

## **An Analysis of the Dynamics of Tourism Sector: A Study on Jorhat District of Assam Tourism**

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### **ABSTRACT**

*Tourism has been a major social and economic activity in any country. Tourism has become an instrument of economic development and employment generation, particularly in village and unexplored areas in the recent period of time. Tourism has been a part of many activities of different sectors such as transportation, accommodation, food and beverage, recreation and entertainment, and travel services. Success of the tourism depends on equal contribution of all the parties involved in the tourism activities. Tourist who stays outside of his/her place develops some experience relating to the parties or agencies provided their valuable services. One of the major service providers is Tour operator who provides the required information, and also plans and co-ordinates the travel details and creates packages or services. The present paper is an attempt to find out the various services which are essential for satisfactory services in tourism. It is found that major services provided by tour operator are tourist accommodation, tour packages and selection of sites.*

**Keywords:** Tourism, Tour operator, Economic activity and Tourism Sectors etc.

### **INTRODUCTION:**

Tour operator is an organization, firm or company who are primarily responsible for delivering and performing the services specified in a given package tour. Tour operators are also known as manufacturers of tourism products because of providing their own cars and coaches, hotels and other travel related services if possible otherwise same can be obtained from the other suppliers. Generally, tour operator purchase different kinds of individual travel components and make them separate from suppliers and prepare a variety of package tour to cater to the needs of different kinds of travelers. Today, tour operator becomes main elements of promoting tourism in any country. Today, tour operators have become highly competitive. It is observed that a large number of tour operators are working in the same field developing different kind of strategies to achieve a high volume of turnover. Many countries have formulated a lot of attractive promotional avenues for tour operators at domestic and also for international level. It is believed that they are performing many vital functions from the attraction of tourists to developing many diversified of tourism products with discharging social responsibilities respect of remote and backward area. Therefore, the present paper was an attempt to find out the role of tour operator in the promotion of tourism industry.

### **REVIEW OF LITERATURE:**

Rajasekhar, K. (2010), in his research paper entitled “Development of backward areas through tourism” has highlighted the role of tourism. The study emphasized investments in tourism such as hotels, air, bus, rail, shopping, services, resort and handicrafts amounts to billions of dollars and millions of people earn their livelihood from direct and indirect employment in tourism industry.

Dam, Supriya. (2014) suggests in respect of Tour arrangement pattern of foreign tourists that 70 per cent of them

visited Sikkim through conducted tours by tour operators. Such travel companies, because of their bargaining power, offer less lucrative offers to hoteliers and other service providers. In doing so, the state usually loses a bulk of revenue to such tour operators\ Promotion of independent travel from abroad can produce desired results for service providers of the state in general and Sikkim in particular.

Kumar, Jaswinder.(2011)in his research paper entitled “Tourism potential and its impact in Himachal Pradesh-A case study of Lahaul-Spiti, Kullu and Una Districts” concludes with the need of the awareness of the local people and direct involvement of representatives of the local community in development decisions affecting their locality. Local people should come forward to retain their native culture even though participating in tourist activities.

Bhatia, Archana.(2014) in her article entitled “Comparative Analysis of Inbound Tour Operators’ Perception of Destination Competitiveness of India and Singapore” highlights about the significant difference in the perception of tour operators of both the destinations. It is also found that for prices of food, local transportation fare, prices of shopping goods and food and other commodity prices at tourist’s spots are found to be more reasonable in India as compared to Singapore.

David Foster focuses in his paper entitled “The customer’s perception of Tourism Accreditation sought to know the level of awareness among consumers of the tourism accreditation system in Australia” and found that a lot of work needs to be done before we can be confident that consumers are aware of the existence of the tourism accreditation system. It has also demonstrated that even when tourists are aware of accreditation, there is confusion about what it actually means.

#### **OBJECTIVES OF THE STUDY:**

- 1) To find out perception of tour operators regarding various attributes affecting destination in respect of promotion of tourism industry.
- 2) To access the opinion of tour operators regarding the attribute of prices of tourism products.

#### **RESEARCH METHODOLOGY:**

The study is conducted to find out the opinion of tour operators regarding various attributes affecting destination in respect of promotion of tourism industry. The descriptive research design has been applied for the present study. The Sample area of the study is Jorhat District of Assam. The existence of a well organised large network of tour operators and the significant presence of different attributes of tourism in Jorhat are the reasons for selecting Jorhat as the Sample area. A structured questionnaire was filled by the tour operators so as to collect primary data offering from both offering domestic and international tour packages. In total, 50 numbers of tour operator’s opinion have been considered for the study by using purposive sampling method.

#### **RESULT AND DISCUSSION:**

In the following table an attempt has been made to show the perception of tour operations regarding various attributes affecting tourism destination

**Table 1: Showing willingness of Tour Operator’s regarding various attributes affecting destination**

<b>Different Destinations of Tourism</b>	<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Eco Tourism	Yes	18	36
	No	32	64
	<b>Total</b>	<b>50</b>	<b>100</b>
Rural Tourism	Yes	36	72
	No	14	28
	<b>Total</b>	<b>50</b>	<b>100</b>
Adventure &Wildlife Tourism	Yes	35	70
	No	15	30
	<b>Total</b>	<b>50</b>	<b>100</b>
Medical Tourism	Yes	15	30
	No	35	70
	<b>Total</b>	<b>50</b>	<b>100</b>

Different Destinations of Tourism	Responses	No of Respondents	Percentage (%)
Cultural Tourism	Yes	30	60
	No	20	40
	<b>Total</b>	<b>50</b>	<b>100</b>
Educational Tourism	Yes	14	28
	No	36	72
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field Study

Table 1 shows that rural, Adventure & Wildlife and cultural tourism is mostly preferred by the tourists under study area and eco, medical and educational tourism are less preferred in the opinion of tour operators working under study area.

**Table 2: Showing descriptive score of attributes of Prices of tourism**

Prices	Mean	Standard Deviation
Accommodation	2.9216	.53174
Local Transport fare	4.1065	.89100
Food	3.3982	.48381
shopping	2.6577	.66711

Source: Field Study

Table 2 shows that the mean scores of prices of local transportation fare and food are more reasonable in comparison to accommodation and shopping.

**CONCLUSION:**

Tourism becomes a vital strategy for eliminating poverty and unemployment problems prevailing in the present society. The idea of balanced regional development could have been achieved with the development of rural and unreachable areas of the country. It can be realized after accessing the role of tour operators in the promotion of tourism in their respective areas. At the same time the problems of unemployment, communications, exchange of cultural ideas, and improving educational scenarios of the particular society will be promoted. In the opinion of tour operator’s tourist prefer more in rural, Adventure & Wildlife and cultural tourism in comparison to medical and educational tourism in India. It is also observed that tour operator are getting negative feedback about the accommodation provided to them and the prices of different articles purchased from the visiting places are far costly in comparison to other places.

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