

THE TOURIST'S PERCEPTIONS FOR THE ENVIRONMENTAL VALUES OF THE DESERT DESTINATION OF JODHPUR

Dr. Meeta Nihalani

Former Head, Department of Management Studies
Jai Narain Vyas University, Jodhpur

ABSTRACT

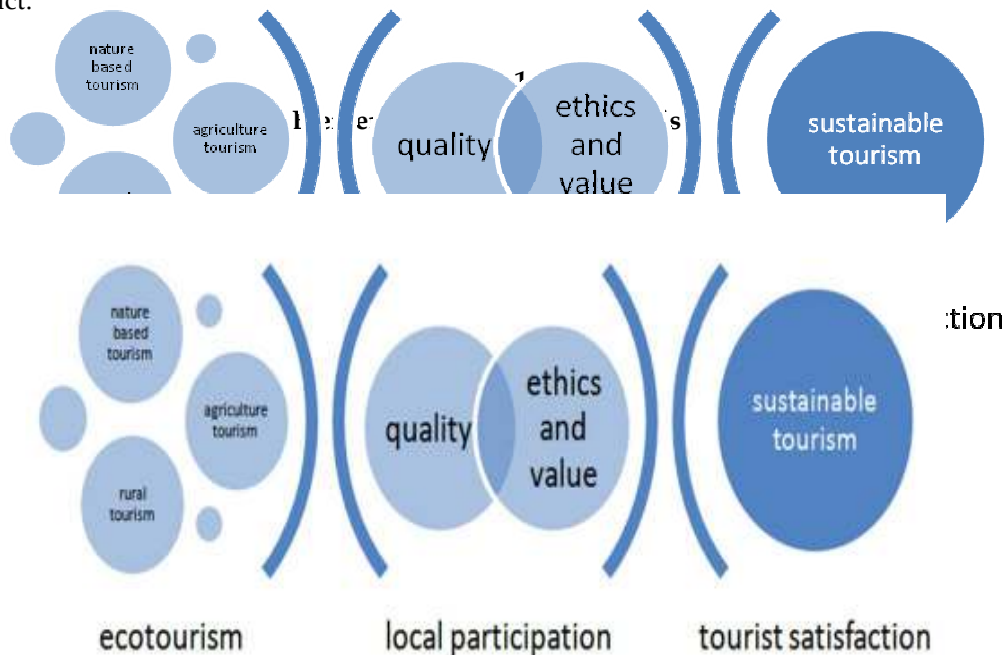
Tourism is an important industry for any economy and it attracts many people from all over the world to increase the earnings and prosperity. The tourism industry can only grow in an ethical way if the inputs of environment and quality are fostered to build the sustainable practices in the market. The tourist is attracted to the environment and the ecosystem for the purity and the value of the system. The overdevelopment can create the congestion and pollution in the destination. The tourism has to be sustainable to give the long-term benefits to the people and the ecosystem. The basic aim of the paper is to analyse the tourist perception and the satisfaction for the environmental values of the destination. The aim is to design the strategic framework for the building the quality of environment to promote the sustainable tourism industry.

Key Words – tourism, environment, sustainable, quality, ecotourism

INTRODUCTION

The quality of the environment, both natural and man-made, is essential for the tourism industry to grow and prosper. The tourism's relationship with the environment is complex – and many activities can have adverse environmental effects. The impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses. The tourism industry has both the positive and negative impacts because the development can gradually destroy the environmental resources on which it depends. Tourism also has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. The environmental conservation needs the collective action among the local people for the tourism development to give incentive to co-operate in conserving the environment. The local knowledge of the ecosystem is important in the environmental conservation for the attraction of the tourists because they have a long-term sight in decision making than outsiders... The local organizations are important to stimulate the collective action.

The ecotourism of the destination is the conservation of the environmental and the cultural values to foster the growth and development of the industry in a quality and sustainable way. The environmental tourism basically includes the nature based tourism and the agricultural tourism. The rural tourism is important for the preservation of the tourism in its most pure and original way to give the traditional impact.



LITERATURE REVIEW

According to Mathieson & Wall, 1982 - tourism consists of activities undertaken during the travel from home for enjoyment and pleasure in other destination to cater to the needs of tourists.

According to Lewis, Semeijn & Talalayevsky, 1998 -The growth of internet and information technology has impacted the growth of the interaction among the travel agents, suppliers and the consumers to upgrade the facilities of the industry.

According to Gartner, 1996 – the degree of environmental impact varies depending on

- the type of the tourist
- intensity of the site use

According to Gartner 1996 - The environmental impacts of the construction and development of facilities needed to support the tourism industry are both immediate and gradual. Development associated with tourism includes

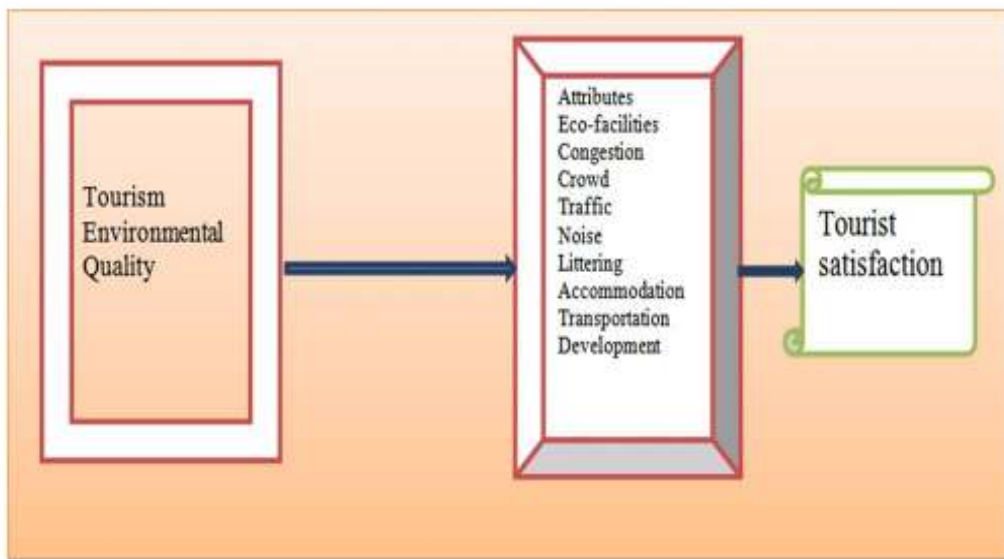
- accommodations
- roads
- retail stores
- restaurants
- tourist attractions
- water supplies
- waste disposal facilities
- Cumulative effects over

According to Goldman 1989- Increased development to accommodate tourism and recreation contributed to the degradation of water quality because of the presence of pollutants

According to Ecotourism Society, 1998 The Ecotourism Society calls ecotourism a nature-based form of specialty travel which is responsible, conserves the environment and sustains the wellbeing of local people

According to Beeh 1999- the nature based tourism is the appreciation of nature but still the adventure tourism has the negative impact on the environment which utilizes the local resources with the consideration of the impacts on the ecosystem

Figure –2
The Attributes Impacting the Tourist Satisfaction in the Industry



OBJECTIVE OF THE STUDY

The basic objective of the study is to analyze

- The environmental issues impacting the tourist satisfaction
- To frame the suggested strategy for providing the better sustainable tourism practices in the industry.

Research Methodology - The researcher contacted the respondents personally with well-prepared sequentially arranged questionnaire. The questionnaire prepared, was divided into two parts, of which part one was used to gather demographic details of the respondents. The second part dealt with attributes impacting the tourist satisfaction

Sampling Area - The study was conducted on the respondents i.e. the tourists visiting the destination of Jodhpur.

Population - All the tourist coming to the destination of Jodhpur

Sample size - The research focused on the participants who were willing to participate. Total 240 respondents filled the questionnaire.

Sampling Design - The sample was designed by the convenience based random sampling method.

Primary Data - Most of the data collected by the researcher was primary data through a structured questionnaire, which was operated on the samples of the tourists visiting the destination of Jodhpur.

Secondary data - The secondary information was collected from the published sources such as journals, newspapers and magazines and websites...

Research instruments - A summated rating scale format was used, with five choices per item ranging from "highly dissatisfied" to "highly satisfy ". In this all the questions were positively framed to study the impact of independent variable like age, gender and education on the dependent variable which is tourist satisfaction.

Analysis of Data - All the data collected from the respondents was feeded and tabulated and the analysis was done through the software of SPSS version 16...

DATA ANALYSIS

Descriptive Statistics

	N	Mean	Std. Deviation
eco_facilities	240	3.53	.720
Crowd	240	3.73	.443
Congestion	240	3.33	.945
Traffic	240	2.13	.886
Noise	240	3.60	.491
Littering	240	1.87	.807
accommodation	240	3.73	.773
transportation	240	4.27	.930
development	240	2.80	.834
Valid N (list wise)	240		

Analysis – The total 240 respondents participated and transportation and congestion is impacting the tourist satisfaction in a larger way.

T-TEST

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
eco_facilities	240	3.53	.720	.046
Crowd	240	3.73	.443	.029
Congestion	240	3.33	.945	.061
Traffic	240	2.13	.886	.057
Noise	240	3.60	.491	.032
Littering	240	1.87	.807	.052
accommodation	240	3.73	.773	.050
transportation	240	4.27	.930	.060
development	240	2.80	.834	.054

ONE-SAMPLE TEST

	Test Value = 3.222					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
eco_facilities	6.703	239	.000	.311	.22	.40
Crowd	17.876	239	.000	.511	.45	.57
Congestion	1.826	239	.069	.111	.00	.23
Traffic	-19.030	239	.000	-1.089	-1.20	-.98
Noise	11.928	239	.000	.378	.32	.44
Littering	-26.011	239	.000	-1.355	-1.46	-1.25
accommodation	10.243	239	.000	.511	.41	.61
transportation	17.393	239	.000	1.045	.93	1.16
development	-7.835	239	.000	-.422	-.53	-.32

Analysis - The basic dissatisfaction in the destination of Jodhpur is due to the littering and traffic problems of the city. The tourist satisfaction is by the ecosystem and the facilities of accommodation sector.

FREQUENCY TABLE

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	64	26.7	26.7	26.7
	30-40	80	33.3	33.3	60.0
	40-50	96	40.0	40.0	100.0
	Total	240	100.0	100.0	

Analysis – 40 percent of tourists are in the age category of 40-50

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	112	46.7	46.7	46.7
	female	128	53.3	53.3	100.0
	Total	240	100.0	100.0	

Analysis – 53.3 percent of tourists are female who coming to Jodhpur

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high secondary	80	33.3	33.3	33.3
	graduation	80	36.3	33.3	66.7
	post-graduation	80	30.3	33.3	100.0
	Total	240	100.0	100.0	

Analysis - 33.3 tourists have the graduation level of education

The strategic inputs to enhance the environmental quality

1. Tourism is the basis of growth in any economy so the development of tourism in a quality way is essential to grow the industry in a sustainable way.
2. Ecotourism practices are essential to build the local participation for the utilization of the local resources to design the empowered economy.
3. The initiatives should be taken within the tourism industry to minimize the negative impacts. Potential improvements include voluntary efforts by industrial sectors, government and developers to design and build tourist infrastructure with minimal impact on the environment.
4. The education and awareness is needed to build the
 - awareness
 - appreciation of nature
 - maintain the ethics of ecotourism
5. The strategy is to build the safety and security in tourism to foster secured practices in the economy. The tourism has to be planned in such a way that the sustainable practices are build. The tourism education and training is essential to build the innovative eco-friendly products in the market. The aim is to give the quality tourism service experience.

6. The sustainable tourism can quality in the industry by
 - Promotion of green tourism
 - Promotion of sustainable tourism
 - Development of adventure tourism
 - Nature
 - Conservation of natural resources
 - Forest conservation
 - Wildlife preservation

CONCLUSION

Tourism is a growth oriented industry in the modern economy where the sustainable practices are essential to build the ecotourism to give the satisfaction to the tourists. The healthy practices can be built by reducing the pollution and enhancing the conservation of nature. The wildlife preservation and the quality ecotourism can give the healthy practices to attract the tourist practices. The major dissatisfaction is due to the littering and traffic problems in the city. The quality of tourism can be increased by the conservation of the resources through the local participation of the people

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