

Research Methodology

UNIT -2

TOPICS:

- **Research Problem**
- **Characteristics of a good research problem**
- **Errors in selecting a research problem**
- **Growth of research in tourism in India**

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UNIT -2

Research Problem

A **research problem** is a statement about an area of concern, a condition to be improved, a difficulty to be eliminated, or a troubling **question** that exists in scholarly literature, in theory, or in practice that points to the need for meaningful understanding and deliberate investigation

OR

A Research problem is a question that a researcher wants to answer or a problem that a researcher wants to solve.

OR

A research problem is an issues or a concern that an investigator / researcher presents and justifies in a research study.

Characteristics of a good research problem

- The problem can be stated clearly and concisely.
- The problem generates research questions.
- It is grounded in theory.
- It relates to one or more academic fields of study.
- It has a base in the research literature.
- It has potential significance/importance.
- It is based on the work of others.
- It can be replicated and doable.
- It is generalisable to other settings.
- It is based on some logical rationale and tied to theory. ...
- It generates new questions or is cyclical in nature.
- It is incremental.

Errors in selecting a research problem

1. Population Specification

Population specification errors occur when the researcher does not understand who they should survey. This can be tricky because there are multiple people who might consume the product, but only one who purchases it, or they may miss a segment looking to purchase in the future.

2. Sampling and Sample Frame Errors

Survey sampling and sample frame errors occur when the wrong subpopulation is used to select a sample, or because of variation in the number or representativeness of the sample that responds, but the resulting sample is not representative of the population concern.

Unfortunately, some element of sampling error is unavoidable, but sometimes, it can be predicted. For instance, in the 1936 presidential election between Roosevelt and Landon, the sample frame was from car registrations and telephone directories. The researchers failed to realize that the majority of people that owned cars and telephones were Republicans, and wrongly predicted a Republican victory.

3. Selection

Selection error is the sampling error for a sample selected by a non-probability method. When respondents choose to self-participate in a study and only those interested respond, you can end up with selection error because there may already be an inherent bias. This can also occur when respondents who are not relevant to the study participate, or when there's a bias in the way participants are put into groups.

4. Non-responsive

Nonresponse error can exist when an obtained sample differs from the original selected sample.

This may occur because either the potential respondent was not contacted or they refused to respond. The key factor is the absence of data rather than inaccurate data.

5. Measurement

Measurement error is generated by the measurement process itself, and represents the difference between the information generated and the information wanted by the researcher. Generally, there is always some small level of measurement error due to uncontrollable factors.

Growth of research in tourism in India

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and

religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. In Independence speech from Red Fort, Prime Minister Narendra Modi urged people to visit 15 domestic tourist destinations in India by 2022 to promote tourism. India was ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum.

Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15,24,000 crore (US\$ 234.03 billion) in 2017 to Rs 32,05,000 crore (US\$ 492.21 billion) in 2028. Total earning from the sector in India stood at US\$ 28.6 billion in 2018 and is targeted to reach US\$ 50 billion by 2022.

As of 2019, 4.2 crore jobs were created in the tourism sector in India which was 8.1 per cent of total employment in the country. According to WTTC, India ranked 3rd among 185 countries in terms of travel & tourism's total contribution to GDP in 2018. International Tourists arrival is expected to reach 30.5 billion by 2028. Foreign tourist arrivals for medical purpose increased from 427,014 in 2016 to 495,056 in 2017(P). The number of tourists arriving on e-tourist visa grew by 23.8 per cent year-on-year to 2.55 million in 2019 (till November 2019). E-visa facility offered to 169 countries, as of December 2019.

During January-November 2019, Foreign Tourist Arrivals (FTAs) were 96,69,633 with the growth of 3.2 per cent. FEEs during the period January-November 2019 were Rs 1,88,364 crore (US\$ 26.95 billion). During 2019 (till November 2019), 9.66 million foreign tourists arrived in the country. Under the Swadesh Darshan scheme 77 projects have been sanctioned of worth Rs 6,035.70 crore (US\$ 863.60 million). The Government of India has set a target of 20 million foreign tourist arrivals (FTAs) by 2020 and double the foreign exchange earnings as well.

The launch of several branding and marketing initiatives by the Government of India such as 'Incredible India!' and 'Athiti Devo Bhava' has provided a focused impetus to growth. The Indian government has also released a fresh category of visa - the medical visa or M visa, to encourage medical tourism in the country. Incredible India 2.0 campaign was launched in September 2017. In September 2018, the Indian government launched the 'Incredible India Mobile App' to assist the traveller to India and showcase major experiences for travelling. The Government of India is working to achieve one per cent share in world's international tourist arrivals by 2020 and two per cent share by 2025.

In October 2018, Statue of Sardar Vallabhbhai Patel, also known as 'Statue of Unity', was inaugurated as a tourist attraction. It is the tallest statue in the World standing at a height of 182 metre. It is expected to boost the tourism sector in the country and put India on the world tourism map. In February 2019, the visiting hours has been increased by two more hours and has been equipped with e-bike tours. Over 29 lakh tourists visited the Statue of Unity since it was inaugurated resulting in revenue of Rs 82.51 crore (US\$ 11.81 million).

The Government has also been making serious efforts to boost investments in tourism sector. In the hotel and tourism sector, 100 per cent FDI is allowed through the automatic route. A five-year tax holiday has been offered for 2, 3- and 4-star category hotels located around UNESCO World Heritage sites (except Delhi and Mumbai). Hotel & Tourism sector has received cumulative FDI inflows of US\$ 12.96 billion between April 2000 and June 2019.

A web based Public Service Delivery System (PSDS) had been launched by the Ministry of Tourism to enable all the applicants seeking approval for hotel projects and track their applications online on a real time basis. Tourism Ministry is also developing several theme-based tourist circuits of Swadesh Darshan Scheme to promote tourism. Under Union Budget 2019-20, government introduced a Tax Refund for Tourists (TRT) scheme like in countries such as Singapore to encourage tourists to spend more in India and boost tourism. The Government of India will develop 17 iconic tourist sites in India into world-class destinations, as per Union Budget 2019-20.

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