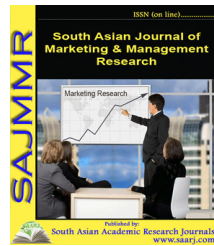




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REVIEW AND ANALYSIS OF STATUS OF INDIAN TOURISM AND HOSPITALITY RESEARCH

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ABSTRACT

Because of its strong forward and backward linkages with other important sectors of the economy, tourism in India has emerged as a key driver for long-term growth. In 2012, tourism generated US\$ 17,737 million in foreign currency, an annual growth rate of 7.1 percent. This rise has prompted academics, policymakers, and professionals to study the tourist sector in more detail. This is the first study to concentrate exclusively on Indian tourism and hospitality research and to conduct a thorough assessment of the literature. It covers 182 articles published between 1981 and 2012 in major academic databases such as Scimedirect.com, SAGE Journals, Routledge.com, Emerald Insight, Springer, Wiley Online Library, and Tourism Recreation Research. The results show that research topics have grown more diverse, and the research output of Indian colleges and institutions is steadily rising. Multiple authorship and more sophisticated methodological methods have been discovered as a trend.

KEYWORDS: *Content Analysis, Evaluation, Status of Indian Tourism, Tourism Trends, Tourism In India.*

INTRODUCTION

The Indian National Tourist Policy, which aims to achieve socio-cultural and economic advantages, has resulted in a rise in tourism activities throughout the nation. According to data from the Ministry of Tourism, Government of India, foreign visitor arrivals (FTAs) in India in 2012 were 6.58 million, generating \$17.74 billion in foreign exchange earnings and contributing \$128 billion to the country's GDP (The World Travel and Tourism Council WTTC). According to the United Nations World Tourism Organization India would acquire 8.9 million free trade

agreements by 2020. In terms of traffic, tourism trends have already begun to show signs of potential development[1].

Researchers have been drawn to India's fast development in size and economic significance, and as a result, the number of papers published on Indian tourism and hospitality has increased in recent decades. Because an inventory of study work may be used to anticipate future trends and problems, these changes need a thorough literature evaluation in this context, which is lacking in Indian tourist research. This necessitates a thorough examination of papers published in periodicals ranging from travel and hospitality to other fields[2]. The required questions should be quickly addressed, such as how many research papers about India have been published, which university/institute has contributed the most articles on Indian tourism and hospitality, and what are the trends and features of research in India[3]. That industrial research may be attributed to management functions that solve operational and managerial issues. Research is also required in the business to keep operators informed about their markets, developments, and future forecasts. The Indian tourist sector, which has enormous development potential, also anticipates research support. As a result, it is essential to update the research agenda by conducting a thorough and critical review of Indian tourism and hospitality research. This will provide answers to key issues like where we are now and whether types of tourism are likely to succeed. Several research have looked at these problems from a worldwide standpoint[4]. According to the literature reviewed, despite the fact that there are many studies on the Indian tourist and hospitality sector, the current article is the first to evaluate trends in Indian tourism and hospitality research. It offers an inventory of published research articles on Indian tourism in journals since 1981 in order to achieve its goals[5]. Only six articles were discovered in the literature before to 1981, which may be considered the start of Indian tourism and hospitality study. The purpose of this study is to look at the substance of research papers on Indian tourism and hospitality, keeping the following goals in mind:

1. To locate research papers on Indian tourism and hospitality that have been published in journals.
2. To categorize contributions to Indian tourism and hospitality research by authors, universities, institutions, and country of origin.
3. To summarize the content of India tourism and hospitality research in terms of the themes and disciplines addressed; spatial coverage (i.e., research setting); types of tourism studied; nature of data (quantitative, qualitative, and hybrid); nature of study (empirical and conceptual); and sophistication of statistical techniques employed[6].

The analysis of research literature aids in the identification of trends and gaps in the area. It allows researchers to enhance the quality of their research agendas, as well as benefiting industry by providing it with solid theoretical concepts. Several studies on tourism and hospitality have used content analysis to evaluate research published in journals with the goal of evaluating trends[7]. Content analysis is a method for discovering and describing current patterns in a subject that is objective, methodical, and repeatable. To discover study patterns, both qualitative and quantitative data have been utilized. Between 1974 and 1986, this method was utilized in the tourism and hospitality industry to examine research articles published in the *Annals of Tourism Research* and *Journal of Leisure Research*. Using this technique, Reid and an analysis of papers published in three journals (*Journal of Tourism Research*, *Annals of Tourism Research*, and *Florida International University Hospitality Review*) were able to publish in four journals (*Cornell Hotel and Restaurant Administration Quarterly*, *Journal of Hospitality and Tourism Research*, *International Journal of Hospitality Management*, and *Florida International University*

Hospitality Review). Five of the most prestigious hotel management publications were examined. Furthermore, they utilized content analysis in their research and came to the conclusion that the studies that were accessible in the literature only used a small number of journals for analysis. Using the same method, a study of research on "tourist and hospitality marketing" showed that conventional research subjects got less attention in 2002–2003. The demographic characteristics of fifty-seven tourism and hospitality academics were studied as part of a study on leadership in tourism research. Fig.1, Illustrates the distribution of age group participating in the tourism in India.

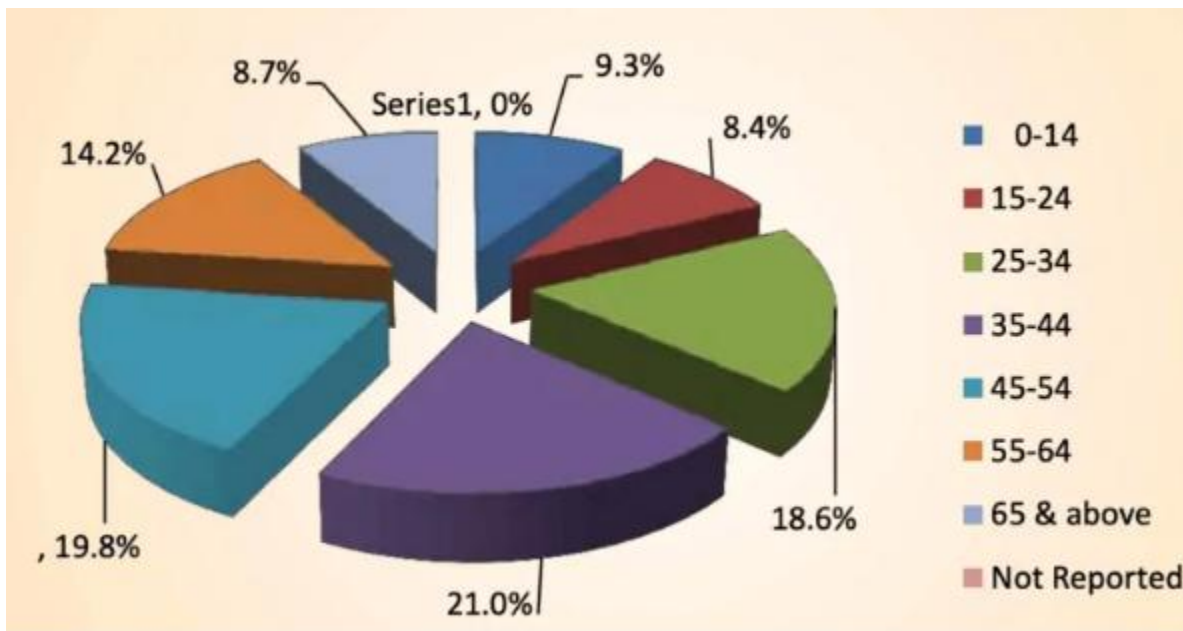


Fig.1: Illustrates the distribution of age group participating in the tourism in India[8].

Meanwhile, content analysis was utilized to discover the growing significance of qualitative approaches in modern tourist research. The current literature is organized into three major themes: authorship, institutional performance analysis, and paper and title profiling. Content analysis for papers published on Chinese tourism and hospitality in six top-rated journals in the field and recommended periodical content analysis of journal publications for an up-to-date knowledge of trends, according to articles published in the Journal of Sustainable Tourism. They used a similar approach in their study on China, which only contained papers from one publication. The bulk of studies that attempted to monitor developments in tourism and hospitality research utilized content analysis, however they left out a number of tourism and related publications. Furthermore, the study seems to be unable to uncover complete research output at both the global and country levels due to their small sample sizes[9]. This was clearly shown in a recent research. The current study, which takes place in India, is a modest attempt to close this gap. This is the first study in India to evaluate tourism and hospitality research articles published in journals from seven major academic databases across the globe. Journals from other areas were also included since the subject's multidisciplinary character may inspire writers to submit their work to journals from other domains. A total of 182 papers from 78 publications published in the past 32 years (1981 to 2012) were determined to be eligible for analysis. Keyword searches of the publications' web portals for the terms "India," "Indian," and "Delhi" yielded the articles. Fig.2, illustrates the rise in number of tourist coming to India from 1995 to 2005.

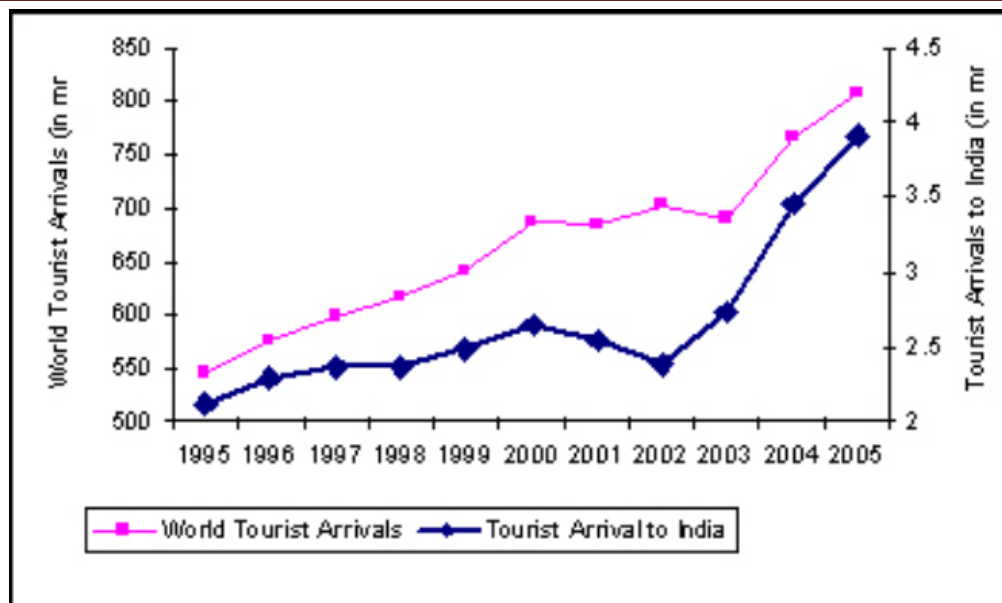


Fig.2: Illustrates the rise in number of tourist coming to India from 1995 to 2005[10].

DISCUSSION ON THE RISE OF TOURISM IN INDIA

Under the 'and' and 'or' search aids, "Indian Tourism," "Indian Hotels," "Indian Hospitality," and "Indian Traveling" were helpful keywords. The major topics of articles were identified and their eligibility was determined using keywords. The relevance of selected publications to the current research was assessed individually. Only full-length articles were considered for inclusion. Following norms, book reviews, reports, opinions, review articles, research notes, conference reports, and brief communications were omitted from the study. Two or more articles on Indian tourism and hospitality research were identified in a total of 28 journals. The focus of analysis for the articles as in previous studies conducted by the contribution of publisher database, theme and discipline, performance of university institute, authorship information, coverage of research region, types of tourism studied, and methodology used was on the contribution of publisher database, theme and discipline, performance of university institute, authorship information, coverage of research region, types of tourism studied, and methodology used. After the data was analyzed, the articles were categorized into various topics. The current research categorized articles into four industrial sectors, which were Tourism Travel Management, Restaurant, and Airlines, based on prior studies of the subject.

To evaluate the contributions of authors and universities/institutions, two techniques were used: instance and weighted instances. The instance showed the number of times one author submitted an article solo or as part of a group, while the weighted instance indicated the number in proportion to numerous writers. If two writers co-authored an article, each will get one occurrence with a weighted value of 0.5. The research area coverage took into account just the location where the study was conducted, not the author's place of employment or residence. Each paper was divided into three categories in the methodology section: quantitative, qualitative, and hybrid which combines quantitative and qualitative techniques. On the basis of content publication as stated by the author, the selected articles were additionally classified into empirical and conceptual categories. Furthermore, data analysis methods employed in the papers were evaluated in order to better understand the study's goals. A content analysis of the articles was performed to examine the major topics. Because tourism and hospitality are trans-disciplinary fields, several papers addressed many topics; nevertheless, only the most prominent

subject from each article was chosen for this study. Twenty-four topics accounted for 91.21 percent of the articles, according to the study. The findings of the comprehensive worldwide research have a lot in common with the conclusions of the theme analysis. In the papers, various data analysis methods are utilized.

Authors used qualitative techniques the most (53.66 percent), followed by descriptive statistics 20.98 % However, qualitative techniques were used less often, falling from 76.47 % in 1989–1996 to 47.37 % in 2005–2012. Content analysis, frequency, cross tabulation, and importance-performance analysis are examples of descriptive statistics. This method is being used in more publications, with 32 in 2005–2012 compared to just 1 in 1981–1988. The authors also employed factor analysis (5.85 percent), regression analysis (4.48 percent), correlation analysis (3.41 percent), ANOVA (2.93 percent), and t-test (2.44 percent). The number of analytical methods employed grew from 46 in 1997 to 2004 to 133 in 2005 to 2012. This backs up the claim that advanced and sophisticated methods aid readers in comprehending difficult topics in a straightforward way. During the research period, structural equation modeling, ethnographic methods, econometric approaches, Box–Jenkins, and other techniques were used in just one paper each. Recent research has also shown a promising trend in the variety of topics and disciplines. Indian writers' and universities'/institutes' contributions also shown steady growth. The current research discovered that the tourism and hospitality sector received academic interest when it became a driving factor in foreign currency profits.

According to an analysis of articles, both Indian and foreign researchers have begun to devote attention to the study of India's tourism and hospitality industry since the launch of the "Incredible India" marketing campaign, but knowledge enhancement has not been produced or distributed evenly. The present status of research publications in different. The majority of the research papers on Indian tourism and hospitality were published in TourismRecreational Research (TRR) and two issues of Worldwide Hospitality and Tourism Themes (WHTT) with the specific subject of "Indian Tourism." Approximately one-third of the entire research has been published in journals from different fields. Other results show that throughout the study period, the most research was produced in the field of "tourism/travel management" (77.98 percent). Multiple authorship was also observed throughout the data analysis. In terms of contributor affiliations, the findings show that research was unevenly dispersed. Researchers associated with Indian universities/institutes published about 40% of the articles, followed by universities/institutes in the United States and the United Kingdom. The low number of Indian tourism and hospitality research articles published in foreign journals raises concerns for future study how do Indian tourism and hospitality scholars choose journals to publish in? 2) How can research articles on Indian tourism be appealing to journals for publication? The research topics and disciplines evolve in response to business demands and realities, however this is not the case in the Indian tourism and hospitality sector. The anticipated emphasis at this stage was on research evaluating potential, although topics such as "Tourism Impacts" and "Tourist Behaviour" were prevalent. The increasing number of visitors and marketing rivalry among service providers may be linked to the emphasis on the "Tourist Behaviour" topic. In the case of Medical Tourism, research has developed in lockstep with market developments. Indian Medical Tourism has caught the interest of scholars because to its position as one of the top four tourism destinations in the world (i.e., 9.89 percent of total studies).

Researchers have studied a wide variety of topics during the past eight years (2005–2012), but there is still a long way to go before they have a complete knowledge of the Indian tourist sector. The absence of particular regionally focused research has also been apparent over time.

Researchers paid less attention to states that drew more incoming foreign visitors. This backs up the claim that research isn't expanding at the same rate as the rest of the business. Diversity of research techniques offers the power of generalizability of complicated theoretical connections as a research area develops. Prior to 1996, most studies analyzed data using just descriptive statistics and qualitative research techniques. Since 1997, Indian researchers, like their Chinese counterparts, seem to have acquired sophisticated statistical techniques and used them in their study. In addition, evidence of increasing usage of advanced statistical analytic methods in recent research is highlighted in this article. However, this does not imply that Indian tourism and hospitality research has improved in quality. Nonetheless, using these analytical methods improves studies of complicated connections involving many variables and simplifies the presenting of findings, which benefits decision-makers.

CONCLUSION AND IMPLICATION

Teaching quality is attributed to research papers since they begin the intellectual growth of a topic. The study of publications on India seems to corroborate this, both in terms of contributing to the subject's education and in terms of influencing the country's tourist development. Between 1981 and 2012, research output grew substantially, with the most rapid growth occurring between 2005 and 2012. During this time, the tourism sector had a significant growth in terms of visitor traffic and revenues. Following a review of the articles, several significant findings were discovered. Increases in the number of articles published in top-ranked tourism and hospitality publications, as well as journals from other disciplines, demonstrate that the topic is on the rise. Topics like "Tourism Impacts" and "Tourism Marketing" are expected to grow more popular among academics in the near future since study themes have gotten more diverse throughout time... The number of studies focused on particular states has increased in terms of research area coverage (i.e. study sites). The number of empirical studies using more complex and sophisticated analytical methods is increasing as well. The output of research in Indian universities and institutes continues to rise. The findings also revealed a tendency toward numerous writers. This study, like others, has limitations that may restrict the generalizations that can be made from the findings. Papers from local journals published at the university/individual level, conference proceedings, periodicals, novels, Ph.D. theses, and other kinds of publishing were not included in the research output utilized as an input. Future research may look at all of these research products in order to make studies more thorough. Studies may potentially concentrate on a variety of other topics not covered in this article. A monthly content analysis of articles published on Indian tourism and hospitality may be carried out, and the patterns discovered could aid in gaining a complete knowledge of the sector. It is also likely to be influenced by the amount of research funding available and the goals of the study sponsors.

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