NSSO), Ministry of Statistics and Programme titled "Key Indicators of Domestic Tourism in India"³ (2014-June) revealed that a big chunk nearing to almost half (48%) of all single member trips undertaken by household were performed by women in both rural and urban areas for leading purpose health & medical. This makes is necessary to conduct the research to know the concerns of travellers.

The analysis revealed that the major reason for travel among women is leisure and meeting family and friends. On the other hand the travel for B leisure and business are extensively low. The travel motivation is topped by relaxation and refreshing feeling followed by Freedom fun and enjoyment at position two and adventure and exploration at position three. Domestic women look for in a destination are safety and security, medical care and emergency. This is followed by affordability, connectivity,

³ Survey on 'Domestic Tourism expenditure' was conducted in NSS 72nd round (July 2014-June 2015). A sample of 79497 rural households from 8001 villages and 60191 urban households from 6061 blocks were surveyed all over India.

infrastructure, Government support, attractions and image. The local acquaintance doesn't really matter.

Areas where we as a country need to make improvements so that the travel can be made fearless, comfortable and enjoyable.

As far as accessibility is concerned the IPA revealed that we are good in comfort and convenience and probably these are not very important to the travelers. The factors which are major concerns and we are not able to match the expectation are cleanliness and safety. Hence researches suggests to keep the security and cleanliness on priority while making the transport strategy.

Moving on to accommodation the cleanliness hygiene and medical emergency are the key improvement area and the scores are very good on safety and convenience parameters. The brand Image, location and food are not very important.

A great improvement in the area of Public utility services, Police assistance, Pedestrian comfort and support of locals revealed in the IPA when it comes to amenities.

On the front of activities the score was really well and the activities like heritage tours and walks, cultural shows and wildlife and be further improved to leverage the full potential

The tourist attraction show improvement required in almost all parameters with cleanliness and hygiene at top most place followed by, safety and security and then provision for public convenience and facilities.

The analysis of ancillary services showed good satisfaction in financial service – banks and ATM and also the debit and credit card facilitates. The improvement areas highlighted however were Police assistance which showed a huge gap in importance and satisfaction followed by mobile and data connectivity and then Public Transport.

The problem of cleanliness, hygiene, lack of proper toilets, poor maintenance, lack of security and safety are the major pointers revealed by the survey. The score card of IPA seems to be above average with lot of improvement areas. This is all from a female perspective and there is a need to work on these parameters if India has to evolve as a loved and preferred destination for women travelers.

The trend of having pink cabs, floors, all kitchens, coaches is a temporary relief but would not work in long run. The

awareness, sensitivity towards and their acceptance as human being is the need of the hour. One solution is to increase presence everywhere which will automatically regulate. A bus being driven by women driver will have less chances of women being harassed. The increased presence automatically percolates a feeling of equality among genders

LIMITATIONS

This study and its findings are not free of limitations. From a conceptual perspective, first, the research is limited and bound within the context of its own objectives. The research was conducted within the city of Pune, within the age group of highly educated people between 30 years to 60 years, and higher middle class which may have affected the result outcome. Most of them were professionals with a small representation of homemakers where as they are major chunk of Indian population.

Secondly the constraints were studied purely from a tourism perspective whereas travel is a day to day activity.

The results of study also allow us to make the following further research proposals. Firstly, research could be enriched exclusively focusing on travel attributes.

Secondly, future research can be made more widespread and may include various larger population to get in-depth and accurate results.

A comparative analysis could be done with different means and modes of transport to arrive at preferred travel mode used by women. The women safety parameters itself forms a wide subject of research.

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