



## PROBLEMS FACED BY TOURISTS IN A.P. TOURISM: AN EMPIRICAL STUDY IN VIJAYAWADA, RAJAMUNDRY & VISAKHAPATNAM OF ANDHRA PRADESH STATE

Prof.D.M. Sheaba Rani\* G. Sri Ranjitha\*\*

\*Professor, Department of Commerce & Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.

\*\*Full Time Research Scholar, Department of Commerce & Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.

### Abstract

The aim of this study is to find out the problems faced by the tourists in A.P. Tourism. The present study is based on both primary and secondary data. The primary data have been collected through one elaborate questionnaire for the tourists. The aspects in the questionnaire include the problems encountered on accommodation, food, transport and other problems. One hypothesis is framed to know the opinion of the respondents on the above problems. ANOVA test has been used to find out the major findings. The test results revealed that the respondents are facing number of problems regarding accommodation, food, transport and other problems. It is suggested to the A.P. Tourism authorities to keep tourists comfortable by reducing problems at tourist places.

**Key Words:** Tourism, Problems, Tourists, Accommodation, Food, Transport, A.P. Tourism, Hotels, Road, Rail Ways.

### Introduction

Tourism is one of the world's fastest growing industries as well as the major source of foreign exchange earnings and employment for many developing countries, and it is increasingly focusing on natural environments. However, tourism is a double-edged activity. It has the potential to contribute in a positive manner to socio-economic achievements but, at the same time, its fast and sometimes uncontrolled growth can be the major cause of degradation of the environment and loss of local identity and traditional cultures.

As far as economic benefits are concerned, tourism certainly constitutes an opportunity for economic development, economic diversification and the growth of related activities, in developing countries especially, contributing around 1.5 per cent of world gross national product. Tourism is also a major source of income and employment.

### Review of Literature

#### Accommodation problems

Anand<sup>1</sup> in his study examines the reason for the poor tourist traffic in India. He says that hotels and other supplementary accommodations are the core of tourism industry and suggests that, the required number should be made available for the proper development of tourism. Negi<sup>2</sup> deals with all kinds of demands and problems faced by hotel industry. He predicts that hotel industry has a big scope for expansion in future. The Indian Institute of Public Opinion<sup>3</sup> in a study considered accommodation sector as one of the central elements because foreign tourists expenditure accounts with food and beverages for 55 per cent and dominates foreign exchange earnings. Seth PranNath<sup>4</sup> is of the opinion that there should be close connection between growth of accommodation facilities and developments in the modes of transport. Selvam<sup>5</sup> in his study also deals with the adequacy and future needs of accommodation.

Leela Shelly<sup>6</sup> has made an attempt to present a broad profile of the hospitality industry. She has brought a fresh insight into the hotel industry and has made a critical appraisal of the contemporary scene in the hospitality industry. Lattin<sup>7</sup> stated that the hospitality industry is the only field where supply must precede demand. The growth of the hotel industry is a pre-requisite for the growth of tourist traffic. Naik S.D. and Davies N. V<sup>8</sup>. In an article expressed that the growth of hotel accommodation has not kept pace with the growing demand for it. J.R.D. Tata<sup>9</sup> felt that shortage of accommodation makes travel unsafe and discourages the tourists to visit a particular area. According to him it is essential to have up-to-date hotels for the advancement of a country in general or a city in particular to provide facilities and comforts to visitors from all parts of the world. Anand<sup>10</sup> pointed out that lack of adequate hotels of acceptable international standards is a critical factor in limiting traffic throughout the pacific, especially India. Haksar<sup>11</sup> suggested that accommodation must be available in sufficient quantity in the required type and quality to match the demand of travelers who arrive at the destination. Accommodation probably precedes any other type of development.

#### Food Problems

Tourism<sup>12</sup> depends on a safe and reliable food supply. Tourists and visitors cannot often go to local markets to buy food



supplies and usually need to depend on restaurants or other public places to purchase food.

### Transportation Problems

Brida, Deidda, & Pulina,<sup>13</sup> opined that transportation infrastructure is very important to regional development and it is an important factor that supports economic activity Victor<sup>14</sup> said that transportation is a major factor that supports the activities of visitors; however, the region's transportation system has difficulty meeting the needs of both the city's population and visitors, as the increase in visitors and residents who use the transportation system has created more traffic jams and accidents, which affect the country's tourist image. Albalate & Bel<sup>15</sup> examined in cities with good public transportation systems, few tourists need to hire private transport; however, in cities with poor public transport, most tourists will have higher demand for public transportation systems and hire private transport. Thus, the number of tourist arrivals to cities as a factor in the design of urban mass transportation supply. Kantawateera<sup>16</sup> pointed that good public transportation is very important to Khon Kaen because of poor public transportation and traffic jams, which are obstacles to both local residents and tourists who visit Khon Kaen (Kantawateera ).

### Objectives of the Study

1. To identify the accommodation and food problems encountered by tourists in A.P. Tourism.
2. To study the transport and other problems faced by tourists respondents.
3. To suggest appropriate solutions to overcome problems in A.P. Tourism.

### Hypothesis

1. There is no significant mean difference in the opinion of the respondents on problems encountered such as accommodation, food, transport and other problems with regard to their demographic variables like age, gender, educations and occupation.

### Methodology

The study is based on data personally collected with the help of an exhaustive schedule. Primary data have been collected from 148 tourists spread over in Vijayawada, Rajahmundry, and Visakhapatnam cities. Simple random sampling technique has been adopted for collection of primary data. In this paper problems faced by tourists from A.P. Tourism are discussed. Problems related to accommodation food transport and other problems are tested with ANOVA test. The secondary data is collected from books journals internet etc.

### Data Analysis and Findings

#### Problems

#### 1. Problem encountered for accommodation

**Table no.1 Respondents perception on problems encountered for accommodation.**

Problems encountered by you at the tourist places in AP for accommodation	VS	S	M	NAS
Room rent.	58.8	32.4	8.1	0.7
Facilities.	12.85	52.7	29.1	5.4
Cleaning	34.5	48	13.5	4.1
Sanitary facilities.	11.5	43.9	28.4	16.2
Water Supply	66.2	20.9	12.2	0.7
Power Cut	70.9	22.3	6.8	
Hospitality	10.8	34.5	27	27.7

Respondents perception on problems encountered for accommodation is depicted in table no 1. Problems are divided into different types like VS- Very serious, S- serious, M-moderate, NAS- Not at all serious . Majority of the respondents views are for very serious and serious. About 58.8 per cent of the total respondents felt very serious problem for room rent, 66.2 per cent of them for water supply and 70.9 per cent for power cut. Regarding serious problems the respondents opined for facilities 52.7 per cent, cleaning 48 per cent, sanitary facilities 43.9 per cent, hospitality 34.5 per cent. Very few respondents are not at all serious about the problems of A.P. Tourism..

**Table no.1a Problems encountered for accommodation vs age**

Age	n	Mean	S.D	F-Value	P-Value	Decision
Below 20	13	3.0879	.37588	1.771	.138	N.S
20-29	47	2.9301	.53359			



30-39	32	2.9732	.57652			
40-49	36	3.1865	.37999			
50 & above	20	3.1429	.49270			

The above ANOVA test value (1.771) and its P-value (0.138) explain that there is no significant difference in the opinion of the respondents on the dimension “Problems encountered for accommodation” by Age. i.e., all these categories of age respondents have opined more or less unanimously. Further, the average opinion score of the age group 40-49yrs respondents have more positive opinion rather than the remaining age categories which illustrates that these category of the respondents are facing more serious problems for obtaining accommodation rather than others followed by above 50 years of age. (Table no. 1a)

**Table no.1b Problems encountered for accommodation vs gender**

Gender	n	Mean	S.D	T-Value	P-Value	Decision
Male	118	3.0436	.47820	-0.039	0.969	N.S
Female	30	3.0476	.57918			

The above average opinion score of males and females are very nearer to each other and the t-test value (-0.039) and its corresponding P-value (0.969) is supported the scores that there is no statistically significant difference in their opinion of the respondents on problems encountered by them in accommodation and their score is greater than 3, which shows that they encountered serious problems for getting accommodation in the tourist places. (Table no. 1b)

**Table no.1c Problems encountered for accommodation Vs education**

Educational Background	n	Mean	S.D	F-Value	P-Value	Decision
Pre metric	15	3.2857	.37017	2.554	0.030	S
Metric	13	3.0220	.60566			
Intermediate	11	3.0519	.39524			
Technical	24	3.1369	.34348			
Degree	55	3.0779	.48392			
P.G	30	2.7952	.59399			

The ANOVA test value (2.554) and its corresponding P-value (0.03) suggest that there is a significant difference in the opinion of the respondents on the dimension problems encountered on getting accommodation. The average opinion score of the respondents who were from pre metric educational background is greater than the remaining categories followed by technical background which suggests that these two category respondents are facing more problems to get the accommodation within time. (Table no. 1c) .

**Table no.1d Problems encountered for accommodation vs occupation**

Occupation	N	Mean	S.D	F-Value	P-Value	Decision
Government employee	32	3.2054	.36815	1.624	.171	N.S
Private sector employee	58	2.9433	.53715			
Own business	16	3.1071	.38510			
Retired	13	3.1099	.58946			
Studying	29	3.0049	.52970			

The above table describes the opinion of the respondents on the dimension “problems encountered on getting accommodation” by occupation of the respondents. The average opinion score of government employee is greater than the remaining four categories followed by the retired employees, which gives a thought that these respondents have more sanguine opinion on this dimension. Whereas the private sector employees respondents opined less positive than others. Further, the F-value (1.624) and the corresponding P-value (0.171) illustrates that there is no significant difference in the opinion between these five categories of the respondents on the said dimension. Hence it is insignificant at 5% level of significance. (Table no. 1d)



## 2. Problem Encountered for Food.

**Table no. 2 Problems faced by the respondents for food.**

Problems encountered by you at the tourist places in AP for food	VS	S	M	NAS
Variety of food	24.3	51.4	23	1.4
Tasty food.	20.3	52	24.3	3.4
Quality of food	38.5	45.9	14.2	1.4
Hygienic food	52	37.8	8.1	2
Food Price	69.6	20.9	8.8	0.7

Problems faced by the respondents for food is furnished in the table no 2. Respondent's problem regarding variety of food 51.4 per cent, tasty food 52 per cent and quality of food 45.9 per cent are serious problems. Whereas for food price 69.6 per cent and hygienic food 52 per cent of the respondents revealed very serious problems.

**Table no2a.Problems encountered for Food vs age**

Age	N	Mean	S.D	F-Value	P-Value	Decision
Below 20	13	3.1077	.45178	1.55	0.191	N.S
20-29	47	3.1277	.54122			
30-39	32	3.1938	.56451			
40-49	36	3.2611	.58519			
50 & above	20	3.4600	.44057			

The above ANOVA test value (1.55) and its P-value (0.191) explain that there is no significant difference in the opinion of the respondents on the dimension "Problems encountered for food" by Age. i.e., all these categories of age respondents have opined more or less unanimously. Further, the average opinion score of the age group above 50yrs respondents have more positive opinion rather than the remaining age categories which illustrates that these categories of the respondents are facing more serious problems for obtaining food rather than others followed by the age group 40-49 years.

People above 50 years suffer from indigestion and face problem in consumption of food. It is also proved in the study the above 50 years respondents are facing more problems for obtaining food. (Table no. 2a)

**Table no2b.Problems encountered for Food vs gender**

Gender	N	Mean	S.D	T-Value	P-Value	Decision
Male	118	3.2475	.55017	1.333	0.185	N.S
Female	30	3.1000	.50309			

The above T-value and its corresponding P-value (0.185) gives an idea that there is no statistically significant difference in the opinion of the respondents on the dimension "problems facing for obtaining food". Further, the male respondents are facing more problems rather than female respondents as their average value is greater than female. (Table no. 2b)

**Table no2c.Problems encountered for Food vs education**

Educational Background	n	Mean	S.D	F-Value	P-Value	Decision
Pre metric	15	3.5600	.49685	3.334	.007	S
Metric	13	3.4154	.47231			
Intermediate	11	2.9091	.48467			
Technical	24	3.2667	.45936			
Degree	55	3.2255	.52360			
P.G	30	3.0200	.60424			

The average opinion score of the pre-metric respondents is greater than the remaining four categories of the respondents which illustrates that these respondents are facing more problems than the remaining four categories by obtaining food. Further, the P-value (0.007) states that there is a significantly difference between the average opinion scores of the respondents on the said dimension. Hence it is significant at 5% of significance and the hypothesis is rejected. (Table no. 2c)



**Table no2d.Problems encountered for Food vs occupation**

Occupation	n	Mean	S.D	F-Value	P-Value	Decision
Government employee	32	3.3125	.44268	2.317	.060	N.S
Private sector employee	58	3.1483	.53843			
Own business	16	3.3875	.65917			
Retired	13	3.4615	.40319			
Studying	29	3.0483	.58470			

The ANOVA test value(2.317) and its significant P-value(0.06) depicts that there is no significant difference in the average opinion scores of the respondents on the dimension “problems encountered for food” by occupation at 5% level of significance. Further, the average opinion score of retired persons is greater than the other and they are facing more problems than others followed by own business respondents. (Table no. 2d)

### 3. Problems Encountered for Transport Services.

**Table no 3 problems faced by the respondents for transport services.**

Problems encountered by you at the tourist places in AP for Transport service	VS	S	M	NAS
Availability of transport.	8.8	55.4	30.4	5.4
Condition of vehicles.	20.9	50.7	25	3.4
Type of transport.	8.1	41.2	41.2	9.5
High fares.	20.9	35.1	27	16.9
Driver Behavior.	28.4	48	22.3	1.4

Problems faced by the respondents for transport services are illustrated in table no. 3. Majority of the respondents are facing serious problems regarding availability of transport 55.4 per cent, condition of vehicle 50.7 per cent, 48 per cent driver behavior, 41.2 per cent type of transport, and 31.5 per cent high fares. Very few respondents revealed that they are not at all serious regarding transport problems.

**Table no 3a problems faced by the respondents for transport services vs age.**

Age	n	Mean	S.D	F-Value	P-Value	Decision
Below 20	13	2.8308	.50230	1.342	.257	N.S
20-29	47	2.6681	.54737			
30-39	32	2.6250	.64608			
40-49	36	2.8944	.53981			
50 & above	20	2.7300	.43177			

The above ANOVA test value (1.342) and its P-value (0.257) explain that there is no significant difference in the opinion of the respondents on the dimension “Problems encountered for transport services” by Age. i.e., all these age categories of respondents are opined more or less unanimously. Further, the average opinion score of the age group 40-49 respondents have more positive opinion rather than the remaining age categories which illustrates that these category of the respondents are facing more serious problems for transport rather than others followed by the age group below 20years(Table no. 3a).

**Table no 3b problems faced by the respondents for transport services vs gender.**

Gender	n	Mean	S.D	F-Value	P-Value	Decision
Male	118	2.7864	.53763	2.204	0.029	S
Female	30	2.5400	.58286			

The average opinion score of the male respondents is greater than the female respondents and the difference is statistically significant at 5% level, which exemplifies that male respondents are facing more problems rather than female respondents for getting good transportation services provided by the tourisms. (Table no.3b).

**Table no 3c problems faced by the respondents for transport services vs education.**

Educational Background	n	Mean	S.D	F-Value	P-Value	Decision
Pre metric	15	3.0400	.40848	2.062	.074	N.S
Metric	13	2.9846	.56250			



Intermediate	11	2.7273	.48392			
Technical	24	2.7250	.42040			
Degree	55	2.6873	.62273			
P.G	30	2.5800	.54419			

For the dimension “Problems encountered by the respondents for obtaining good transport services at tourism places” by Educational background of the respondents ANOVA test is conducted and its P-value (0.074) is found to be insignificant at 5% level. Further, the average opinion score of pre-metric background respondents are facing huge problems than the other categories of the respondents who were from different educational backgrounds followed by metric background. (Table no. 3c).

**Table no 3d problems faced by the respondents for transport services vs occupation.**

Occupation	n	Mean	S.D	F-Value	P-Value	Decision
Government employee	32	2.7500	.44286	1.560	.188	N.S
Private sector employee	58	2.6517	.65165			
Own business	16	3.0375	.42720			
Retired	13	2.7538	.50434			
Studying	29	2.7172	.50573			

The average opinion scores of the respondents who were in the occupation of own business is greater than the remaining four categories which describes that these category respondents have encountered huge problems with transportation services provided by tourism followed by retired persons. Further, there is no significant difference in the opinion of respondents belongs to all the five categories of the respondents. (Table no. 3d).

#### 4. Problems Encountered for Other Problems.

**Table no.4 Problems encountered for other problems by the respondents.**

Problems encountered by you at the tourist places in AP for other problems	VS	S	M	NAS
Tour schedule.	4.7	26.4	29.7	39.2
Tour organization.	4.7	23.6	31.8	39.9
Guide.	2	33.8	35.8	28.4
Communication facilities.	12.2	37.8	24.3	25.7
Theft.	58.8	25	12.2	4.1
Cheating	62.8	20.9	14.2	2

Other problems faced by the respondents are given in table no.4. A majority of the total respondents felt very serious problems regarding cheating 62.8 per cent, theft 58.8 per cent and for communication facilities 37.8 per cent of them found serious problems. Regarding tour organization 39.9 per cent and tour schedule 39.2 per cent of the respondents are not at all serious.

**Table no 4aProblems encountered for other problems vs age**

Age	n	Mean	S.D	F-Value	P-Value	Decision
Below 20	13	2.7564	.53409	1.541	.193	N.S
20-29	47	2.5780	.62055			
30-39	32	2.3594	.57597			
40-49	36	2.4954	.49198			
50 & above	20	2.6167	.46860			

The above table explains about the average difference in the opinion of the respondents on the dimension problems encountered for other problems. The above ANOVA test value (1.541) and its corresponding P-value (0.193) illustrates that there is no significant difference in the opinion of the respondents on the dimension “Problems encountered for other problems” by age. Further, below 20 years of age people have encountered huge problems rather than other age categories as their opinion score is greater than the remaining. (Table no. 4a).



**Table no 4b Problems encountered for other problems vs gender**

Gender	n	Mean	S.D	T-Value	P-Value	Decision
Male	118	2.5127	.55690	-0.811	0.419	N.S
Female	30	2.6056	.57149			

The average opinion score of the female respondents is greater than the male respondents and the difference is not statistically significant at 5% level, which exemplifies that female respondents are facing more problems rather than male respondents for getting good services provided by the A.P. Tourism. (Table no. 4b).

**Table no 4c Problems encountered for other problems vs education**

Educational Background	n	Mean	S.D	F-Value	P-Value	Decision
Pre metric	15	2.5222	.45367	.474	.795	N.S
Metric	13	2.5641	.55083			
Intermediate	11	2.5758	.52368			
Technical	24	2.4028	.49616			
Degree	55	2.5182	.59893			
P.G	30	2.6333	.61339			

For the dimension “other Problems encountered by the respondents for obtaining good services at tourism places” by Educational background of the respondents ANOVA test is conducted and its P-value (0.795) is found to be insignificant at 5% level. Further, the average opinion score of post graduate background respondents is high and are facing huge problems than the other categories of the respondents who were from different educational backgrounds followed by Intermediate background. . (Table no. 4c).

**Table no 4d Problems encountered for other problems vs occupation**

Occupation	n	Mean	S.D	F-Value	P-Value	Decision
Government employee	32	2.4844	.52596	1.527	.198	N.S
Private sector employee	58	2.4368	.58057			
Own business	16	2.5104	.49242			
Retired	13	2.7051	.47704			
Studying	29	2.7069	.59538			

The above table describes the opinion of the respondents on the dimension “other Problems encountered by the respondents for obtaining good services at tourism places” by occupation of the respondents. The average opinion score of students and retired employees are very nearer and greater than the remaining categories of occupation which suggests that these two categories are facing more problems rather than the remaining three categories of the respondents. Further, the F-value (1.527) and the corresponding P-value (0.198) illustrates that there is no significant difference in the opinion between these categories of the respondents. . (Table no. 4d).

### Findings, Conclusions and Suggestions

Respondents’ perception on problems encountered for accommodation revealed that a majority of respondents’ views are very serious and serious problems. Very few respondents are not at all serious about the problems in A.P. Tourism. It is suggested that by providing more adequate facilities in hotels and low problems may attract more number of tourists. Problems faced by the respondents for food are variety of food, tasty food and quality of food revealed very serious problem. It may be concluded that the majority of the respondents are facing problems regarding food supplied by A.P. Tourism. It is suggested to A.P. Tourism to overcome the food problem by supplying good quality, tasty, hygienic and variety of food to the customers.

Problems encountered for transport services revealed that a majority of the total sample respondents are facing serious problem regarding availability of transport 55.4 per cent, condition of vehicle 50.7 per cent and driver behavior 48.0 per cent Very few respondents revealed that they are not at all serious regarding transport problems. It is suggested that low travel rates coupled with attractive package may have a positive effect in making more number of people to travel. It may be concluded that a whopping majority of the respondents are facing other problems at tourist places. It is the duty of the A.P Tourism authorities to keep tourists comfortable by reducing all the problems at tourist places.



## Reference

1. Anand, M.M., *Tourism and Hotel Industry in India*, Prentice-Hall of India (p) Ltd., New Delhi, 1976.
2. Negi, J.M.S, *Hotels for Tourism Development Metropolitan*, Book co. Put Limited, New Delhi, 1984.
3. I.I.P.O., *Indian Tourism Performance and Potential 1971-1991, "An Updated Study"*, 1986, p. viii.
4. Seth Premanath, *Successful Tourism Management*, Sterling publications, New Delhi, 1978.
5. Selvam. M., *Tourism Industry in India*, Himalaya Publishing House, Bombay, 1989.
6. Leela Shelly, *Tourism Development in India*, Arihant Publisher, Jaipur, 1991.
7. Lattin, G.W., *the Lodging and Food Service Industry*, the Educational Institute of the American Hotel and Motel Association, 1989, p.32
8. Naik, S.D. and Davies, N.V., "The Tourism Industry ", "The Economic Scene, Vol IV, 7.Supplement, July 1979, p. S-I 19. Negi, J.M S., op.cit. p.21.
9. Anand, M. M., op. cit., p.112.
10. Haksar AN. "Spot light on Hotels": Supplement: The Economic Scene, April, 1980, p. S-1
11. US Congressional Research Service Food Safety and Tourists Tidbids, News Letter/Texas October 2008
12. Brida, J. B., Deidda, M., & Pulina, M. *Tourism and Transport Systems in Mountain Environments: Analysis of the economic efficiency of cableways in South Tyrol. Journal of Transport Geography*, 2014 p.36, 1-11 . .
13. Victor, B. T. *Land Transportation and Tourism in Bermuda. Tourism Management*, 1992 13(4), p.395-405.
14. Albalate, D., & Bel, G. *Tourism and Urban Public Transport: Holding Demand Pressure under Supply Constraints. Tourism Management*, 2010 p.31(3), 425-433.
15. Kantawateera, K., Naipinit, A., Sakolnakorn, T. P. N., & Kroeksakul, P. *The Satisfaction of Tourists and Policy Guidelines for Tourism Development in Khon Kaen, Thailand. Asian Social Science*, . 2014 p. 10(6), 53-60.