

A Study on Role of Tour Operators for Promotion of Inbound Tourism in Chennai District

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Abstract

Tour operators are effectively dealing inbound tourists directly through different services, arranging tours, providing security and other required services to them. The results reveal that the inbound tourists are agreed with tour operators offer attractive tour packages, tour operators give detailed tour plan, tour operators provide travel information clearly, tour operators make all type of reservation, tour operators provides best accommodations, tour operators give best quality of food and beverages, tour operators provide adequate security and tour operators charge rationally. Significant difference is there in role of tour operators for promotion of inbound tourism amid demographics of inbound tourists. Role of tour operators for promotion of inbound tourism is positively, significantly and highly related with their performance. Hence, tour operators should arrange tour on demand and needs of inbound tourists and they must communicate efficiently in different languages which is easily understandable by inbound tourists. Further, tour operators should provide value added services in order to enhance satisfaction and experience of inbound tourists.

Keywords: Inbound Tourism, Promotion, Tour Operators

1. INTRODUCTION

Tour operators are an integral component of hotel and tourism industries and they are involving in promotion of all kinds of tourism across the world (Meng et al 2013). Tour operators are arranging various types of tours and they are also providing variety of services related to traveling and tourism (Xu and Chan, 2010). Tour operators are having knowledge, competency, innovative ideas and prescience and they are acting as wholesaler or retailer based on size of market and structure of organization (Chand, 2003). Most of them are specialized in planning and are marketing of tourism services and products efficiently among inbound and outbound tourists and travelers (Chand and Katou, 2012).

Inbound tourism is the actions of visitors traveling to a specific place outside their customary atmosphere for not higher than one successive year and not lesser than 24 hours (Saha et al 2016) and their travels are mostly for leisure and entertainment purposes (Liu and Nijkamp, 2018) and inbound tourism improves capacity and innovations in tourism destinations (Vita and Kyaw 2016). Tour operators are effectively dealing inbound tourists directly through different services, arranging tours, providing security and other required services to them. Hence, it is essential to study role of tour operators for promotion of inbound tourism.

2. REVIEW OF RELATED LITERATURE

Saarinen (2011) found that tour operators provided information, travel plan about tours, good quality of services, accommodation and transport facilities to tourists and they also adopted promotional measures.

Mulec and Wise (2012) concluded that tour operators promoted tourism destination through providing quality services, guidance, travel plans and information.

Lee et al (2013) revealed that travel agents provided information on tour, good quality of services, tour and price options and security services to tourists in order to promote tourism.

Bhatia (2014) indicated that tour operators provided security, proper communication, basic amenities, and tour information to inbound tourists in order to promote inbound tourism.

Cavagnaro et al (2015) showed that inbound tour operators were performing activities of arranging tours, booking tickets, providing accommodation, giving information and securities to inbound tourists.

Bandara and Silva (2016) found that travel agencies were actively involved in promotion of inbound tourism by giving information on online sources, providing travel guide and brochures and offering attractive tour packages and services to inbound tourists.

Font and McCabe (2017) concluded that tour operators adopted sustainable tour practices, provided detailed travel and tour plans and marketed sustainable services and products for tourists for promoting tourism.

Devaraja and Deepak (2018) revealed that tour operators offered quality services, provided best accommodation and comfortable transport arrangements and gave securities and other safety measures to tourists.

Marin-Pantelescu et al (2019) indicated that tour operators had good behaviour and arranged tours with sustainable management practices and they provided tour and travel information, good facilities and securities for tourists and minimize negative impacts on tourist places.

3. OBJECTIVES OF THE STUDY

- i) To examine role of tour operators for promotion of inbound tourism.
- ii) To find difference in role of tour operators for promotion of inbound tourism amid demographics of inbound tourists.
- iii) To analyze relation between role of tour operators for promotion of inbound tourism and their performance.

4. HYPOTHESES OF THE STUDY

- i) There is no significant difference in role of tour operators for promotion of inbound tourism amid demographics of inbound tourists.
- ii) There is no significant relation between role of tour operators for promotion of inbound tourism and their performance.

5. METHODOLOGY

Chennai district is opted for the present study. Inbound tourists are chosen by adopting convenience sampling method. Data are received from 225 inbound tourists with the help of questionnaire. Demographics of inbound tourists are studied through percentages and role of tour operators for promotion of inbound tourism is examined with the help of mean and standard deviation. Difference in role of tour operators for promotion of inbound tourism amid demographics of inbound tourists is found by carrying out ANOVA and t-tests. Relation between role of tour operators for promotion of inbound tourism and their performance is analyzed by employing simple correlation analysis.

6. RESULTS

6.1. DEMOGRAPHICS OF INBOUND TOURISTS

The demographics of inbound tourists are shown in Table-1. Maximum number of inbound tourists is male (53.33 per cent) and highest portion of inbound tourists is in 26 – 35 years of age (35.11 per cent). Majority of inbound tourists is under graduates (33.33 per cent) and largest proportion of inbound tourists is in monthly income of Rs.50,001 – Rs.60,000 (34.22 per cent) and most of inbound tourists is married (79.11 per cent).

Table-1. Demographics of Inbound Tourists

Demographics	Number	%
Gender		

Male	120	53.33
Female	105	46.67
Age		
Below 25 years	30	13.33
26 – 35 years	79	35.11
36 – 45 years	71	31.56
Above 45 years	45	20.00
Education		
Higher Secondary	38	16.89
Diploma	48	21.33
Under Graduation	75	33.33
Post Graduation	64	28.45
Monthly Income		
Less than Rs.50,000	41	18.22
Rs.50,001 – Rs.60,000	77	34.22
Rs.60,001 – Rs.70,000	67	29.78
More than Rs.70,000	40	17.78
Marital Status		
Married	178	79.11
Unmarried	47	20.89

5.2. ROLE OF TOUR OPERATORS FOR PROMOTION OF INBOUND TOURISM

The role of tour operators for promotion of inbound tourism is shown in Table-2.

Table-2. Role of Tour Operators for Promotion of Inbound Tourism

Role of Tour Operators	Mean	Standard Deviation
Tour operators offer attractive tour packages	3.93	0.82
Tour operators give detailed tour plan	3.89	0.88
Tour operators arrange tour on demand	3.36	1.04
Tour operators provide travel information clearly	3.85	0.94
Tour operators make all type of reservation	3.90	0.86
Tour operators provides best accommodations	3.87	0.91
Tour operators give best quality of food and beverages	3.82	0.97
Tour operators communicate efficiently in different languages	3.32	1.07
Tour operators provide adequate security	3.96	0.80
Tour operators charge rationally	3.80	0.99

The inbound tourists are agreed with tour operators offer attractive tour packages, tour operators give detailed tour plan, tour operators provide travel information clearly, tour operators make all type of reservation, tour operators provides best accommodations, tour operators give best quality of food and beverages, tour operators provide adequate security and tour operators charge rationally, while, they are neutral with tour operators arrange tour on demand and tour operators communicate efficiently in different languages.

5.3. ROLE OF TOUR OPERATORS FOR PROMOTION OF INBOUND TOURISM AND DEMOGRAPHICS OF INBOUND TOURISTS

The relationship amid role of tour operators for promotion of inbound tourism and demographics of inbound tourists is shown as follows.

5.3.1. Role of Tour Operators for Promotion of Inbound Tourism and Gender

The relationship amid gender of inbound tourists and role of tour operators for promotion of inbound tourism is shown in Table-3.

Table-3. Role of Tour Operators for Promotion of Inbound Tourism and Gender

Gender	N	Mean	Standard Deviation	t-Value	Significance
Male	120	37.82	5.06	4.360**	.000
Female	105	40.59	4.23		

** Significant in 1% level

Mean value of role of tour operators for promotion of inbound tourism for male and female inbound tourists are 37.82 and 40.59 consecutively. This elucidates that role of tour operators for promotion of inbound tourism is larger for female than male inbound tourists.

The t-value is 4.360 and it discloses that significant difference is there amid role of tour operators for promotion of inbound tourism and gender of inbound tourists.

5.3.2. Role of Tour Operators for Promotion of Inbound Tourism and Age

The relationship amid age of inbound tourists and role of tour operators for promotion of inbound tourism is shown in Table-4.

Table-4. Role of Tour Operators for Promotion of Inbound Tourism and Age

Age	N	Mean	Standard Deviation	F-Value	Significance
Below 25 years	30	37.64	4.08	5.217**	.000
26 – 35 years	79	37.52	4.47		
36 – 45 years	71	38.23	5.54		
Above 45 years	45	40.87	3.85		

** Significant in 1% level

Mean value of role of tour operators for promotion of inbound tourism for inbound tourists in below 25 years, 26 – 35 years, 36 – 45 years and above 45 years of age are 37.64, 37.52, 38.23 and 40.87 consecutively. This elucidates that role of tour operators for promotion of inbound tourism is larger for inbound tourists in above 45 years of age than others.

The F-value is 5.217 and it discloses that significant difference is there amid role of tour operators for promotion of inbound tourism and age of inbound tourists.

5.3.3. Role of Tour Operators for Promotion of Inbound Tourism and Education

The relationship amid education of inbound tourists and role of tour operators for promotion of inbound tourism is shown in Table-5.

Table-5. Role of Tour Operators for Promotion of Inbound Tourism and Education

Education	N	Mean	Standard Deviation	F-Value	Significance
Higher Secondary	38	36.08	4.74	6.095**	.000
Diploma	48	38.76	4.64		
Under Graduation	75	39.13	4.96		
Post Graduation	64	40.03	4.27		

** Significant in 1% level

Mean value of role of tour operators for promotion of inbound tourism for inbound tourists with higher secondary, diploma, under graduation and post graduation are 36.08, 38.76, 39.13 and 40.03 consecutively.

This elucidates that role of tour operators for promotion of inbound tourism is larger for inbound tourists with post graduation than others.

The F-value is 6.095 and it discloses that significant difference is there amid role of tour operators for promotion of inbound tourism and education of inbound tourists.

5.3.4. Role of Tour Operators for Promotion of Inbound Tourism and Monthly Income

The relationship amid monthly income of inbound tourists and role of tour operators for promotion of inbound tourism is shown in Table-6.

Table-6. Role of Tour Operators for Promotion of Inbound Tourism and Monthly Income

Monthly Income	N	Mean	Standard Deviation	F-Value	Significance
Less than Rs.50,000	41	40.88	3.63	5.428**	.000
Rs.50,001 – Rs.60,000	77	39.06	5.03		
Rs.60,001 – Rs.70,000	67	37.54	4.73		
More than Rs.70,000	40	36.24	4.60		

** Significant in 1% level

Mean value of role of tour operators for promotion of inbound tourism for inbound tourists in monthly income of less than Rs.50,000, Rs.50,001 – Rs.60,000, Rs.60,001 – Rs.70,000 and more than Rs.70,000 are 40.88, 39.06, 37.54 and 36.24 consecutively. This elucidates that role of tour operators for promotion of inbound tourism is larger for inbound tourists in monthly income of less than Rs.50,000 than others.

The F-value is 5.428 and it discloses that significant difference is there amid role of tour operators for promotion of inbound tourism and monthly income of inbound tourists.

5.3.5. Role of Tour Operators for Promotion of Inbound Tourism and Marital Status

The relationship amid marital status of inbound tourists and role of tour operators for promotion of inbound tourism is shown in Table-7.

Table-7. Role of Tour Operators for Promotion of Inbound Tourism and Marital Status

Marital Status	N	Mean	Standard Deviation	t-Value	Significance
Married	178	40.13	3.78	5.542**	.000
Unmarried	47	36.22	4.84		

** Significant in 1% level

Mean value of role of tour operators for promotion of inbound tourism for inbound tourists in married and unmarried status are 40.13 and 36.22 consecutively. This elucidates that role of tour operators for promotion of inbound tourism is larger for married than unmarried inbound tourists.

The t-value is 5.542 and it discloses that significant difference is there amid role of tour operators for promotion of inbound tourism and marital status of inbound tourists.

5.4. RELATION BETWEEN ROLE OF TOUR OPERATORS FOR PROMOTION OF INBOUND TOURISM AND THEIR PERFORMANCE

The correlation analysis is applied to analyze relation between role of tour operators for promotion of inbound tourism and their performance and the result is shown in Table-8.

Table-8. Relation between Role of Tour Operators for Promotion of Inbound Tourism and their Performance

Particulars	Coefficient of Correlation
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Role of Tour Operators for Promotion of Inbound Tourism and Their Performance	0.61**
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** Significance in 1% level

The correlation coefficient between role of tour operators for promotion of inbound tourism and their performance is 0.61. It clarifies that both are positively and highly related with each other.

7. CONCLUSION

The outcomes of this study elucidate that the inbound tourists are agreed with tour operators offer attractive tour packages, tour operators give detailed tour plan, tour operators provide travel information clearly, tour operators make all type of reservation, tour operators provides best accommodations, tour operators give best quality of food and beverages, tour operators provide adequate security and tour operators charge rationally. Significant difference is there in role of tour operators for promotion of inbound tourism amid demographics of inbound tourists. Role of tour operators for promotion of inbound tourism is positively, significantly and highly related with their performance. Hence, tour operators should arrange tour on demand and needs of inbound tourists and they must communicate efficiently in different languages which is easily understandable by inbound tourists. Further, tour operators should provide value added services in order to enhance satisfaction and experience of inbound tourists.

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