

## EVALUATION OF TOURISM BUSINESS IN ANDAMAN & NICOBAR ISLANDS WITH REFERENCES TO TRADERS AND CUSTOMERS

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### Abstract:

*The tourism is the largest service industry in India. Government figures show tourism contributes 6.23 percent of GDP and accounts for 8.78 percent of jobs. Further more, it benefits in three ways to the India by making employment, foreign currency and infrastructure development. In this regard the present study represents the scenic beauty of Andaman & Nicobar Islands which would create a sense of dissatisfaction and the human mind would rebel against "the whole mass of the motley facts of life". The Andaman & Nicobar are a group of picturesque Islands, big and small, inhabited and uninhabited, a total of 572 islands, islets and rocks lying in the South Eastern Part of the Bay of Bengal. The significance plays as role of Tourism is essential in the economic development of a country. Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. The study is an attempt with the objective and the hypothesis is structures in order to know the opinion about of traders and customers, analyze the difference between educational qualification of the respondents and their satisfaction about transport system and to find out the association between years of establishment of the respondents and their customer in nature. The aim of the present study was to find the relationship between traders of tourism in Andaman and Nicobar Islands and the customers of the traders. The research design adopted includes descriptive research design. The universe consists of all the traders of the Andaman and Nicobar Islands. From that the researcher collected the data directly from 50 tourism traders through self structured questionnaire. The purposive sampling techniques have been adopted. The study reveals that there is no significant difference between educational qualification of the respondents and their satisfaction about transport system and further it argues strongly that there is no significant association between years of establishment of the respondents and their customer in nature. The recommendation made as India should make the most of its topography, natural resources and labor to develop not only traditional products but also non traditional products of tourism. The study ends by concluded that the Indian tourism industry will continue to grow at the fastest pace in the coming years.*

### KEYWORDS:

Tourism, Islands, Economic Development, Traders and Customers.

### INTRODUCTION

"Incredible India," the marketing slogan that attracts tourists to India from around the globe, also reports incredible results for its marketers. The tourism is travel for recreational, leisure, or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places

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outside their usual environment for not more than one consecutive year for leisure, business and other purposes"(UNWTO, 1995). The tourism is the largest service industry in India. Government figures show tourism contributes 6.23 percent of GDP and accounts for 8.78 percent of jobs. The World Travel & Tourism Council has predicted that tourism in India will continue to sustain steady growth. The Ministry of Tourism is the primary driving force behind tourism development in India, and it manages many of the country's tourism enterprises. Further more, it benefits in three ways to the India by making employment, foreign currency and infrastructure development. Over 20 million people work in India's tourist industry. This includes jobs in hotels, transport, attractions and tour companies. Others indirectly benefit such as restaurants and retail shops. Tourism generates over \$11 billion in foreign currency, assisting the country's trade balance. Another benefit is infrastructure development such as hotel construction, airport improvements and ground transportation systems. In addition, tourism promotes understanding among people, both among Indians from different parts of the country, and with foreigners. According to the World Tourism of 1980 quoted that it is an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. In this regard as there are many pleasant tourism place in India. Within this the Andaman and Nicobar Islands were shrouded in mystery for centuries because of their inaccessibility. These are the paragon of beauty and present a landscape full with scenic and picturesque extravaganza. These islands shimmer like emeralds in the Bay of Bengal. The dense forest which cover these islands and the innumerable exotic flowers and birds create a highly poetic and romantic atmosphere. To be a happy stay over there gives the fullest happy and satisfaction. In this context the present study is an attempt to exhibit the trader and customers relationship in the meeting of service.

#### **ABOUT ANDAMAN AND NICOBAR ISLANDS**

Its impressive riches of the velvet blue sea are a charming world of colorful underwater marine life, which is rare of the coral reefs in the world. It is a favorite destination for eco-tourists who gets a chance to feast on a countless fantasy, which the Mother Nature has bestowed on the paradise land of Andaman. It is one of the perfect honeymoon destinations. The beautiful beaches, blue lagoons, and thrilling wildlife will truly mesmerize honeymooners. To witness the breathtaking beauty of the Island, tourist comes from different parts of the world. This famous destination offers an awe-inspiring natural view and an excellent range of adventure sports. The water sport activities like scuba diving, snorkeling, water-skiing and swimming through the blue oceans can be a memorable task. Further, the beat of tribal drums haunts the stillness and technicolor fish steer their way through crystal clear water." The scenic beauty of Andaman & Nicobar Islands, would create a sense of dissatisfaction and the human mind would rebel against "the whole mass of the motley facts of life". The Andaman & Nicobar are a group of picturesque Islands, big and small, inhabited and uninhabited, a total of 572 islands, islets and rocks lying in the South Eastern Part of the Bay of Bengal. They lie along an arc in long and narrow broken chain, approximately North-South over a distance nearly 800 kms. It is logical to presume a former land connection form Cape Negril at South part of Burma to Achin Head (Cape Pedro) in Andalus (Sumatra). The flora and fauna of these islands, however, indicate that this land connection if it existed should have been prior to the development of their present life form.

#### **IMPORTANCE OF TOURISM**

Tourism nowadays is one of the most popular ways of spending free time. It is highly developed in almost all countries, mainly because of material profits it brings. But unfortunately, there is the other side of the coin too, especially if it comes about foreign tourism. From educational point of view, traveling lets people to see world, other peoples, culture and traditions. It is said, that "traveling broadens" and most people consider, it does. At the same time, a tourist who has not wide knowledge about World, can "see the grass greener on the other side of the fence". It causes danger of discontent with country that person live in, what entail complaints and dissatisfaction.

Also economical aspect plays huge role in domestic market economy. Lot of people works in tourist branch what is often their only source of income. Further, tourism can have influence on tourist religious viewpoint. Seeing place which is some religion root, surely strengthens pilgrims faith. On the other hand, showing ones faith can meet with incomprehension or even contempt.

#### **BENEFITS TO INDIA**

India represents one of the most potential tourism markets in the world. Tourism today is the most

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vibrant tertiary activity and a multi-billion industry in India. Traditionally known largely for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. It is an important catalyst in the socio-economic development in the modern times, contributing in multiple ways and strengthen the inter-connected processes. While often portrayed as panacea for many evils such as underdevelopment, unemployment, poverty eradication, social discrimination and so on; its contribution in creating a global and regional socio-political environment for peaceful co-existence of the cultures and societies has been equally established at various levels. Perhaps, this realisation took many advocators to position tourism as one of the biggest 'peace industries', a means to strike equilibrium of global peace process though development. Because, tourism practiced in responsible and sustainable manner bring about the peace and prosperity of the people and that its stakeholders share benefits in fair manner, which is a necessary condition for the equilibrium of sharing to sustain.a. Economy

Travel and tourism play an important role in India's economy; compared with other nations, India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. At time of publication, the World Travel and Tourism Council predicts India will sustain the fifth largest amount of growth in the tourism sector of any country. Tourism can offer direct and indirect aid to a nation's economy. Direct benefits include economic support for hotels, retail shops, transportation services, entertainment venues and attractions, while indirect benefits include government spending on related infrastructure, plus the domestic spending of Indians employed in the tourism sector.

### **b. Environment**

The impact of tourism on the environment can have either beneficial or extremely detrimental effects. When a lively tourism industry induces the government to invest in national parks and preserves, the environment may benefit. The movement toward eco-tourism, or tourism based on the appreciation and preservation of natural environments, improves the chances of benefit to the environment on a small and large scale. In India, you can find hotels, tour groups, resorts and organized expeditions designed for eco-tourism. Practices may include efficient use of water and electricity or the implementation of recycling programs. Indian eco-tourism groups include Eco-Tourism Pioneers in Kerala ([tourindiakerala.com](http://tourindiakerala.com)) and Jungle Lodges and Resorts ([junglelodges.com](http://junglelodges.com)), located in South India.

## **BENEFITS TO VISITORS**

### **a. Health Tourism**

A minority of visitors to India are not traveling to see the sights, but instead, come to India to undergo medical treatments or operations. The relatively high quality of medical treatment in India, in comparison with the country's low costs, makes it a destination for many internationals who cannot afford the medical costs in their own countries. Procedures such as heart surgeries, orthopedic procedures, transplants, endoscopies, cosmetic surgeries and neuro surgeries are all common reasons for medical tourism. On average, the cost of one of these procedures in India may reach about one-fourth the cost in a developed European country.

### **b. Socially Responsible Travel**

A relatively new form of tourism focuses on social benefits to the host country. Typically, travel activities involve volunteerism or economic support for local communities. In India, Global Exchange ([globalexchange.org/tours](http://globalexchange.org/tours)) runs two socially responsible programs that combine the study of local efforts toward sustainable growth and development along with volunteer work. Mandore Guest House in India ([mandore.com](http://mandore.com)) arranges volunteer work and home-stay situations, with the intention of bringing together varied cultures and socio-political backgrounds.

## **RELATED STUDIES**

Rajavel (2007) provoked his thoughts through Development of Tourism in A & N Islands – A Model. Tourism is a branch of Business/Commerce occupying the status of an Industry. Now Tourism is considered as a part of commerce and it is now rightly added to the long list of established industries. Further, Tourism offers ever-widening employment opportunities. Tourism brings and joins the people of different cultures, religions, languages, etc. Andaman and Nicobar Islands are located in the Bay of Bengal. People of all the states in India live in these Islands in harmony with their own culture. The

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natural beauty of the A & N Islands is very attractive. The green vegetation, the tropical forests, the sun-kissed sandy beaches, serpentine creeks, backwaters etc altogether make these islands most serene and enchanting. The industrial development in A & N islands has not been fast enough. Tourism is the only scope of the Andaman and Nicobar Islands for its economic development. The Tourism sector requires effective planning, and a detailed study on the available resources favourable to the tourism in this territory. Tourism problems are in three types namely, Problems Facing the Tourists, Problems Facing the Tourism Entrepreneurs and Problems Facing the Management. Tourism has excellent scope in these islands if it is properly managed with the qualified personnel. For the Tourism Development in A & N islands, a model has been suggested at the interest of the Nation. Once if a Strategy, Tourism Planning, and the Tourism Policy are formulated in the light of the suggestions given in the present work, and the same is implemented very carefully, it is strongly believed that the Tourism in Andaman and Nicobar Islands will be improved, the revenue from the Tourism will increase, the office and administrative expenses will be reduced and the surplus can be seen.

Padmasree and Bharathi Devi (2011) have done a conventional study on the performance of the Indian Tourism Industry in the era of globalization. This article studies the growth of foreign tourist arrivals and foreign exchange earnings into India through the Indian tourism industry. It also examines the share of the Indian Tourism Industry in the World in general and especially the Asia Pacific region. How stable is India's tourism industry in terms of foreign tourist arrivals, foreign exchange earnings, domestic tourist visits within India and the number of Indian tourists going abroad? The article suggests measures for increasing the growth of foreign tourist arrivals and foreign exchange earnings into India via tourism. It is evident from this study that the India Tourism Industry is growing significantly each year at a rate of 7% in foreign tourist arrivals. In addition, India is currently experiencing a steep jump in its position in terms of tourism growth and has moved from its recent 50th global position to position 40 in tourist receipts. In the Asia Pacific Region India is now 11th in terms of tourist arrivals. Had it not been for terrorism in Mumbai and political disturbances, as well as minor domestic violence which compromised the internal security of foreigners, Indian tourism would have grown at an even faster rate.

Rupal Patel (2012) point out a study on India's Tourism Industry – Progress and Emerging Issues. Tourism today is the most vibrant tertiary activity and a multi-billion industry in India. Traditionally known largely for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. With its lucrative linkages with transport, hotel industry etc., the potential and performance of India's tourism industry needs to be gauged in terms of its socio-economic magnitudes. This paper traces the progress made by India's tourism industry in the planning era, and the emerging issues (like alternative tourism) under globalization. It examines the problems and challenges of the country as well as the pitfalls in tourism planning in India. The paper also makes some policy suggestions to address the constraints in promoting sustainable tourism in India. Significance of the Study

Tourism is not an activity for pastime and entertainment but is an enriching and energizing activity. Tourism is the right vehicle for a developing country like India which is on the path of modern economic growth through structural transformation of the economy. The value-added effect of tourism is increasing. Sustainable tourism has vast scope in India by convergence of landscapes with finances, technology, and media. India's tourism industry has witnessed an upsurge in recent years, paying rich dividends to both consumers and producers. The role of Tourism is essential in the economic development of a country. Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. Hotels, travel agencies, transport including airlines benefit a lot from this industry. Tourism promotes national integration it generates foreign exchange. It promotes cultural activities. Tourism also promotes the traditional handicrafts sector. The tourist gets an insight into the rich and diverse cultural heritage of India. This significance made the researcher to study on the selected area.

#### METHODOLOGY

The aim of the present study was to find the relationship between traders of tourism in Andaman and Nicobar Islands and the customers of the traders. The research design adopted includes descriptive research design. The universe consists of all the traders of the Andaman and Nicobar Islands. From that the researcher collected the data directly from 50 tourism traders through self structured questionnaire. The purposive sampling techniques have been adopted.

#### OBJECTIVES OF THE STUDY

To know the opinion about of traders and customers

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To analyze the difference between educational qualification of the respondents and their satisfaction about transport system.

To find out the association between years of establishment of the respondents and their customer in nature

To suggest the suitable measures Hypothesis of the Study

There is a significant difference between educational qualification of the respondents and their satisfaction about transport system

There is no significant association between years of establishment of the respondents and their customer in nature

RESULTS AND DISCUSSION

Table 1

Oneway ANOVA difference between educational qualification of the respondents and their satisfaction about transport system

Educational qualification	Mean	S.D	SS	Df	MS	Statistical inference
<b>Government</b>						
Between Groups			13.102	5	2.620	F=1.390 .247>0.05 Not Significant
<i>Below Metric (n=9)</i>	3.11	1.453				
<i>Metric (n=8)</i>	2.50	1.512				
<i>Graduate (n=13)</i>	2.00	1.080				
<i>Post Graduate (n=9)</i>	3.22	1.563				
<i>Diploma (n=5)</i>	3.40	1.517				
<i>Technical (n=6)</i>	2.67	1.211				
Within Groups			82.978	44	1.886	
<b>Private Remarks</b>						
Between Groups			3.345	5	.669	F=.292 .915>0.05 Not Significant
<i>Below Metric (n=9)</i>	2.89	1.616				
<i>Metric (n=8)</i>	2.25	1.165				
<i>Graduate (n=13)</i>	2.38	1.261				
<i>Post Graduate (n=9)</i>	2.89	1.691				
<i>Diploma (n=5)</i>	2.80	1.789				
<i>Technical (n=6)</i>	2.50	1.761				
Within Groups			100.655	44	2.288	

The above table reveals that there is no significant difference between educational qualification of the respondents and their satisfaction about transport system. Hence, the calculated value greater than table value ( $p>0.05$ ).

Research hypothesis - I

There is a significant difference between educational qualification of the respondents and their satisfaction about transport system

Null hypothesis

There is no significant difference between educational qualification of the respondents and their satisfaction about transport system



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**Statistical test**

Oneway ANOVA 'f' test was used the above table

**FINDINGS**

The above table reveals that there is no significant difference between educational qualification of the respondents and their satisfaction about transport system. Hence, the calculated value greater than table value ( $p>0.05$ ). So the research hypothesis rejected and the null hypothesis accepted.

**Table 2**

**Association between years of establishment of the respondents and their customer in nature**

Nature of customer	Year of establishment			
	Below 2yrs (n=13)	3 to 5yrs (n=11)	6 to 10yrs (n=15)	10yrs & above (n=11)
Individual Tourists	3 (23.1%)	0	4 (26.7%)	1 (9.1%)
Commission Agents	0	2 (18.2%)	2 (13.3%)	2 (18.2%)
Institutions	1 (7.7%)	4 (36.4%)	0	1 (9.1%)
Local Retailers	4 (30.8%)	1 (9.1%)	1 (6.7%)	3 (27.3%)
Local Wholesalers	1 (7.7%)	1 (9.1%)	0	0
Inter - Islands wholesalers	0	1 (9.1%)	2 (13.3%)	3 (27.3%)
Inter - Island Retailers	1 (7.7%)	0	1 (6.7%)	0
Industries	1 (7.7%)	1 (9.1%)	0	1 (9.1%)
Govt. Departments	0	1 (9.1%)	2 (13.3%)	0
Others	2 (15.4%)	0	3 (20%)	0

*Statistical inference:  $X^2=32.555$  Df=27 .212>0.05 Not Significant*

The above table reveals that there is no significant association between years of establishment of the respondents and their customer in nature. Hence, the calculated value greater than table value ( $p>0.05$ ).

**Research hypothesis - II**

There is no significant association between years of establishment of the respondents and their customer in nature

**Null hypothesis**

There is a significant association between years of establishment of the respondents and their customer in nature

**Statistical test**

Chi-square test was used the above table

**FINDINGS**

The above table reveals that there is no significant association between years of establishment of the respondents and their customer in nature. Hence, the calculated value greater than table value ( $p>0.05$ ). So the research hypothesis accepted and the null hypothesis rejected.

**SUGGESTION**

India should make the most of its topography, natural resources and labor to develop not only traditional

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products but also non traditional products of tourism.

Enhancing security, stepping up investment and boosting (world class) infrastructural activities should be on the top of the agenda. Service quality – in hotels, Airports, railway stations, etc – needs to be upgraded.

To promote private and public partnership for infrastructure in tourism industry.

Provide financial assistance and subsidies to traders and youths for enhancing existing tourism business and starting a new venture respectively.

Proper market segmentation should be done on the basis of criteria like demographic, socioeconomic and geographic variables. Yet a holistic approach should be the objective to project an Incredible and Inclusive India. Commercialization should not result in dehumanizing tourism.

#### CONCLUSION

Today tourism is emerging as a leading sector in the world and is now considered by some as the number one industry. Demographic, socio-structural and socio-cultural developments have always led to changes in tourist demands, and service providers in tourism are faced with a substantial need to adjust. These constant challenges have expanded and intensified considerably in the first few years of the new millennium. War and terrorism, extreme weather, the ongoing internationalization of tourism and the ageing of society (increasingly prominent in public awareness) have emphatically demonstrated the latent vulnerability of tourism as a boom industry. The survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time. Development of tourism is a very complex process of interaction among many players, who have shared the responsibility concerning the environmental, social and economic sustainability of this lucrative sector. Consumer trends in tourism, which are gradually changing, require an appropriate response in terms of both policy formulation and investment and the survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time. India represents one of the most potential tourism markets in the world. It has expanded rapidly over the past few years and underpinned by the government support, rising income level and various international sports events, the Indian tourism industry will continue to grow at the fastest pace in the coming years. However, the industry may have to cope up with several challenges which will limit its growth.

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