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ENRICHMENT OF EMPLOYEES IN BIDAR SAHAKARI SAKKARE KARKHANE LTD.

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ABSTRACT

To get the more work from employees it is necessary to motivate them and Job Enrichment is one of the way of motivating the employees. Appreciation of work done by the employees is more essential rather than increasing their salary or wages and providing the facilities to them. Job Enrichment can be studies with respect to Pay, promotion policy, work load, working condition and so on and on. Paper aims to study the culture of Sugar Industry, various factors influencing the job enrichment and the level of job enrichment on these factors. India place the second rank in the universal sugar production countries Sugar industry is playing important role in socio-economic transformation of rural economy of the India and one of the biggest sectors of employment generation. Job enrichment in organizational development, human resources management, and organizational behavior, is the process of improving work processes and environments so they are more satisfying for employees. Many jobs are monotonous and unrewarding. Workers can feel dissatisfied in their position due to a lack of a challenge, repetitive procedures, or an over-controlled authority structure. Job enrichment tries to eliminate these dysfunctional elements, and bring better performance to the workplace.

KEYWORDS

job enrichment, workers participation, job enlargement.

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INTRODUCTION

Job Enrichment is one of the approaches of job design, the technique entails enriching the job, which refers to the inclusion of greater variety of work content, requiring a higher level of knowledge and skill, giving workers autonomy and responsibility in terms of planning, directing, and controlling their own performance, and providing the opportunity for personal growth and meaningful work experience.

Job enrichment is a way to motivate employees by giving them increased responsibility and variety in their jobs. Many employers traditionally believed that money was the only motivating factor to get more work from their employees. While that may be true for a small group of people, the majority of workers today like to work and to be appreciated for their work. Job enrichment allows the employees to play a role in planning their work and deciding how the work should be accomplished. This is one way to tap into the natural desire as most employees have to do a good job, to be appreciated for their contributions to the company, and to feel more a part of the company them.

REVIEW OF LITERATURE

Griffin, Patterson, and West, (2001) job enrichment was positively related to job autonomy but was not significantly related to perceptions of supervisory support. Mohrman, Lawler, Mohrman, (1992) focuses on creating individual tasks that give people feedback, increase their influence how work is done, require them to use a variety of skills, and give them a whole piece of work. Nguyen, Taylor and Bradley (2003b), one of the variables that may be expected to influence job satisfaction is 'the degree of perceived autonomy that workers enjoy in the way they do their job'. The expected relationship is that more autonomy is associated with greater job satisfaction. Job autonomy has been found to mediate the impact of job enrichment on team outcomes Janz et.al., (1997).

STATEMENT OF THE PROBLEM

Karnataka State is one of the major sugarcane and sugar-producing states in India as the sugarcane is being cultivated in large areas since many decades manufacturing jiggery, khand sari and sugar. Present study aims to identify the job enrichment amongst the employees in respect of the various factors such as pay, promotion policies, working conditions, workload and others. Very few researches were undertaken on job enrichment of employee.

OBJECTIVES OF THE STUDY

1. To study the culture of the sugar industry.
2. To explore the factors influencing job enrichment of the employees at BSSK Ltd.
3. To know the level of job enrichment of employees on various factors at BSSK Ltd.

METHODOLOGY

The data is collected by various methods, and not possible to use all the information and data collected due to number of limitations regarding the subject of the study and choosing the required methods for the study.

SCOPE OF THE STUDY

The purpose of this research is to study the level of job enrichment, incentive strength of some need factors, an association between these two variables if any, with productivity, and personal – social factors of BSSK Ltd. employees.

SAMPLE SIZE

It is observed that in every sugar factory more or less 600 employees are working at different levels of the management. In present study area of BSSK Ltd. 930 employees are working at different levels of management and among these 930 employees 600 employees are interviewed for the study. Further these employees are classified in the following three categories.

- 1) Permanent employees
- 2) Seasonal employees
- 3) Contract employees

SUGAR INDUSTRY: GLOBAL DYNAMICS

Sugar is produced in 121 countries, extracted from sugarcane and sugar beet. Sugarcane is cultivated under tropical climates, while sugar beet is grown in temperate regions. Around 75 per cent of the sugar produced in the world is produced from sugarcane, with beet sugar accounting for the rest. Weather conditions, crop diseases, soil quality, international trade agreements and domestic price support programs influence the production of sugarcane and sugar beet.

Asia ranks first in respect of area under sugarcane, followed by South America, Central America and the Caribbean. Sugar beet is mainly produced in Europe and to a lesser extent in Asia and North America, Brazil, India, Thailand, Australia and Cuba are the largest sugarcane producing countries. Sugar is a widely traded commodity. On an average, about 70 per cent of world sugar production is consumed in the country of origin, and the balance 30 per cent is traded in the markets.

A part of the international sugar trade occurs under specific agreements (Preferential trade, long-term agreements) that, in some cases, include clauses on import prices.

TABLE NO. 1: SUGAR PRODUCING COUNTRIES

Countries	Million Tonnes
Brazil	38.633
India	16.304
EU	14.865
China	13.587
Thailand	7.717
USA	6.924
Mexico	5.761
SADC	5.309
Australia	4.81
Pakistan	4.239

Source: Illovo Sugar website

SUGAR INDUSTRY IN INDIA

India is the ancient home of sugarcane and sugar. Sugarcane crop has been grown and sugar produced extensively from the times immemorial. It is a major agro-based industry with its potentiality of employment generation and bringing socio-economic transformation of rural economy. It has made the significant progress in respect of changing the cropping pattern, the extension of irrigation for the modernization of agriculture, providing employment, creating infrastructure facilities and developing co-operative leadership in the region. Several steps are usually followed to produce sugar. These steps can be mentioned as below:

Extracting juice by pressing sugarcane

- Boiling the juice to obtain crystals
- Creating raw sugar by spinning crystals in extractors
- Taking raw sugar to a refinery for the process of filtering and washing to discard remaining non-sugar elements and hue
- Crystallizing and drying sugar
- Packaging the ready sugar

TABLE NO. 2: COUNTRY WISE CONTRIBUTIONS TO WORLD SUGAR PRODUCTION

Country	% of world production
Brazil	20.76
India	14.09
European Union	11.84
China	7.96
USA	4.58
Thailand	4.24
Mexico	3.59
Australia	3.2
Pakistan	2.37
Rest of world	27.37

Source: Sugar industry website

Karnataka is the second state in the country to establish a sugar factory. Mysore Sugar Company Ltd., Mandya, is the first Sugar Factory established in the year 1933-34 in public sector. Similarly, India Sugars & Refineries Ltd., Hospet, Bellary Dist. In the private sector was established in 1934-35. The Kampli Co-op. Sugar Factory Ltd., Kampli in Bellary Dist. (now privatized and called M/s. Sundari Sugars Ltd.) in the Co-operative sector was established in the year 1958-59. Over the past four decades there is substantial rise in cane production in Karnataka. On account of this large number of sugar factories have come up as on date 29 factories are operating in private & public sector and 18 under Co-operative sector. Many Sugar units in the State have also increase their installed crushing capacities. The annual crushing capacity is 250 lakh tone s. In addition, by-products like Ethanol, Co-Generation, Compost making, have become integral part of sugar economy.

TABLE NO. 3: DETAILS OF SUGAR PRODUCTION OF BSSK LTD. FOR THE YEAR 2007-08

2007- 08 Season	
Sugarcane area	4.66 lakh ha
Sugarcane yield	80.00MT/ha
Sugarcane crushing	253.91 Lakh tones.
Sugar production	27.93 lakh tonnes.
Sugar recovery.	10.68%

Source: Annual report 2007-08

BIDAR SAHAKARI SAKKARE KARKHANE LTD.

BSSK Ltd. sugar factory is one of the oldest co-operative sugar factories in Bidar district out of the three co-operative sugar factories of the district, other two co-operative sugar factories of the district are NSSK Niyamit, Janawada and Mahatma Gandhi sugar factory.

BSSK Ltd. (Bidar Sahakari Sakkare Karkhane) started its crushing in the year 1968-69, after the eight years of its registration. It is registered in the year 1961(No. 1903/RCS/1961 dated 21/03/1961) and got the permission to crush the 1250 TCD (Tone crushing per day) in the year 1966. The TCD is increased from 1250 to 2000 in the year 1982 (05-07-1982) and again from 2000 to 3500 TCD in the year 1994 (31-01-1994).

Before the Bidar Sahakara Sakkare Karkhane Ltd. Hallikhed-SF came into existence the sugarcane growers use to make jagary. These were about 4-5 Khandasaries, which were exploiting the sugar cane growers. In view of the large and traditional sugar cane area, the BSSK Ltd. Hallikhed-SF was registered in the year 1961 with wishing capacity to 1250 Tonne Crushing per day.

The Bidar Sahakari Sakkare Karkhane limited., Hallikhed (B) running under the co-operative sector is located near Hallikhed (B) a village in Humnabad taluka of Bidar district. The sugarcane growing in the area is considerable. By keeping in mind the peoples demand and the feasibility the government has took decision to establish the factory in the district.

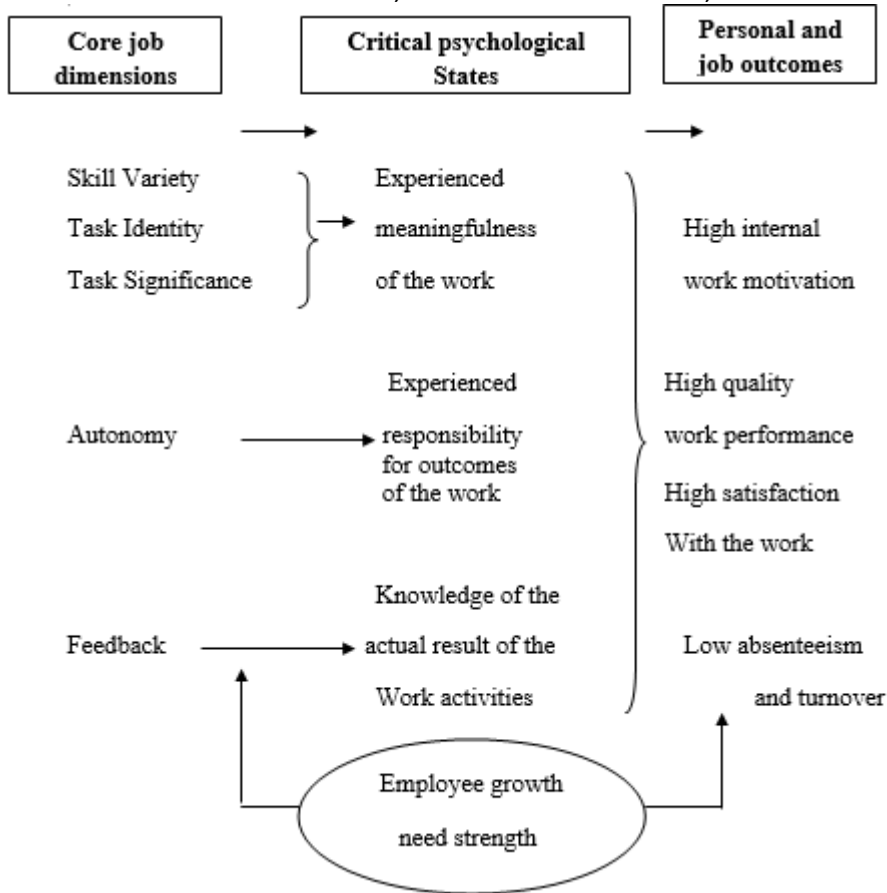
BSSK Ltd is one of the reputed sugar factory in the region of Hyderabad Karnataka. It is running from last 42 years continuously and nearly 1000 employees are working in the factory.

JOB ENRICHMENT

Job enrichment is one of the popular methods of job design. There are four alternatives of job design namely, job enrichment, the job characteristics, Japanese style management and quality of work life approach. As many human resources professionals have discovered, the traditional approach to job design can adversely affect their organization's productivity as well as the motivation and job satisfaction of employees. To overcome these problems, various alternative approaches to job design have been suggested, ranging from Japanese-style management and quality circles to more general applications of organization development and

job enrichment. Typically, these approaches seek to improve an organization’s coordination, productivity, and overall product quality and to respond to employees’ needs for learning, challenge, variety, increased responsibility, and achievement.

FIG. 1: RELATIONSHIPS AMONG CORE JOB DIMENSION, CRITICAL PSYCHOLOGICAL STATES, AND ON THE JOB OUTCOMES



ANALYSIS AND INTERPRETATION OF JOB ENRICHMENT

Job enrichment in organizational development, human resources management, and organizational behavior, is the process of improving work processes and environments so they are more satisfying for employees. Many jobs are monotonous and unrewarding. Workers can feel dissatisfied in their position due to a lack of a challenge, repetitive procedures, or an over-controlled authority structure. Job enrichment tries to eliminate these dysfunctional elements, and bring better performance to the workplace.

TABLE NO. 4: OPINION ON JOB ENRICHMENT TECHNIQUE

Nature of job/ Enrichment technique	Permanent	Seasonal	Total
Change in nature of work	58	252	310
Change in department of work	51	63	114
New team to work with	32	76	108
More work with less manpower	04	29	33
Total	145	420	565

Source: Filed Survey

From the above table it can be seen that, in all technique of job enrichment seasonal employees are focused more as compare to permanent employees. And the technique of change in nature of work is used as major tool for job enrichment.

Encouragement while performing the work is one of the way to make the better utilization of human resource. The worker who is encouraged will give the better performance and the worker who is not encouraged would give the average or poor performance.

TABLE NO. 5: OPINION ON ENCOURAGEMENT WHILE PERFORMING THE WORK

Nature of job	Opinion		Total
	Yes	No	
Permanent	122 (84%)	123 (16%)	145 (100%)
Seasonal	361 (86%)	59 (14%)	420 (100%)
Total	483	182	565

Source: Filed Survey

Majority of permanent as well as seasonal respondents are encouraged while performing their task. 84% of permanent and 86% of seasonal respondents are encouraged while performing their assigned task and 16% of permanent and 14% of seasonal respondents are not encouraged while performing their assigned task.

Several forms of enrichment, specifically suggestion programs, information sharing, task teams, quality circles and training, raise satisfaction. Therefore, it can be argued that the job enrichment and job satisfaction are positively linked with each other. On the other side job enrichment programme increases the scope of work and the responsibilities of work which decreases the satisfaction level of worker. Some workers believe that job enrichment programme leads to work stress on them.

Enrichment satisfies employees’ psychological and social needs and will therefore increase satisfaction. On the other hand, an enriched job requires workers to do more types of tasks and work more intensely, and reduces job security. Therefore, enrichment decreases satisfaction.

TABLE NO. 6: JOB ENRICHMENT AND JOB SATISFACTION

Nature of job	Opinion		Total
	Yes	No	
Permanent	141 (97%)	04 (3%)	145 (100%)
Seasonal	403 (96%)	17 (04%)	420 (100%)
Total	544	21	565

Source: Filed Survey

The above table states that there is a close relationship between job enrichment and job satisfaction. 97% (141) respondents out of 145 agrees that job enrichment programme increases their job satisfaction and only 3% (04) respondents are in the opinion of no relationship between job enrichment programme and job satisfaction.

In case of seasonal respondents also 96% (403) of them are agrees that job enrichment programme increases their job satisfaction and remaining 4% (17) respondents says that there is no relationship between job enrichment programme and job satisfaction.

FINDINGS

Following are the major findings on job enrichment of employees in Bidar Sahakari Sakkare Karkhane Ltd. and tried to give some valuable suggestions on the basis of the findings on various aspects covered in the study.

- Bidar Sahakari Sakkare Karkhane Ltd. is one of the reputed co-operative sugar factories in the Bidar district, running continuously from last 42 years.
- Where there is job enrichment programme there is job satisfaction, majority of the respondents are saying that job enrichment programme increases their job satisfaction.
- Where there is clarity of goals there is better performance by the employees. 53% of permanent and 58% of the seasonal respondents are not clear about the goals of the organization.
- Opinion on learning and growing is concerned, 87% of permanent and 82% of seasonal respondents are interested to learn and grow in the organization.
- Sometimes there is scope for conflicts between enriched and non-enriched groups. 82% of permanent respondent and 76% of seasonal respondents are in the opinion that their relationship with non-enriched group is good.
- Encouragement while performing the work is concerned, 84% of the permanent and 86% of the seasonal employees are encouraged while performing their task.

SUGGESTIONS

- To overcome the continuous losses, arrangements are to be made to replace the traditional machineries with advanced machineries.
- Focus is to be given to computerize the work, so that staff cutting strategy can be used and there by costs can be reduced.
- Job security should be ensured even to the employees of contract basis.
- Promotion policies are to be followed properly. Senior employee should be considered for promotion.
- To encourage the employees an arrangements are to be made to give the bonus every year.

CONCLUSION

Throughout the last few decades, the implementation of a job enrichment program has successfully shown to increase employee's job motivation, satisfaction, self-worth, in an attempt to ultimately increase the overall employee productivity within the organization. No matter what the function or sector of an organization whether it be a government agency, non-profit organization, or company operating within the private sector, the implementation of job enrichment into organization will result in the key areas of employee production and worker motivation. The ever changing nature of work demands flexible employees who can anticipate rather than mere react to the changing nature of work more efficiently, effectively and innovatively. This can only be done by giving them more autonomy and freedom. Job enrichment is a type of job design that allows such autonomy and freedom.

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INVESTORS AWARENESS ABOUT MUTUAL FUND WITH SPECIAL REFERENCE TO GEOJIT FINANCIAL SERVICES LIMITED, CALICUT

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ABSTRACT

The investment process has undergone drastic change over the past few years. The avenues of investment and the people interested in investment have increased over the years. The traditional avenues of investments are replaced by new options. All this has made the investment process more complex. Many brokers and agents have sprouted up to reap the benefits out of the situation and public has accepted these agents whole heartedly. Though mutual funds were introduced in India during the 60s and many investors in the metros have started investing in it for years, it has not pierced into the minds of common investors in other small cities. Calicut is a fast developing city and Geojith financial services is a well-established broking agency. This study attempts to analyse the awareness level and mutual fund preference of customers of Geojit financial services Ltd.

KEYWORDS

GEJIT financial services limited, investors awareness.

JEL CODE

G11

INTRODUCTION

Investment decision has become more complex due to the availability of numerous investment options. Technology has played a major role in bringing about change in the investment environment. The various investment avenues available to individuals has become more accessible to them with advent of technology. Mutual fund is such an investment option which got popularized recently. Mutual fund is a vehicle that attracts small and medium investors. It is structured around a fairly simple concept of mitigating the risk/loss by spreading the investment across various avenues which is achieved by pooling the investment. A mutual fund is a company that invest in a diversified portfolio of securities. There are many reasons to invest in mutual fund such as dividend, tax benefits, lesser risk and value of assets, cost etc... Mutual fund industry in India has undergone a most successful phase in the last ten years. Nowadays mutual fund investments are the good source of investment and it is more useful for the salary class people for getting tax benefits. Mutual fund industries are gaining significance due to the systematic investment plans introduced in it which enables the salaried and the middle income group to try out a capital market investment without much burden. Yet there are lot of hurdles faced by the investors to invest in mutual fund because of lack of awareness. So the organization which are offering mutual fund have to provide complete information to investors relating to mutual fund.

Geojit Financial Service Ltd, formerly Geojit BNP Paribas Financial Service Ltd, is a leading retail financial service company in India, headquartered in Kochi Kerala. The company rides on its rich experience in the capital market to offer its clients a wide portfolio of savings and investment solutions. The gamut of value-added products and services offered ranges from Equities and Derivatives to Mutual Fund, Life and General Insurance and third party fixed deposits. The needs of over 987000 clients are met via multichannel services – a country wide network of over 540 offices, phone service, dedicated Customer Care Centre and the internet.

LITERATURE REVIEW

(Singh B K, 2009) conducted a study on the topic Awareness and Acceptability of mutual fund and they found that investors prefer mutual fund because of safety, liquidity, and return potentiality. Generally, female investors hesitate to invest in mutual fund because of lack of knowledge about fluctuation of price in market, protection of their funds and fund valuation. (Muncherji N, 2010) studied individual behavior of the investors who are academicians by profession. In their study they have analyzed the relative importance of factors considered important in the selection of mutual fund. They concluded that there are three important factors which dominate the decision of an individual while making investment in mutual funds. Those are past performance, size of the funds and cost of the transaction. (Singh, 2011) argued that most of the respondents have no proper knowledge of the functioning of mutual funds. He found that demographic factors like gender, income and qualification have significantly influenced the investor's preference towards mutual funds. However, two demographic factors namely age and occupation have not been found influencing the attitude of investors towards mutual funds. (K, 2011) made analysis of investor's awareness towards mutual fund schemes, he made conclusion that SEBI, AMFI, and IRDA should take appropriate steps to enhance consumer's knowledge for making more prudent decisions. He also examined the factors that influence the investor's decision in investing. The decision of investors is based on various dependent variables via; gender, age, marital status, income level, educational level etc. (Saini S, 2011) conducted a study in India to gauge the investor's awareness and perception about mutual fund in India. The factors that had been taken into account in the research were expertise, safety, liquidity, tax benefits, regular income and regular savings. Factors that attract the investors the most were the fund's past performance, past dividend records and stability of the return. This study also revealed the fact that on the basis of age, occupation, and income, majority of the people believe that by giving appropriate communication and providing necessary education the investors will be encouraged to invest in mutual funds. (Vyas, 2012) tried to analyse a number of factors that highlight investor's perception about mutual funds. It was found that mutual funds were not that much known to investors, still investor rely upon bank and post office deposits. Most of the investors used to invest in mutual fund for not more than three years and they used to quit from the fund which were not giving desired results. Quit option and SIP mode of investment were on top priority in investor's list. It was also understood that majority of investors depended upon brokers and agents for choosing their investment options.

They did not analyse the risk of investment by themselves. (Prabhavathi Y, 2013) published a research paper on the topic investor's preference towards mutual fund and future investment. They focused their study on the mind-set, awareness and preferences of mutual fund investors. Most of the respondents prefer systematic investment plans and got their sources of information primarily from banks and financial advisors. Investors preferred mutual funds mainly because of better professional fund management and better returns and assessed funds mainly through Net Asset Values and past performance. (Ajaz S, 2012) covered in their study, the states of Jammu and Kashmir and Punjab. They investigated the preference of investors towards mutual fund schemes. The data collected from the survey was analyzed with the help of various statistical tools. The findings of the study revealed that investors preferences are significantly affected by return on investments, perception of investors, information sources, investors valuation, investors objectives and investments decisions. (Jain D, 2012) conducted their study in the state of Rajasthan to check the awareness among the management academicians about mutual funds, their concept and the services they provide. The results showed a low level of awareness about mutual funds in Rajasthan among management academicians. If the awareness is spread among the management academicians, they can pass it on to their student which will help the industry to achieve new heights. Hence there is a vast scope and several opportunities were available in the state of Rajasthan. (Junare S O, 2012) conducted a study in Ahmedabad and Gandhinagar in the month of September-November 2011. They attempted to study the investor's preference and performance level of mutual funds in the present market. A survey has been used to collect primary data from 246 respondents. On statistical analysis of the data it was concluded that, the awareness level of the respondents regarding mutual fund was very less. People were neither aware of advantages of mutual fund investment nor its basic functioning. (Prathab, 2013) in a study examines the awareness level and satisfaction of people in Tamil Nadu India relating to factors rate of return, liquidity, safety and security, tax consideration, capital gain, growth prospects, role of financial advisors, market knowledge etc. This study reveals that Investors have high level of awareness towards mutual fund in India and they consider mutual funds as safe option for their investment which not only provide them high returns but enhance their wealth at a minimum level of risk. (Padmaja, 2013) conducted a study to analyze the perception and awareness level of investors towards mutual fund. Result shows that investors in general are more inclined in considering the conventional method of investment as saving options such as investment in gold, or fixed deposits. This is mainly due to lack of information about the working of mutual funds. As a result, many investors are reluctant about the opting for mutual fund. And in most cases, who are even investing in mutual funds are also not clear about the mutual fund functions and operations. As a result mutual fund management should clearly provide all relevant information to investors in order to avoid any sort of ambiguity and to build an environment of mutual trust. (Prasanna Kumar S, 2014) conducted a study which discussed about mutual fund knowledge and awareness among the investors in Chennai. The main aim of the study was to evaluate knowledge level of investors about mutual fund and to find out how investors are influenced to make investment in mutual fund. In this survey graduate respondent were chosen as they have approachable knowledge about mutual funds. The general knowledge and awareness level among the individual investors are so good. They suggest that various scheme can be introduced to attract female respondent as the economy is leading towards women financial empowerment. (T U. , 2016) undertook the study to analyze the mutual fund investment in relation to investor's awareness. In this study, the awareness about various scheme other than mutual fund are considered. Nearly 75 percentage of the investors are having investments other than mutual fund. This study also finds out the opinion of the investor and perception relating to various issues like type of mutual fund scheme, main objective behind investing in mutual fund scheme, level of satisfaction, role of financial brokers, investors opinion relating to factors that attract them to invest in mutual fund, sources of information etc. This study reveals that majority of the investors expects safety diversification of risk, high return etc. (Sanesh C, 2016) conducted a study on the topic mutual fund investor's behaviour in Kerala. The study aimed at tracking investor's preference and priorities towards different type of mutual fund products and for identifying key features of mutual fund for deciphering sustainable marketing variables in the design of a new mutual fund products. Besides, the factors identified, the study provided key information regarding investor's fund selection behaviour and post buying behaviour that can guide future mutual fund product managers in designing attractive mutual fund products for the Indian market.

OBJECTIVES OF THE STUDY

1. To understand the demographic profile of investors in Geojit Financial Service Ltd.
2. To assess the awareness level of investors in Geojit regarding mutual fund.
3. To identify the Geojit investor's preference towards mutual fund.

STATEMENT OF THE PROBLEM

Globally, mutual funds are an attractive option for investments and savings. Though the mutual funds are an ideal source of investment for investors in today's unstable financial world, in India mutual fund is relatively new and less known investment avenue. According to report of Geojit Financial Services Ltd Kozhikode, the participation of their investors in mutual fund is not at all impressive. This may be due to the lack of awareness or any other factors that take investors away from mutual fund investment. Hence an attempt is made to examine the investor's awareness towards mutual fund with special reference to Geojit Financial Services Ltd. The judgment is based upon the survey conducted among investors who invest in different investment avenue through Geojit Financial Services Ltd.

NEED OF THE STUDY

In today's volatile financial world, mutual funds provide professionally managed, safe, and less risky options for investment to the investors, that's why in India mutual fund is the one of the most attractive investment avenue. The present study aims at tracking awareness about mutual fund among investors who invest in different investment avenues through Geojit Financial Services Limited Calicut. The above literatures reveal that the investment in mutual funds is carried out usually through brokers. Investors have not yet started analysing the risk and return of share market and mutual fund investments by themselves. So the awareness and perception about the mutual fund investment can be better understood by analysing the investment pattern of the customers of one among the largest stock brokers that too operating in a fastest growing city like Calicut.

HYPOTHESIS

- H₀: Age of the respondents and awareness towards mutual fund investments are independent.
- H₀: Gender of the respondents and awareness towards mutual fund investments are independent.

RESEARCH METHODOLOGY

Research design: In this study descriptive research design is used.

Data Collection: Both primary and secondary sources of data are used for this study.

1. Primary data - Collected with the help of pre-structured schedule.
2. Secondary data - Collected from published and unpublished sources.

Sample size: A sample of 100 investors, who are the clients of Geojit Financial Service Ltd, Calicut, were selected for the study

Sampling technique: Sampling method used for the study is convenience sampling.

Sample Area: The sample area is limited to Calicut district.

LIMITATIONS OF THE STUDY

1. Sample size of the study is only 100 respondents so that it may affect the authentic result of the study
2. Some of the respondents were apprehensive about sharing information with regard to awareness/ investment knowledge about mutual fund.

RESULTS AND DISCUSSIONS

Demographic profile of Respondents

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

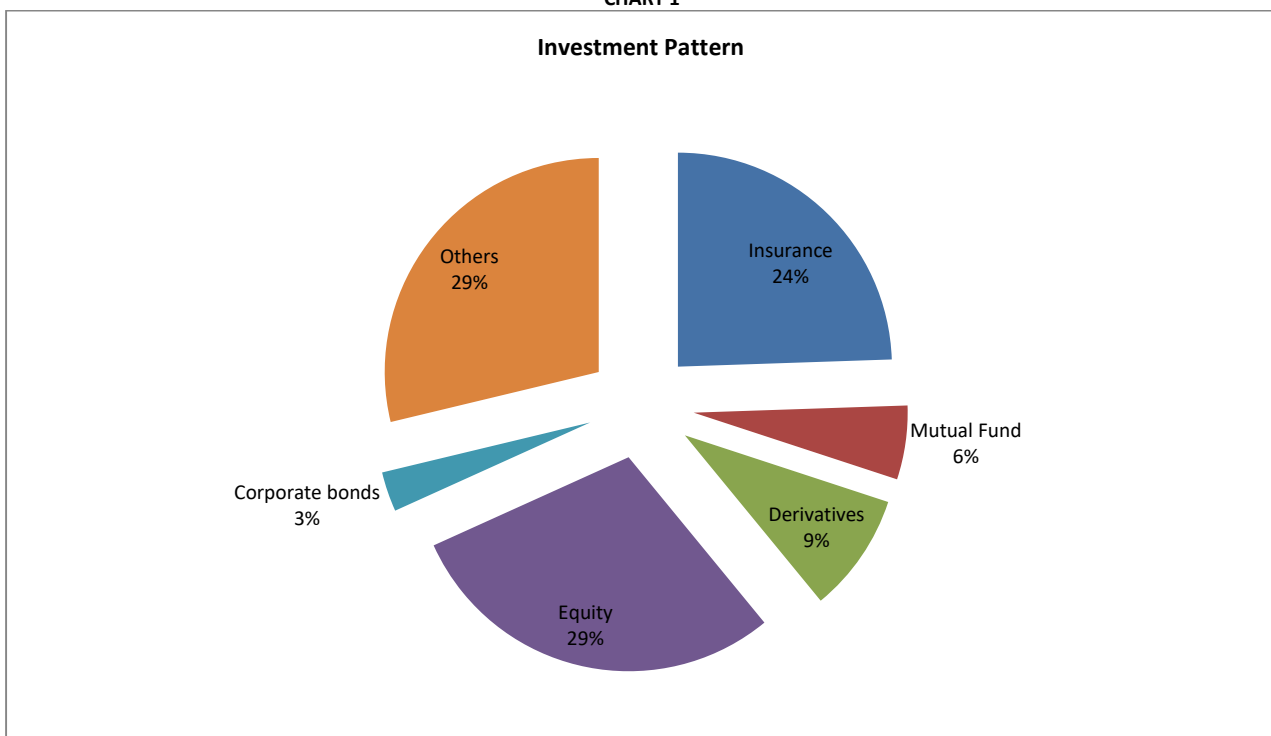
Demographic Factors	Variables	Frequency	Percentage
Gender	Male	77	77
	Female	23	23
	Total	100	100
Age	Below 30	9	9
	30 – 40	15	15
	40 – 50	33	33
	50 – 60	26	26
	Above 60	17	17
	Total	100	100
Education Qualification	SSLC	6	6
	Plus Two	9	9
	Graduate	40	40
	Post Graduate	38	38
	Professional Qualification	7	7
	Total	100	100
Occupation	Govt. Employee	14	14
	Pvt. Employee	59	59
	Self Employed	20	20
	Retired Person	7	7
	Student	0	0
	Total	100	100
Income	Below 1 lakh	17	17
	1 lakh – 5 lakh	59	59
	5 lakh – 10 lakh	16	16
	Above 10 lakh	8	8
	Total	100	100

Current Investment Behaviour and awareness level of Geojit Customers

TABLE 2: INVESTMENT PATTERN

Options	Investment	
	No. of Respondents	Percentage
Insurance	57	24.46
Mutual Fund	13	5.58
Derivatives	21	9.01
Equity	68	29.18
Corporate bonds	7	3.00
Others (Fixed deposits)	67	28.76

CHART 1



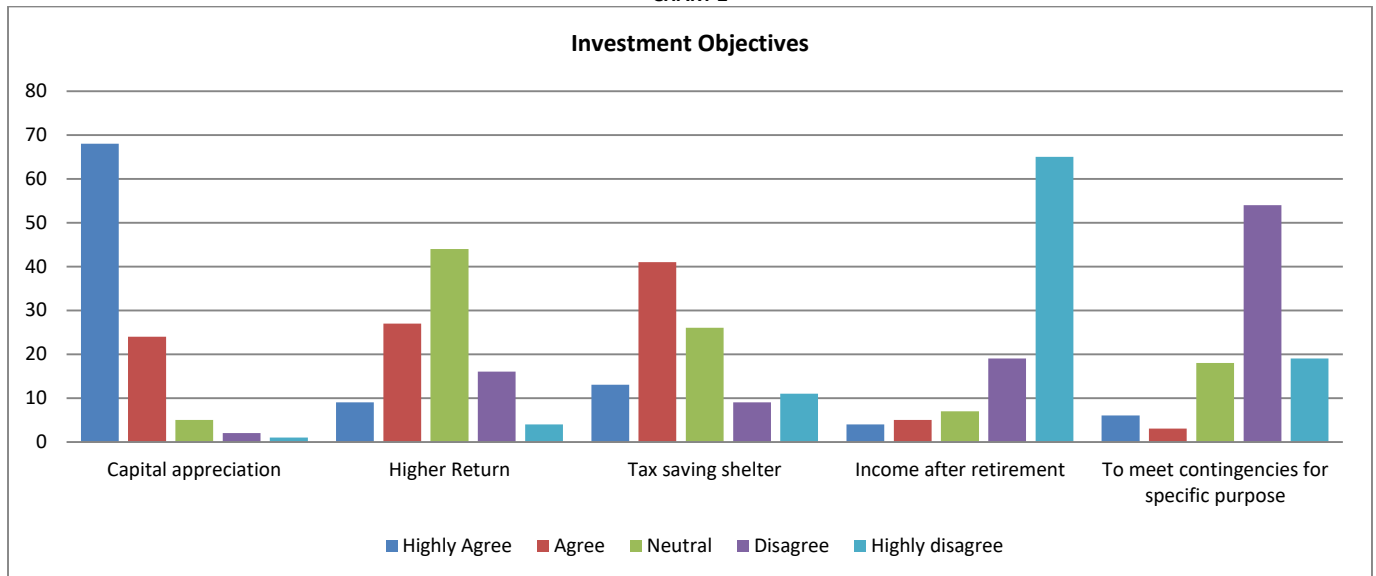
Interpretation: The above chart shows the current investment pattern of respondents. 29% of the respondents have invested both in equity and fixed deposits, 24% has opted insurance, 9% derivatives and only 6% only have chosen mutual funds as their investment avenue.

TABLE 3: INVESTMENT OBJECTIVES OF THE RESPONDENTS

Investment objectives	Highly Agree	Agree	Neutral	Disagree	Highly disagree	Weighted mean	Rank
Capital appreciation	68	24	5	2	1	27.47	1
Higher Return	9	27	44	16	4	21.4	3
Tax saving shelter	13	41	26	9	11	22.4	2
Income after retirement	4	5	7	19	65	10.93	5
To meet contingencies for specific purpose	6	3	18	54	19	14.87	4

Source: Primary data

CHART 2



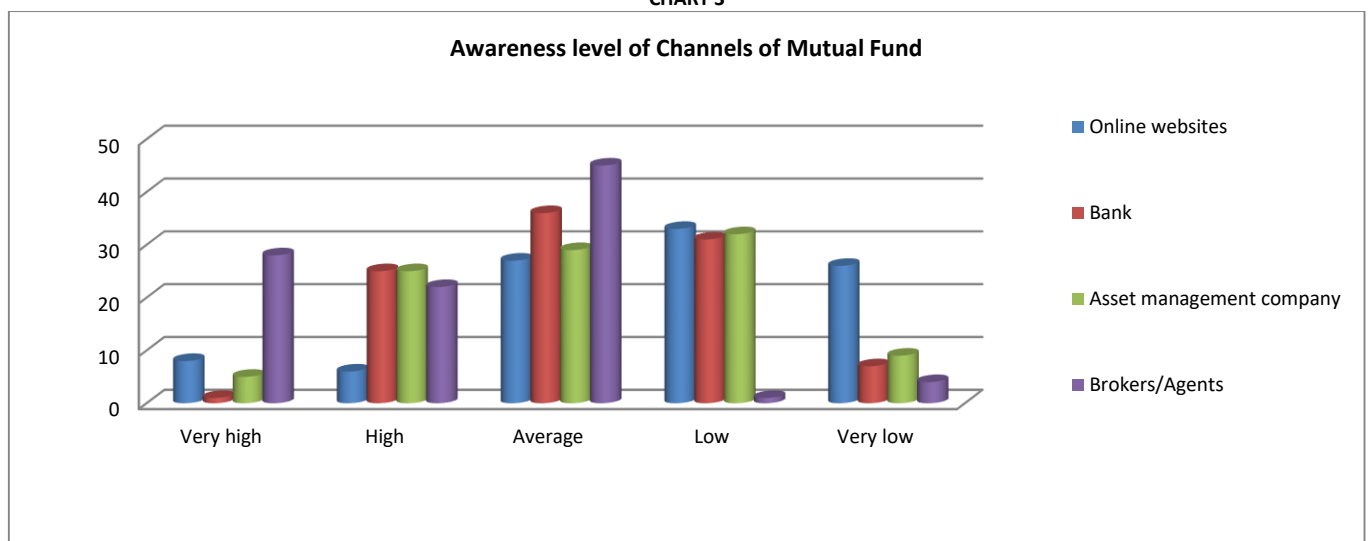
Interpretation: The above chart reveals that capital appreciation is the most important objective of making investment. 92% of the respondents make investment with the expectation of capital appreciation, 54% expects tax shelter from their investment avenues and 36% expects higher returns from investments. The weighted mean calculated also reveals that capital appreciation is the most prominent objective of investment.

TABLE 4: AWARENESS REGARDING CHANNELS OF MUTUAL FUND INVESTMENT

Channels	Very high	High	Average	Low	Very low	Weighted mean
Online websites	8	6	27	33	26	15.8
Bank	1	25	36	31	7	18.8
Asset management company	5	25	29	32	9	19
Brokers/Agents	28	22	45	1	4	26.4

Source: Primary data

CHART 3



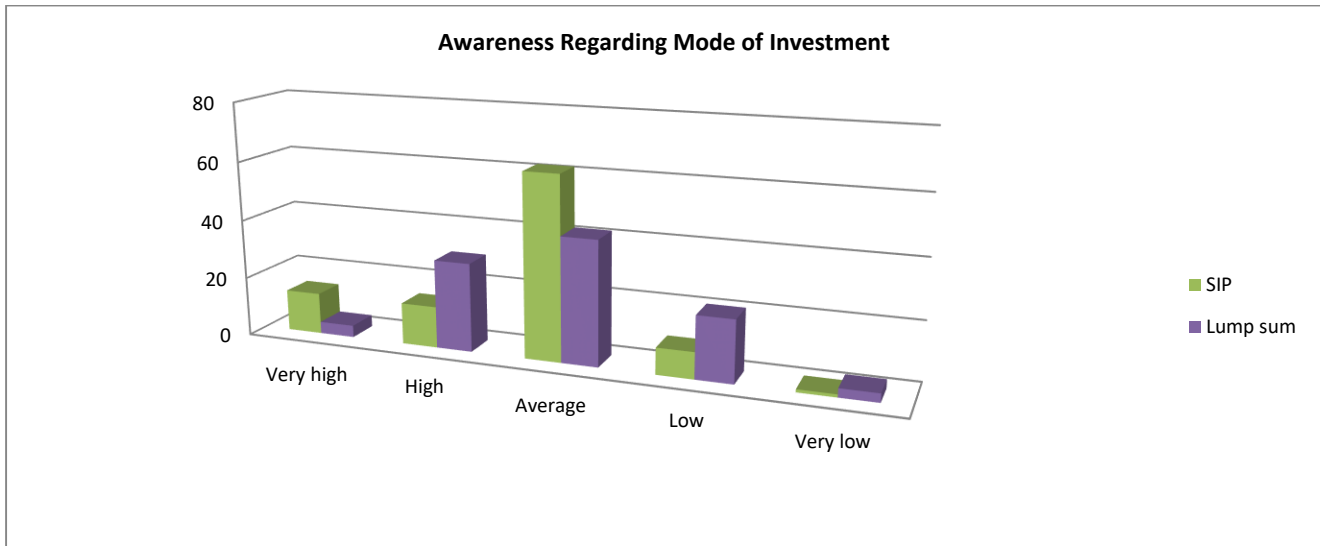
Interpretation: The above table and graph reveals that, though various channels are available for making mutual fund investments, most of the respondents are aware about the brokers and agents who support them in making mutual fund investments. Some also have awareness regarding the Asset management companies and banks that provide assistance in mutual fund investment.

TABLE 5: AWARENESS REGARDING MODE OF INVESTMENT

Mode	Very high	High	Average	Low	Very low	Weighted mean
SIP	14	14	62	9	1	22.07
Lump sum	4	30	42	21	3	20.73

Source: Primary data

CHART 4



Interpretation: It is clear from the above table that the awareness level of Systematic Investment plans is more than the lump sum method. But the awareness is only average and it is not high or very high. This may be considered as a reason for low level of investment in mutual funds.

TABLE 6: AWARENESS REGARDING TYPE OF MUTUAL FUND

Type	Very high	High	Average	Low	Very low	Weighted mean
Open-Ended	14	43	34	5	4	23.87
Close-Ended	9	39	39	8	5	22.6
Tax Savings Scheme	4	20	31	41	4	18.6
Fixed Maturity plan	3	9	24	49	15	15.73
Growth Scheme	2	14	31	34	19	16.4
Income scheme	0	12	27	32	29	14.8
Balanced Scheme	0	11	24	39	26	14.67

Source: Primary data

Interpretation: The weighted mean calculated on the above table reveals that the awareness level of respondents is comparatively high for open-ended and close-ended mutual funds. Some of them are also having awareness regarding the tax saving schemes and growth schemes available in mutual funds. For all other schemes respondents have only a basic idea.

TABLE 7: AWARENESS REGARDING PORTFOLIO OF MUTUAL FUND SCHEMES

Mutual fund scheme	Very high	High	Average	Low	Very low	Weighted Mean
Long – Cap Fund	8	17	29	31	15	18.13
Equity/Debt Fund	6	15	32	30	17	17.53

Source: Primary data

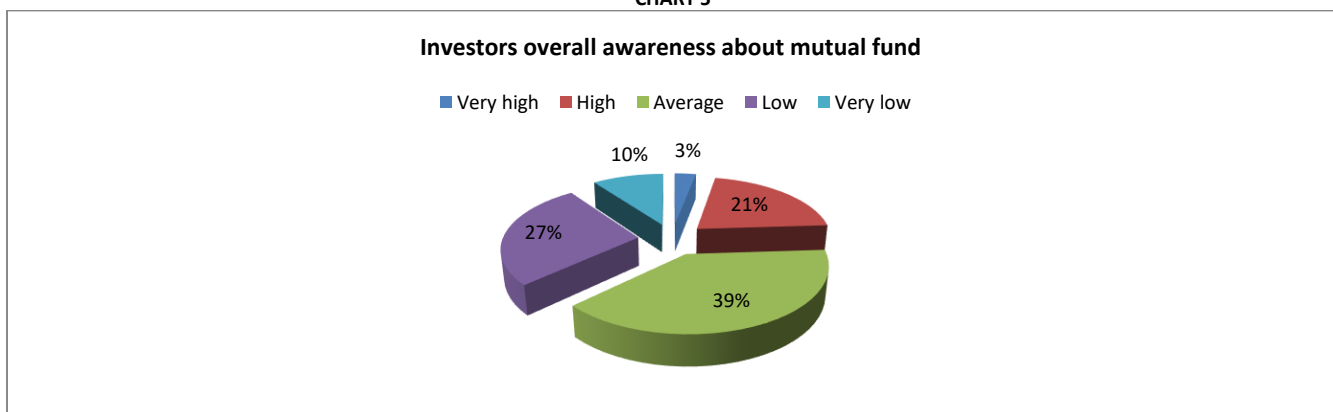
Interpretation: The weighted mean calculated on the above table reveals that the awareness level of the portfolio of mutual fund schemes reveals that the awareness level of Long Cap fund and Equity/ Debt fund are the same. Majority of the investors have either average or low level of awareness about portfolio of mutual funds.

TABLE 8: INVESTORS OVERALL AWARENESS ABOUT MUTUAL FUND

Description	Very high	High	Average	Low	Very low
Investors overall awareness about mutual fund	3	21	39	27	10

Source: Primary data

CHART 5



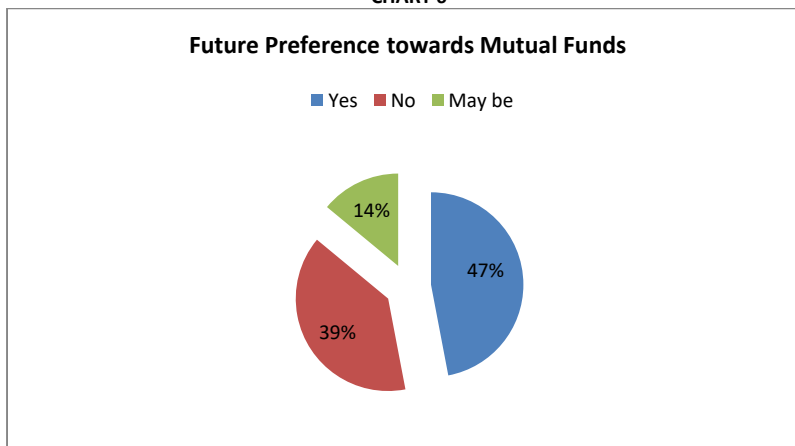
Interpretation: The chart indicates the overall awareness level of investors regarding mutual funds. Majority of investors (39%) have only average level of awareness. Only 24% claims to have high level awareness regarding mutual funds.

INVESTOR'S FUTURE PREFERENCE TOWARDS MUTUAL FUNDS

TABLE 9: FUTURE PREFERENCE TOWARDS MUTUAL FUNDS

Description	No. of Respondents	Percentage
Yes	47	47
No	39	39
May be	14	14
Total	100	100

CHART 6



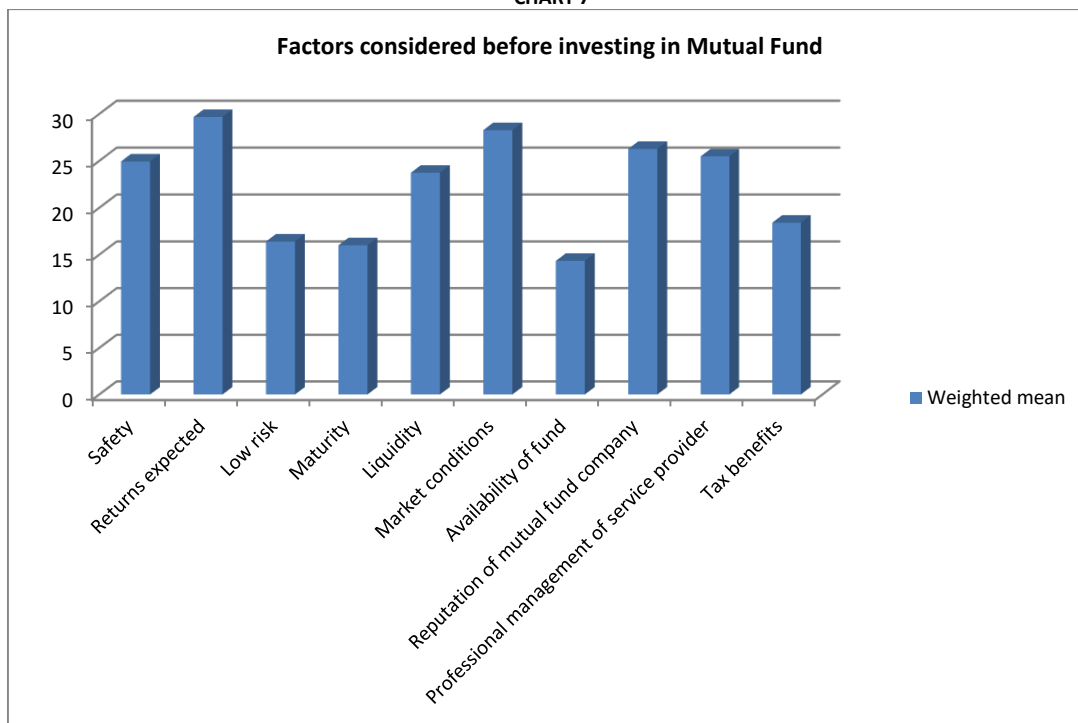
Interpretation: The above chart describes the future preference of Geojit investors towards investing in mutual funds. 47% are willing to make investment in mutual funds in future and 14% are not sure whether they will invest in mutual funds or not.

TABLE 10: FACTORS CONSIDERED BEFORE INVESTING IN MUTUAL FUND

Factors	Very High	High	Average	Low	Very Low	Weighted mean	Rank
Safety	33	24	31	8	4	24.93	5
Returns expected	57	26	9	5	3	29.67	1
Low risk	8	18	23	14	37	16.4	8
Maturity	14	8	7	22	49	16	9
Liquidity	28	35	16	7	14	23.73	6
Market conditions	54	23	17	5	1	28.27	2
Availability of fund	12	4	17	21	46	14.33	10
Reputation of mutual fund company	47	24	14	6	9	26.27	3
Professional management of service provider	36	27	22	13	2	25.47	4
Tax benefits	12	3	38	43	4	18.4	7

Source: Primary data

CHART 7



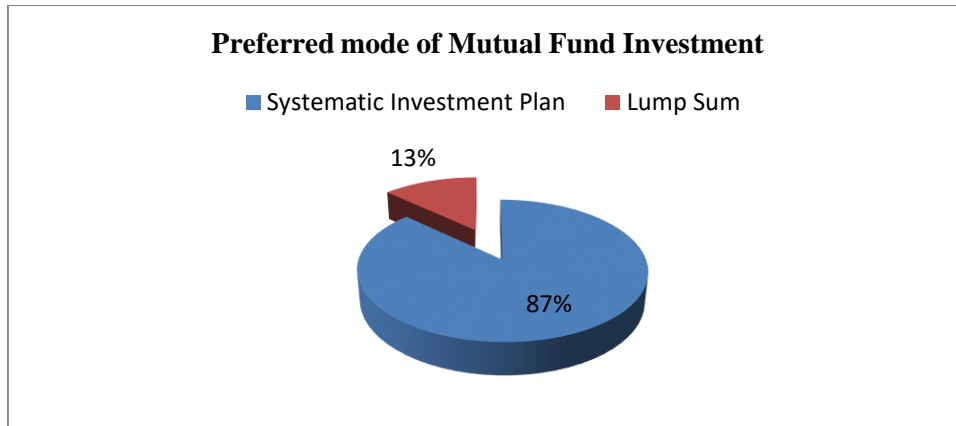
Interpretation: The weighted mean calculated on factors considered by investors while investing in mutual fund reveals that returns expected and market conditions are the most important factors influencing their investment decisions. The reputation of the mutual fund company and the professionalised management of the service provider is considered only after that. Availability of funds and maturity period of the investment are the factors which are considered least important.

TABLE 10: PREFERRED MODE OF MUTUAL FUND INVESTMENT

Mode	No. of respondents	Percentage
Systematic Investment Plan	41	87
Lump Sum	6	13
Total	47	100

Source: Primary data

CHART 8



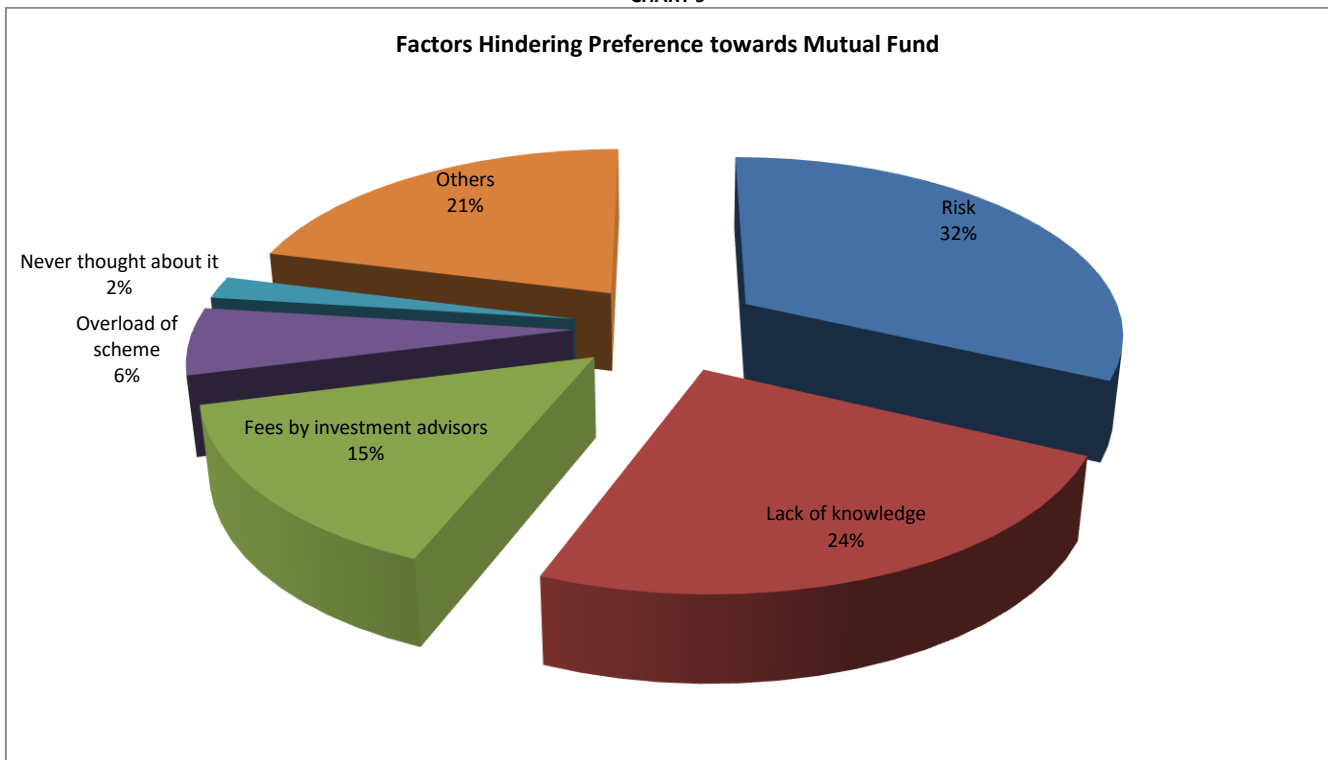
Interpretation: The above chart indicates the preferred mode of mutual fund investment by the customers of Geojit financial services, Calicut. Majority (87%) of them prefer systematic investment plan over lumpsum method.

TABLE 11: FACTORS HINDERING PREFERENCE TOWARDS MUTUAL FUND

Factors	No. of Respondents	Percentage
Risk	17	32
Lack of knowledge	13	24
Fees by investment advisors	8	15
Overload of scheme	3	6
Never thought about it	1	2
Others	11	21
Total	53	100

Source: Primary data

CHART 9



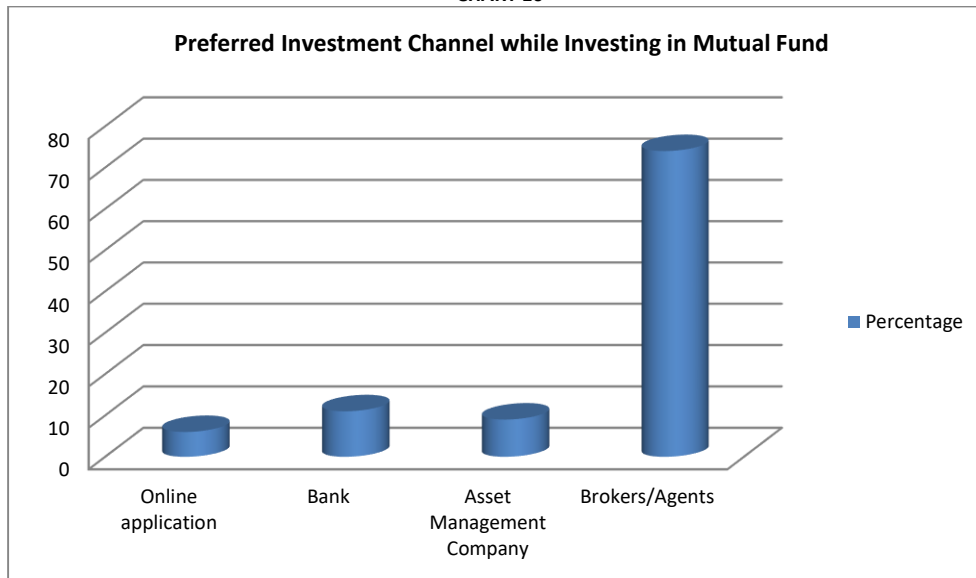
Interpretation: The above chart indicates that the main factor hindering the preference towards mutual fund is the risk associated with it. Lack of knowledge about mutual funds and its investment process also act as a barrier in preferring mutual funds as an investment option.

TABLE 12: PREFERRED INVESTMENT CHANNEL WHILE INVESTING IN MUTUAL FUND

Channel	No. of respondents	Percentage
Online application	3	6
Bank	5	11
Asset Management Company	4	9
Brokers/Agents	35	74
Total	47	100

Source: Primary data

CHART 10



Interpretation: Of the various investment channels 74% of the investors prefer brokers/ agents and only 6% rely on online applications.

TESTING OF HYPOTHESES

- There is no significant relationship between age of the respondents and their overall awareness regarding mutual fund.

Age of the respondents * Overall Awareness about Mutual Fund

TABLE 13: CROSSTAB

Count		Overall Awareness about Mutual Fund					Total
		average	high	low	very high	very low	
Age of the respondents	30 – 40	4	0	8	0	3	15
	40-50	18	3	11	0	1	33
	50-60	15	6	4	0	1	26
	above 60	1	12	0	3	1	17
	below 30	1	0	4	0	4	9
Total		39	21	27	3	10	100

TABLE 14: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79.710 ^a	16	.000
Likelihood Ratio	76.071	16	.000
N of Valid Cases	100		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .27.

The hypothesis was tested with the help of Chi- square test. As the p value is less than 0.05 there is significant difference in the awareness level of respondents of different age groups. So the hypothesis stands rejected

- There is no significant relationship between gender of the respondents and their overall awareness about mutual fund

Gender of the respondents * Overall Awareness about Mutual Fund

TABLE 15: CROSSTAB

Count		Overall Awareness about Mutual Fund					Total
		average	high	low	very high	very low	
Gender of the respondents	Female	6	0	10	0	7	23
	male	33	21	17	3	3	77
Total		39	21	27	3	10	100

TABLE 16: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.923 ^a	4	.000
Likelihood Ratio	26.557	4	.000
N of Valid Cases	100		

This hypothesis is also tested using Chi-Square test. Here also the p value is less than 0.05 which indicates that the awareness regarding mutual fund investment is significantly different for male and female. So the hypothesis stands rejected.

FINDINGS

- Equity and fixed deposits are the most preferred investment avenues
- The main objective of investment is capital appreciation
- The awareness regarding the availability of brokers/agents for investment decisions are very high.
- The awareness regarding both modes of investment is only average.
- The awareness regarding open ended and close ended mutual funds is comparatively high.
- The overall awareness about mutual fund is only average.
- Half of the respondents expressed future preference for investing in mutual funds.
- SIP is the most preferred mode of mutual fund investment.
- Risk and lack of knowledge hinders the investment in mutual funds.

SUGGESTIONS

- ✓ Proper information must be provided to investors by brokers, asset management companies, mutual fund companies etc. in order to increase the loyalty of investors.
- ✓ Various schemes may be introduced to attract female respondents as the economy is leaning towards Women's Financial Empowerment
- ✓ Geojit financial services should conduct awareness classes and inclusion campaigns to popularize mutual fund investments and attract women investors respectively.

CONCLUSION

This study tries to understand the awareness level of mutual fund among the investors of Geojit financial services Ltd. Along with the analysis of awareness, the preference of investors in investing in mutual fund is also studied which reveals that Mutual Fund Industry is still in its early stages as most of the investors are not fully aware of mutual funds. The study confirms that different demographic factors such as age, gender, education qualification have a significant impact on investor's awareness level along with them different factors such as high return, reputation of mutual fund company, market condition as well as professional management of service provider have a significant impact in investment decision towards mutual fund.

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DESTINATION COMPETITIVENESS OF UTTARAKHAND**BHANU PRATAP DURGAPAL****RESEARCH SCHOLAR****SCHOOL OF COMMERCE & MANAGEMENT STUDIES****OPJS UNIVERSITY****CHURU****Dr. ARVIND SARASWAT****ASSOCIATE PROFESSOR****SCHOOL OF COMMERCE & MANAGEMENT STUDIES****OPJS UNIVERSITY****CHURU****ABSTRACT**

This research paper is a part of an academic research on tourism destination image. Tourism destination image is a multi-dimensional concept. In the present study the objective is to evaluate the destination competitiveness of Uttarakhand. Destination competitiveness is dependent on a number of factors. The importance performance analysis technique is used to evaluate the factors.

KEYWORDS

Uttarakhand, importance performance analysis, destination image, destination competitiveness.

JEL CODES

C83, L83, Z32.

INTRODUCTION

The state of Uttarakhand is a known tourism destination. Tourism comprises various sectors of the service industry and fuels the economy of the region. The status of tourism in the state can be seen by the total number of tourist arrivals in a year. Every year around 25-30 million tourists visit the state. With the growing number of tourists, it is imperative to have a proper planning and execution for tourism management. Tourism comprises other sectors which have a bearing on the tourism activity, and to have an integrated approach towards tourism will require time. The state being in a developing stage would require time and resources to integrate all the various sectors of tourism. The state has some wonderful unexplored areas, but infrastructure is still developing, accommodation facilities, the local community development programs are still in the initial phase, so while these unexplored areas can become tourist destinations but it would require a few more years before these destinations become tourist's favorite places. In the meantime, what is being done is that the government has assumed a developmental role in promoting these lesser known areas. Promotion is one of the parts of marketing, the product or service also needs to deliver the promised, the role of intermediaries and the price of the product are also the relevant constituents of marketing. In case of any product or service the basic product or service is one but in case of tourism, it is a service with high experience and credence quality.

Like products or services, tourism destinations are also marketed. While products or services have their brand names which are developed by the organization, in case of destinations the name is only symbolic and it is the image that is marketed, like we know the state of Uttarakhand is known as 'Devbhoomi' or the land of god. It is known by this name because of a number of religious and pilgrimage places that are located in the state. The tourist arrivals in Uttarakhand highlight the preference of the destination from a large number of tourists. But other destinations like Himachal Pradesh, Jammu and Kashmir too have many beautiful locations. It is crucial for the destination marketers to know the destination competitiveness of its destination.

REVIEW OF LITERATURE

Researchers Buhalis (2000) Dewyer (2001), Crouch and Ritchie (2000) have suggested models for destination competitiveness. Crouch and Ritchie (2000) have suggested a model for destination competitiveness. They purport that factor endowments and factor deployment are important determinants of destination competitiveness. The factor endowments are natural resources and factor deployment refers to how they are deployed. Researchers have concluded that destination competitiveness involves both assets and processes.

Dhariwal (2005) discussed the Indian tourism industry has grown in the past some years, highly contributing to the states gross domestic product, outside inter-change earnings and utilization. India, with its affluent natural attractiveness, is without a question as a destination that should support tourism. The study presented a factual investigation of the factors of global tourist coming in India spending yearly data from 1966 to 2000. The results appear that sociopolitical factors political, violence and tensions with Pakistan – constitute serious threats to the tourism industry, limiting the gains that could otherwise have been realized.

Rawat et al (2013) depicted the approach of distant distinguishing and GIS, i.e., relating to a strategy for assessment of land cover headway of a voyager town arranged in the Himalayan extent of the Uttarakhand viz., the Bhimtal Town and the Landsat satellite pictures of two altered periods.

Dey and Sarma (2010) described as a part of their travel arrangement, potential tourists attract in information search that assists them in decision-making. This study primarily aims to the use of information sources among various segments of travelers of the newly emerging tourist destinations of India's North East. Research of initial data through an observer of guest to the region using a factor-cluster segmentation approach resulted in three motive-based segments: Nature-loving travelers, Nature-feeling vacationers, and Change seekers. These segments were found to reveal differences in information source usage.

Kumar et al., (2013) in their study concluded that negative incidents like Ocean Tsunami (2004), Varanasi and Hyderabad Bombing (2006), and Mumbai terror Attack (2008), Leh Flood (2010), and Himalayan Tsunami (2013) affected the growth rate of foreign tourist arrival in India. The Uttarakhand tourism industry got affected due to the landslides and cloudbursts during rainy seasons and recorded a negative growth of 28.07% in the year 2013.

Bagri and Kala (2016) investigated the travel impact in emerging travel destination of rural India. This study was conducted to gain a satisfactory comprehension of residents' attitude and provide useful information and suggestions for establishing baseline data of tourism impacts and maintain to holistic development. Forest and Wildlife department on Uttarakhand state should constantly watch environmental and ecological aspects and should maintain the standard level of facilities for tourists and impose appropriate methods to a maximum quantity of tourist appearances.

Gupta and Das Gupta (2008) investigated that the Tourism has not only developed as the most profitable industry but also grows abruptly year on year. He also highlights that in the early 1990 and amidst 2000 the travelers were dependent on the embassies in the respective countries to find out details about Indian destinations. The implementation and use of Internet Communication Technology in tourism has increased the growth of travelers to India. Agra which is the top tourist destination of India needs adequate support to give a premier experience to the tourists visiting from various fragments of the country and abroad.

Jutla (2000) discussed an investigational valuation of the optical image of the urban Tourists' versus occupants' awareness of Shimla, a hill place in northern India. The tourists' likeness was founded on the natural and ethnic environment whereas residents' image was based on their friendliness with the city. There was some dispute on the most common indicators and areas. Both tourists and inhabitants were unsatisfied with the present blooming of Shimla. The study determines that there is an urgent need for landscape preservation though the development of new design guidelines.

Chauhan (2007) discussed the protection and security today, has been seen as one of the essential five overall powers that drive the tourism business, recognized an all-around examination about the affirmation and security in Kashmir and its effect on improvement objective picture. The conclusion recommends that affirmation and security is a condition for an impeccable objective picture. Along these lines, honest to goodness techniques should be figured to reduce the negative impact of such scenes.

John Matthai (2016) assessed the beneficial cases of tourism industry in India. Matthai showed, a huge amount of measures are there to figure the impact. The genuine measures are Input-Output Technique, Multiplier Method, advantageous impact estimation scale, Tourism Satellite Accounts Process, accidents of visitor costs system and measurable general adjust illustrate. In this examination, the maker is using the visitor spending strategy.

Sangeetha (2012) gave the degree of journey industry in India, which can help in impacting our overall population. Tourism is dissected as one quarter that will move advancement, purchase in remote exchange, enhance employability and result in organize progression. It is generally new fragment in India. It requires passing by the ordinary area without bothering the delicate organic network. Eco tourism makes riches for the area people, who consequently find out safeguard and extra the trademark resources. India with its basic arrangement is one of the perfect places on the planet for a characteristic tourism. The Himalayan region, Andaman, Kerala, and the Nicobar Islands the Western and Eastern is a segment of the warm region for a natural escape industry in India.

Mir (2014) suggests that the Indian Tourism acts as one of the major essential catalyst in the socio-economic improvement of both rural and urban areas contributing enormously to all the inter-related developments across the country. Tourism is an activity with linkages with other sectors. He also elucidated the possibilities of achieving high economic growth.

Singh (2013) has studied the benefits of tourism in emerging countries considering a small destination, Manali in Himalayas. He suggested that the focus should be on generating employment for unskilled sector rather than educated and skilled sector as the location is more populated with unskilled local dwellers. He also insists that the revenue generated could be implemented in the development of the society through infrastructure and improving standards of the local dwellers. Still the growth prospect of the business requires efficient role of state government.

Batta (2000) explained tourism comprises a diverse set of activities involving economic, social and environmental factors. He commented about the paradox of the major tourism development being a source of destruction of the environmental resources which are essential for tourism. He suggested that one might conclude that the tourism should either be liquidated or reduced but he suggested that tourism should be managed.

Go F., Zhang W. (1997) in their study conducted a survey among meeting planners to analyze the importance-performance of Beijing as an international meeting destination and to determine to which factors the city should devote its attention and resources to attract international meetings. The results suggested that Beijing provides a satisfactory environment for the staging of meetings, but it should improve its performance in meeting industry attributes that meeting planners consider important.

RESEARCH OBJECTIVE

To evaluate the destination competitiveness of Uttarakhand.

RESEARCH METHODOLOGY

Questionnaire Design: The selection of attributes assumes relevance because the methodology used is an objective one and it should be ensured that all possible attributes find a place in the list. In this direction research by Dwyer & Kim provided useful information. Their research titled "Destination Competitiveness: Determinant and Indicators" offers generic list of attributes for measurement of Destination Competitiveness. So many of the items that were identified by them have been used in the preparation of questionnaire. Data is collected from the tourists who visited Uttarakhand. The attributes used are the ones which were used for knowing the destination competitiveness of a destination. A total of 35 items were included in the questionnaire.

Sample: Convenience method of sampling was used. The sample size was set as 300 tourists visiting Uttarakhand.

Data Collection: Primary data was collected from a sample of 300 tourists visiting Uttarakhand.

Data Analysis: SPSS software was used for analysis for coding the data and generating the Importance Performance Analysis grid.

RESULTS AND DISCUSSION

Importance Performance Analysis is used in service industries. Importance performance analysis approach is used to know which attributes are important and how that attribute performed. The result of IPA is a four quadrant figure. The first of the four quadrants is known by the name 'Keep up the good work' meaning that the importance and the performance of the attributes in this quadrant is high, the second quadrant is called 'Concentrate here', meaning these attributes are important for the tourist, but the performance has not been good, suggesting that the management needs to focus on improving the performance of these attributes; the third component is known as 'Low priority' meaning that this set of attributes is neither important nor their performance was good in the eyes of the tourist, and the final quadrant is 'Possible overkill', the attributes which are in this quadrant have low importance but they performance was above average. These attributes do not require improvement because the tourists are already content.

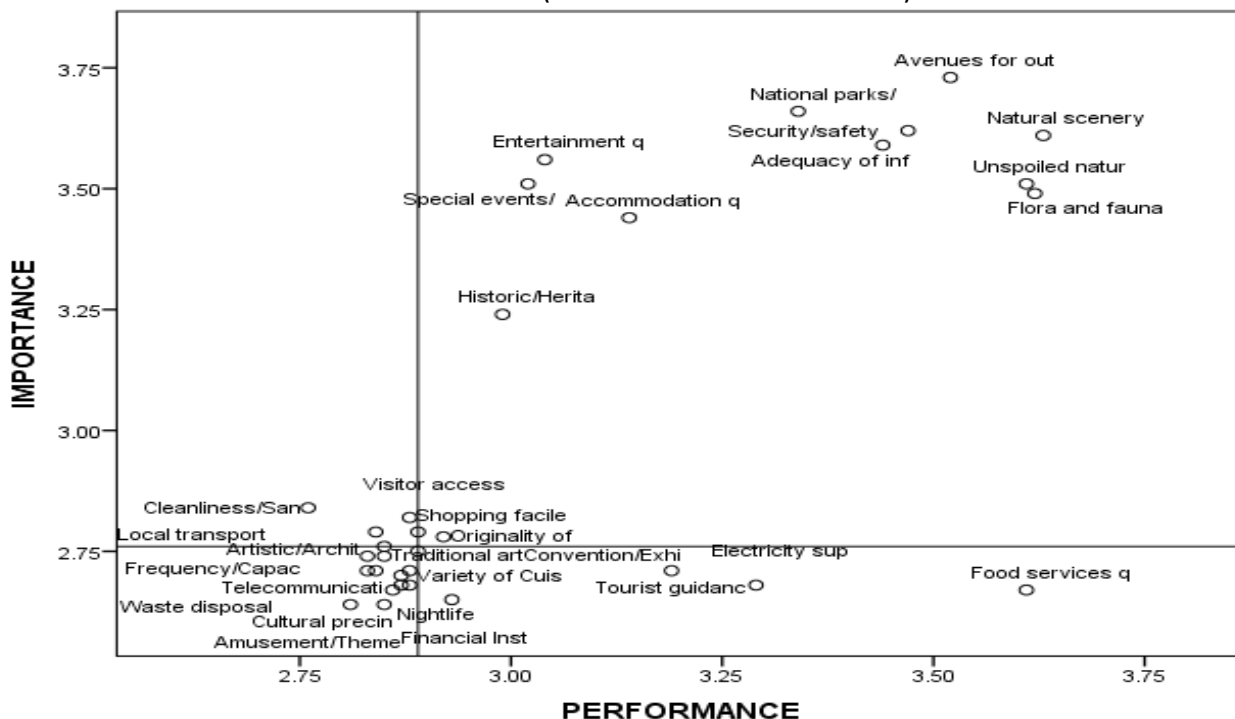
The table presents the mean value of rating of the importance and performance of various attributes used in the survey.

TABLE 1: MEANS OF IMPORTANCE AND MEANS OF PERFORMANCE

	MEAN OF IMPORTANCE	MEAN OF PERFORMANCE
Natural Scenery	3.61	3.63
Flora and fauna	3.49	3.62
Unspoiled nature	3.51	3.61
National parks/Nature reserves Culture/Heritage	3.66	3.34
Historic/Heritage sites and museums	3.24	2.99
Accommodation quality/variety	3.44	3.14
Avenues for outdoor activities like trekking, mountaineering, kayaking, skiing	3.73	3.52
Entertainment quality/variety	3.56	3.04
Special events/festivals	3.51	3.02
Adequacy of infrastructure to meet visitor needs	3.59	3.44
Security/safety for visitors	3.62	3.47
Cleanliness/Sanitation	2.84	2.76
Artistic/Architectural features	2.76	2.85
Traditional arts	2.74	2.85
Visitor accessibility to natural areas	2.82	2.88
Cultural precincts and (folk) villages	2.64	2.85
Tourist guidance/information	2.71	3.19
Local transport efficiency/quality	2.68	2.88
Shopping facilities	2.79	2.89
Amusement/Theme parks	2.70	2.87
Nightlife	2.67	2.86
Financial Institutions and currency exchange facilities	2.65	2.93
Health/Medical facilities to serve tourists	2.79	2.84
Telecommunication system for tourists	2.68	2.87
Local transport systems	2.74	2.83
Waste disposal	2.64	2.81
Originality of the place	2.78	2.92
Electricity supply	2.68	3.29
Frequency/Capacity of access transport to destination	2.71	2.83
Variety of cuisines	2.71	2.88
Convention/Exhibition facilities (capacity/quality)	2.75	2.89
Food services quality/variety	2.67	3.61
Friendliness of residents towards tourists	2.71	2.84

Here in this research paper the focus of the study is to evaluate the competitiveness of Uttarakhand as a tourism destination. The methodology used is applying importance performance analysis. Martilla and James were the first researchers to suggest the use of Importance Performance Analysis (IPA); is a tool used in various kinds of service related researches. The objective of IPA is dependent in the way it is applied. For running IPA each variable or item is evaluated twice by the respondent simultaneously, once its importance and secondly its performance. Then the means of each variable on importance scale and performance scale are calculated. This gives us the mean value of each variable. The means of importance and performance are plotted on two axes. The importance means are plotted on the Y-axis and performance means are plotted on the X-axis. Each variable has two values and where they intersect on the coordinates is the position of that variable. This way all the variables are plotted on four quadrants. The IPA scheme is represented in the figure 1.

FIGURE 1: SPSS OUTPUT (IMPORTANCE PERFORMANCE ANALYSIS)



In this way each attribute finds a place somewhere in the quadrants. After the analysis every attribute that was evaluated finds a place in one of the quadrants. The four quadrants and the position of each attribute in the matrix are significant. The attributes in the 'concentrate here' quadrant have performed low but are important for the tourists; therefore, efforts should be directed to improve them. In this quadrant the following attributes fall:

1. Cleanliness/Sanitation
2. Health/Medical facilities to serve tourists
3. Visitor accessibility to natural areas

The attributes in the quadrant 'Keep up the good work' are important and have performed above average in the performance scale. This quadrant signifies that these attributes are important indicators of destination competitiveness in Uttarakhand.

1. Avenues for outdoor activities like trekking, mountaineering, kayaking, skiing
2. Natural scenery
3. Unspoiled nature
4. Flora and Fauna
5. Security

6. Adequacy of infrastructure to meet visitor needs
7. National Parks
8. Entertainment
9. Special events
10. Accommodation quality
11. Historic/Heritage
12. Originality of place

The attributes in the quadrant 'possible overkill' showed high performance but are not important for the respondents. The destination marketing organizations should divert their resources from these attributes to those attributes which have been located in concentrate here quadrant.

1. Financial Institutions and currency exchange facilities.
2. Tourist guidance/information
3. Food services quality/variety
4. Electricity supply

The attributes in the quadrant 'low priority' are not important and their performance is also low. It can be interpreted that the respondents did not consider them important as part of tourism experience.

1. Telecommunication
2. Traditional art
3. Local transport
4. Frequency/Capacity of access transport to destination
5. Friendliness
6. Amusement
7. Night life
8. Cultural precincts
9. Waste disposal
10. Visitor accessibility
11. Convention/Exhibitions capacity

The matrix that resulted from Importance Performance analysis of destination competitiveness is shown in figure 2.

POSITION OF DESTINATION COMPETITIVENESS FACTORS OF UTTARAKHAND

IMPORTANCE	<p>Concentrate here</p> <ul style="list-style-type: none"> • Cleanliness/Sanitation • Health/Medical facilities to serve tourists • Visitor accessibility to natural areas 	<p>Keep up the Good work</p> <ul style="list-style-type: none"> • Avenues for outdoor activities like trekking, mountaineering, kayaking, skiing • Natural scenery • Unspoiled nature • Flora and Fauna • Security • Adequacy of infrastructure to meet visitor needs • National Parks • Entertainment • Special events • Accommodation quality • Historic/Heritage • Originality of place
	<p>Low priority</p> <ul style="list-style-type: none"> • Telecommunication • Traditional art • Local transport • Frequency/Capacity of access transport to destination • Friendliness • Amusement • Night life • Cultural precincts • Waste disposal • Visitor accessibility • Convention/Exhibitions capacity 	<p>Possible overkill</p> <ul style="list-style-type: none"> • Financial Institutions and currency exchange facilities. • Tourist guidance/information • Food services quality/variety • Electricity supply
	PERFORMANCE	

The state of Uttarakhand is rich in water bodies, trekking routes, mountain ranges, climatic conditions for winter sports. The good thing is that tourists rate these high on importance scale. Places like Auli, Rishikesh, a number of trekking routes, the beautiful mountain ranges make wonderful avenues for outdoor activities. Uttarakhand is rich in natural resources, Places like Nainital, Ranikhet, Tehri, Almora, Kausani, Mussoorie offer finest pieces of nature to the audience.

CONCLUSION

Destination competitiveness is the ability of a destination to compete with other destinations. All the available resources that are available in a destination are helpful in deciding the competitiveness of a destination. According to Vengesaj S., Mavondo F. & Reisinger Y. (2013) in tourism studies resources are defined as destination resources (sites and events eg. Lakes, wildlife parks), destination support processes (includes general infrastructure and specific infrastructure, e.g. road, rail, air, ropeway) and human related factors (hospitality, knowledge, research and education).

This study is significant to the destination planning for a State. New destinations are being planned in the state and the prior to planning new destinations, it is imperative to know the insights of tourists and how they evaluate the tourism services. The limitation of the research is the size of the sample and sampling method.

With the help of IPA the key attributes of Uttarakhand are evaluated by a sample of tourists visiting Uttarakhand. The results of the analysis suggest that the Uttarakhand tourism Development Board should concentrate on increasing the cleanliness in tourist places, accessibility to new destinations should be provided and more resources should be allocated for providing health services to tourists. The attributes related to natural environment and originality of the destination got above average score on the importance and performance scales. The state's competitiveness lies on natural and originality of destination, national parks, accommodation quality, security, historic or heritage sites, flora and fauna and adequate infrastructure. So these are the areas of destination competitiveness for Uttarakhand.

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