INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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      INTRODUCTION

      REVIEW OF LITERATURE

      NEED/IMPORTANCE OF THE STUDY

      STATEMENT OF THE PROBLEM

      OBJECTIVES

      HYPOTHESES

      RESEARCH METHODOLOGY

      RESULTS & DISCUSSION

      FINDINGS

      RECOMMENDATIONS/SUGGESTIONS

      CONCLUSIONS

      SCOPE FOR FURTHER RESEARCH

      ACKNOWLEDGMENTS

      REFERENCES

      APPENDIX/ANNEXURE

      It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed ***5000 WORDS***.

10.   **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

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●   Indicate (opening and closing) page numbers for articles in journals and for chapters in books.

●   The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.

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BOOKS

●   Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

●   Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

●   Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

●   Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

●   Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

●   Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

●   Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

●   Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

OUTBOUND INDIAN TOURIST'S PERCEPTION OF SINGAPORE TOURISM : A LESSON FOR INDIAN TOURISM

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ABSTRACT

The India outbound market has grown slowly but steadily over the past few years. Intra-regional travel as in between the countries of South Asia is on the rise and at times economical too. In view of the intense competition in the Indian tourism sector with rapid corporatization of tourism services tourist satisfaction and services quality has been considered as essential requirement for survival. The present study examines the outbound Indian tourist's perception of Singapore Tourism from divergent angles. The study highlights the Indian tourist's perception and other factors, which can be used by Indian tourism sector for enhancement. 150 outbound Indian tourists were included in the study. The results of the analysis would enable Indian tourism sector to further recognize the tourist's preferences for better satisfaction which ultimately leads to tourist loyalty and portability.

KEYWORDS

Tourist's perceiption, Singapore tourism, Indian tourism.

INTRODUCTION

Tourism is one of the world's most rapidly growing industries. Much of its growth is due to higher disposable incomes, increased leisure time, falling costs of travel, development of airports, and automation of tourism industry through Internet. This new trend has made the tourism job very challenging. Tourism today is much more than just developing products. It is more about quality, insightful thinking and ability to have global information about technology, partners, contacts and responding quickly to global and regional trends.

International Tourism is a big business. Because of huge economic value of the tourism industry, the policy makers have a great interest in identifying the determining factors which act as a basis for distributing economic surplus among the countries that is, the basis upon which countries compete in this global industry. It seems obvious that all other factors remaining constant, countries which attract more investments and tourists are likely to command greater share of the industry than countries which attract fewer investments and tourists.

The popularity of tourism destinations can be enhanced by a combination of the factors of competitiveness and attractiveness. The competitiveness elements are derived from the supply side i.e. from the destination perspective and the attractiveness from the demand side of tourism i.e. from the tourist perspective. The purpose of combining these perspectives is to come up with a holistic understanding of the destination popularity dynamics. The destination competitiveness can be enhanced by the combined effect of two kinds of resources: *core resources* and *supporting resources*.

The core resources are classified as endowed resources which may either be natural or heritage ones and created resources which includes tourism infrastructure, special events, range of available activities, entertainment and shopping - whereas the core resources and attractors of a destination constitute the primary motivators for inbound tourism, supporting factors and resources exert more of a secondary effect by providing a foundation upon which a successful tourism industry can be established. These include general infrastructure, quality of service, and accessibility of destination, hospitality and market. The demand conditions also increase the competitiveness which comprises of three main elements-awareness, perception and preferences.

The destination management factors are those that can enhance the appeal of the core resources and attractors, strengthen the quality and effectiveness of the supporting factors and resources and best adapt to the constraints imposed by situational conditions which are the forces in the wider external environment.

These relate to economical, social, cultural, demographic, environmental, political, legal, government, regulatory, technological and competitive trends and events. The destination competitiveness finally leads to socio-economic prosperity and well being of the residents which is indicated by macroeconomic variables including productivity levels in the economy, aggregate employment levels, per-capita incomes, rate of economic growth and so on.

Tourism attractiveness reflects the feelings and opinions of visitors about tourism products. This is perception of a tourist regarding the ability of destination to satisfy his needs. The ability of attractiveness can be enhanced by upgrading attributes of the destination. For the purpose of this paper .We not only refer to attractiveness as a quality in the narrow sense that evokes mere sentiment of attraction but in a wider sense that in addition of evoking interest it encourages international tourist to visit the destination .A destination can be said to be competitive, if its market share measured in terms of visitor number and financial returns are increasing.

REVIEW OF LITERATURE

Academic literature on the tourism industry in India has spanned across several disciplines from the regional as well as the national perspective. As the largest country in terms of size and population in the South Asian region, India has a large influence on the regional tourism industry. India featured prominently in the work on policy choices for South Asian tourism development by Richter and Richter (1985), who looked at government tourism initiatives and experiences of seven South Asian countries. In a similar vein, Brown (1988) had examined South Asia's policy responses to accommodating tourists from Europe, but limited his study to Bhutan, India and the Maldives. At a national level, the tourism sector in India has been examined externally through the perception of foreign visitors as well as from within India.

"Reorienting HRD strategies for tourists' satisfaction"- a study by Nageshwar Rao and R.P. Das (2002) sought to highlight how the Indian Tourism Industry can reorient its HRD strategies in order to satisfy and delight its customers to survive in the global competition. With a better qualified younger workforce occupying the positions in the future and with tremendous opportunities opening for them elsewhere, the key task before the policy makers in organizations is to keep the tourist contact employees satisfied.

Joaquin Alegra Marin and JaumeGaranTaberner's study "satisfaction and dissatisfaction with destination attributes, influence on overall satisfaction and the intention to return" point to the need to reconsider the usual structure of tourist satisfaction surveys. The results of this study illustrate that tourists evaluate the attributes of a destination differently depending on whether the survey elicits an opinion relating to a dimension of dissatisfaction.

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"International Tourist satisfaction and destination Loyalty : Bangkok, Thailand"(2010)- a study conducted by SiripornMcDowall tried to compare the demographic characteristics between first time and repeat international tourists in Bangkok and found that overall, international tourists were satisfied with their visit to Bangkok. First time tourists were more satisfied with the visit repeaters as their mean score was higher but there is no statistical difference between these two groups.

"Travelers' Perception of Malaysia as their next holiday destination"- a study by Anon Abdul basah Kamil (2010) sought to have information and data on knowledge and perceptions of potential tourists about Malaysia to formulate appropriate and effective marketing and promotional strategies. This study found that knowledge is the most significant factor in determining tourists decision to visit Malaysia except for African , West Asian and South/ Central American tourists.

"Tourist satisfaction with Mauritius as a holiday destination"(2008- a research work by Perunjodi Ladsawut used the expectancy – disconfirmation model to study the tourist satisfaction across 18 destination attributes as well as overall satisfaction with the destination. Tourists satisfaction with individual destination attributes revealed that 13 attributes were positively disconfirmed whereas 5 attributes were negatively disconfirmed.

"Tourist satisfaction in Singapore- a perspective from Indonesian tourists"- a study by Theresia A. Pawitra and Kay C. Tan (2001); analyzed the Indonesian tourists' satisfaction scores about Singapore and showed that from the 'Indonesian tourists' point of view , Singapore Tourism Board was successful in promoting and maintaining the performance of the local tourism industry.

"Factors influencing choice of tourist destinations: A study of North India" (2009) is a research paper by Neeraj Kaushik, Jyoti Kaushik, Priyanka Sharma and Savita Rani. This paper attempted to determine the factors responsible for determining the attractiveness of a tourist destination in North India and found that there are seven factors which are considered important by the tourists while selecting their destinations. These factors are- communication, objectivity, basic facilities, attraction, support services, distinctive local features and psychological and physical environment.

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

"Foreign Visitor's evaluation on tourism environment"(2010)- a study by Takeshi Kurihara, and Naohisa Okamoto sought to understand the relative importance of the items that define the tourism environment and how foreign visitors evaluate Japan's tourism environment. It discussed the tourism environment evaluation from the viewpoint of the qualitative approach given by the foreign visitor's evaluation & the quantitative approach which is calculated by the principal component analysis based on the objective data.

RATIONALE OF STUDY

The World Economic Forum has identified 14 pillars under Travel & Tourism Competitiveness Index (TTCI) viz. *Policy Rules and Regulations, Environmental Sustainability, Safety and Security, Health and Hygiene, Prioritization of Travel and Tourism, Air Transport Infrastructure, Ground Transport Infrastructure, Tourism Infrastructure, Information and Communications Technology Infrastructure, Price Competitiveness in T&T Industry, Human Resources, Affinity for Travel & Tourism, Natural Resources,* and *Cultural Resources* that makes a tourist destination's attractive.

According to TTCI Index (2011) Singapore holds a dominant global position as a tourist destination. It tops on the factor of policy rules and regulations and bags 2nd position at ground transport infrastructure and human resources. In the hierarchy of nations having affinity for travel and tourism it ranks 12th.Singapore is the 13th most safe and secured and 14th best air transport infrastructure nation of the world. All the above facts highlight that Singapore has a great potential in the years to come to enhance its ranking globally as a competitive tourist destination.

According to Tourism Statistics (2011), Singapore merely occupies .0006% area (693 Sq Km) on the globe but it shares 1.24% (935 millions) of the international tourist arrivals and 2.05% of the international tourism earnings. Further, according to World economic forum's TTCI (Travel and Tourism Competitiveness Index) Singapore is among top 20 destinations all over world and has shown its position year by year from 16th in 2008 to 8th in 2010. Similarly, Singapore ranks at top in the Asia –Pacific region.

According to Ministry of Tourism, Government of India, Singapore is among the top 10 international destinations preferred by Indian tourists and according to Singapore Tourism Board (STB) India was the 4th largest source of tourists for Singapore in the year 2011.

Hence, the current study was a systematic attempt to analyze diverse dimensions of Indian tourists' perception of Singapore as an international tourist destination.

RESEARCH METHODOLOGY

OBJECTIVES

➢ To evaluate Indian tourists' perception of Singapore as an international tourist destination.
➢ To bring forth the factors where India lacks behind Singapore as an international tourist destination so that corrective actions can be employed for the same.

HYPOTHESIS

- Ho_1 : There is no significant difference in the perception of Indian outbound tourist demography (males and females, Age) regarding different attributes of Singapore tourism.
- Ho_2 : There is no significant difference in the perception of people visiting Singapore for different purposes regarding different attributes of Singapore tourism.
- Ho_3 : There is no significant difference in the rating of attributes of Indian tourism amongst people visited Singapore on the basis of Gender and Age.

TYPE OF RESEARCH

The research was exploratory cum descriptive in nature. Both primary and secondary sources of data collection were used. Primary data was collected through structured questionnaires.

SAMPLE TECHNIQUES

The selection of the units was made on the basis of random convenience sampling. In the present study the researcher approached only those prospective respondents who have no previous experience related to tourist services offered by Singapore toursim.

Sample Size : Total 150 Indian residents who have visited Singapore were approached personally and through e-mail during the period from 21st May 2012 to 30th June 2012 and data was collected through structured questionnaire. 131 responses were received from the respondents and after detail examination 31 questionnaires were found outlier.

SURVEY RESPONSE RATE

EXHIBIT NO. 1.0

Sample Size	Total Response Received	Usable Response Received	Response Rate (%)
150	131	100	87.33%

RESPONDENTS DISTRIBUTION

Out of 131 responses received, 100 (76.33%) were usable responses and of which 54 (54%) were males and 46 (46%) were females; 24 (24%) surveyed policy holders belong to 0-34 years, 36 (36%) belong to 34 - 45 years, and 40 (40%) belong to 45 years and above age group; 90 (90%) of usable respondents were married and 10 (10%) were unmarried; 93 (93%) respondents visited Singapore for the purpose of leisure and recreation 6 (6%) visited for business purposes and only 1 (1%) respondent visited Singapore to meet friend and relatives; 4 (4%) respondents belongs to students category ,9 (9%) respondents were unemployed, 20 (20%) belongs to business class, 50 (50%) were servicemen and 8 (8%) respondents belongs to other occupational category.

DATA ANALYSIS APPROACH

In the present study, responses from respondents were coded and tabulated in PASW 18.0. For analyzing the data, statistical tests like Comparative Mean, Mean Plots, Standard Deviation, Reliability Test, ANOVA, POST HOC and Paired Sample t-Test etc. were used. A five point Likert scale was used also used. The respondents were asked to rate the variables, using five point Likert scale, which ranged from extremely poor (1) to excellent (5).

FINDING AND DISCUSSION

Before applying any tests, Cronbach Alpha test was carried out to calculated and check the reliability of data. The overall value of Cronbach Alpha is more than 0.67 (Exhibit No. 2.0) that clearly depicted that the collected data is reliable and useful for the present research.

CRONBACH'S ALPHA

EXHIBIT NO. 2.0

Attributes of Singapore Tourism	Variables in the Attributes	Cronbach Alpha
(a) Safety and security	Law and order of country, safety of luggage, safety of family, safety of females, handling of tourist grievances, discipline in the country, political stability	0.727
(b) Maintenance and cleanliness	General cleanliness and sanitation, clean drinking water, air water and noise pollution, availability of healthy and hygienic food, ambience	0.761
(c) Information and communication	Communication with local people ,visa formalities, mobile phone networking, information about destinations through websites	0.721
(d) Infrastructure	Airport ambience,airportfacilities,roadtransport,railtransport,connectivity to neighboring countries, connectivity to local tourist places	0.760
(e) Prices	Prices of general commodities, airfarecharges, price of local transport, accommodation charges, food/other commodity prices at tourist spots, fee charged to see tourist spots, tour package for neighboring countries	0.714
(f) Facilities	Banking and financial system ,accommodation quality, medical facilities in country, easy availability of desired food	0.640
(g) Attractions	Shopping opportunities, climate and weather conditions, attraction of festivals, historical monuments and attractions, art exhibitions and attractions, games and activities, multi-cultural heritage, nightlife, potential to be international destination, overall infrastructural facilities	0.695
(h) Behaviour of country residents	Behaviour of government officials, behaviour of taxi/auto rickshaw drivers, friendliness /behavior of local people, general hospitality, openness In society, level of education and training of service providers at tourist places	0.870
(i) Factors affecting the purpose of visit	Natural resources, tourism infrastructure, accessibility to tourist spots	0.663
(j) other factors	Begging and cheating in the country, terrorism, general corruption level	0.683
(k)	Attributes of Indian Tourism in comparison to Singapore Tourism	0.814
Overall Cronbach Alpha		0.834

Further, composite score of the different variables of the above mentioned attributes have been calculated (Exhibit No. 3.0) on the basis of respondents response and results are as follows:

COMPOSITE SCORE OF ATTRIBUTES

EXHIBIT NO. 3.0

SAFETY AND SECURITY

(Exhibit No. 3.1)

Variables in the attribute	Composite Score
Safety of females	0.902
Law and order of Singapore	0.799
Safety of family	0.740
Safety of Luggage	0.590
Political stability	0.533
Discipline in Singapore	0.437
Handling of tourist grievances	0.279

MAINTENANCE AND CLEANLINESS

(Exhibit No. 3.2)

Variables in the attribute	Composite Score
Clean drinking water	0.787
General cleanliness and sanitation	0.749
Availability of healthy & hygienic food	0.725
Ambience	0.676
Air, water, noise pollution	0.630

INFORMATION AND COMMUNICATION

(Exhibit No. 3.3)

Variables in the attribute	Composite Score
Mobile phone networking	0.898
Visa formalities	0.782
Communication with local people	0.688
Information about destinations through Websites	0.643

INFRASTRUCTURE

(Exhibit No. 3.4)

Variables in the attribute	Composite Score
Airport facilities	0.816
Airport ambience	0.713
Connectivity to neighboring countries	0.685
Connectivity to local tourist places	0.663
Road transport	0.655
Rail transport	0.565

PRICES

(Exhibit No. 3.5)

Variables in the attribute	Composite Score
Prices of general commodities	0.847
Tour package for neighboring countries	0.761
Price of local transport	0.652
Accommodation charges	0.564
Fee charged to see tourists spots	0.551
Airfare charges	0.544
Food and other commodity prices at tourists spots	0.288

FACILITIES

(Exhibit No. 3.6)

Variables in the attribute	Composite Score
Medical facilities in the country	0.876
Banking and financial system	0.788
Accommodation quality	0.655
Easy availability of desired food	0.474

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ATTRACTIONS

(Exhibit No. 3.7)

Variables in the attribute	Composite Score
Night life	0.893
Games and activities multicultural heritage	**0.804**
Potential to be international destination	**0.730**
Overall infrastructure facilitates	**0.716**
Climate & weather conditions	**0.604**
Art exhibitions & attractions	**0.459**
Historical monuments & attractions	**0.319**
Shopping opportunities	**0.108**
Attraction of festivals	**0.038**

BEHAVIOR OF COUNTRY RESIDENTS

(Exhibit No. 3.8)

Variables in the attribute	Composite Score
Taxi drivers behaviors	0.823
General hospitality	0.806
Openness in society	0.795
Local people behavior	0.783
Govt. official behavior	0.779
Level of education & training of service providers at tourist places	0.708

PURPOSE OF VISIT

(Exhibit No. 3.9)

Variables in the attribute	Composite Score
Tourism infrastructure	0.885
Accessibility to tourist spots	0.812
Natural resources	0.679

OTHER FACTORS

(Exhibit No. 3.10)

Variables in the attribute	Composite Score
General corruption level	0.886
Begging and cheating in the country	0.795
Terrorism	0.666

INDIAN TOURISM IN COMPARISON TO SINGAPORE TOURISM

(Exhibit No. 3.11)

Variables in the attribute	Composite Score
Tourism facilities in India	0.879
Infrastructure in India	0.877
Information & communication in India	0.877
Safety and security in India	0.819
Behavior of Indian residents	0.796
Maintenance & cleanliness in India	0.783
Price level in India	0.578
Natural attractions in India	0.343
Man-made attractions in India	0.058

It is clearly evident from Exhibit No. 3.1, Safety of Females has been considered prime important factor and handling of tourist grievances considered least important by Indian outbound tourist under Safety and Security category. Exhibit No. 3.2 reveled that availability of clean drinking water has been considered most important factor and Air, Water and Noise pollution considered least important factor under Maintenance and Cleanliness category.

Under Information and Communication Category (Exhibit No. 3.3), Mobile Phone Networking has been given highest rank and information about destinations through websites has been given last rank. It is depicted from Exhibit No. 3.4, airport facilities considered most important and rail transport least important factor under Infrastructure category. The prices of general commodities has been considered most important factor and Food & other commodity prices at tourists spots has been considered least important factor under Price category (Exhibit No. 3.5). Indian outbound tourist ranked medical facilities in the country as the most important variable and easy availability of desired food as the least important variable under facilities category. (Exhibit No. 3.6).

Exhibit No. 3.7 portray that night life and Attraction of festivals has been ranked first and last under Attractions category, respectively. Taxi driver's behavior and level of education & training of service providers at tourist places considered prime important and last important factor under Behaviour of Country residents category, respectively (Exhibit No. 3.8). The Exhibit No. 3.9 shows that tourism infrastructure and natural resources considered as most important and least important factors by the outbound Indian tourist under the purpose of visit category. The Exhibit No. 3.10 depicts that general corruption level matters the most and terrorism matters least to the respondents. Under Indian v/s. Singapore Tourism Comparison category the respondents considered tourism facilities most important and Man-made attractions in India least important (Exhibit No. 3.11).

Further, One way Anova has been applied to test and analyze the hypothesis.

Ho₁ : There is no significant difference in the perception of Indian outbound tourist demography (males and females, Age) regarding different attributes of Singapore tourism.

One way ANOVA has been applied to test the **Ho₁.** Attributes were taken as dependent variables and Gender, Age has been considered as independent factor.

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ANOVA : GENDER VS. ATTRIBUTES

EXHIBIT NO. 4.0

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
safety&security in India	Between Groups	.232	1	.232	1.816	.182
	Within Groups	8.425	66	.128		
	Total	8.657	67			
maintainence &cleanliness in India	Between Groups	.048	1	.048	.265	.609
	Within Groups	12.081	66	.183		
	Total	12.129	67			
information &communication in India	Between Groups	.001	1	.001	.003	.958
	Within Groups	14.944	66	.226		
	Total	14.945	67			
infrastructure in india	Between Groups	.006	1	.006	.043	.837
	Within Groups	9.620	66	.146		
	Total	9.626	67			
price level of India	Between Groups	.137	1	.137	.870	.354
	Within Groups	10.423	66	.158		
	Total	10.560	67			
tourism facilities in India	Between Groups	.196	1	.196	1.034	.313
	Within Groups	12.524	66	.190		
	Total	12.721	67			
man made attractions in india	Between Groups	.002	1	.002	.011	.916
	Within Groups	9.259	66	.140		
	Total	9.261	67			
natural attractions in India	Between Groups	.651	1	.651	2.107	.151
	Within Groups	20.403	66	.309		
	Total	21.054	67			
behaviour of indian residents	Between Groups	.091	1	.091	.377	.541
	Within Groups	15.943	66	.242		
	Total	16.034	67			
otther factors	Between Groups	.007	1	.007	.074	.787
	Within Groups	6.556	66	.099		
	Total	6.563	67			

ANOVA : AGE VS. ATTRIBUTES

EXHIBIT NO. 4.1

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
safety&security in India	Between Groups	.082	3	.027	.194	.900
	Within Groups	9.271	66	.140		
	Total	9.353	69			
maintainence &cleanliness in India	Between Groups	.472	3	.157	.838	.478
	Within Groups	12.399	66	.188		
	Total	12.871	69			
information &communication in India	Between Groups	.411	3	.137	.601	.617
	Within Groups	15.039	66	.228		
	Total	15.450	69			
infrastructure in india	Between Groups	.716	3	.239	1.680	.180
	Within Groups	9.378	66	.142		
	Total	10.094	69			
price level of India	Between Groups	.337	3	.112	.689	.562
	Within Groups	10.777	66	.163		
	Total	11.114	69			
tourism facilities in India	Between Groups	.401	3	.134	.646	.589
	Within Groups	13.670	66	.207		
	Total	14.071	69			
man made attractions in india	Between Groups	.229	3	.076	.553	.648
	Within Groups	9.120	66	.138		
	Total	9.349	69			
natural attractions in India	Between Groups	2.135	3	.712	2.452	.071
	Within Groups	19.157	66	.290		
	Total	21.292	69			
behaviour of indian residents	Between Groups	1.703	3	.568	2.526	.065
	Within Groups	14.833	66	.225		
	Total	16.537	69			
otther factors	Between Groups	.160	3	.053	.543	.654
	Within Groups	6.462	66	.098		
	Total	6.622	69			

It is clear for the results (Exhibit No. 4.0 and 4.1) that in none of the attributes, significant difference was observed among the mean scores of attributes on the basis of Gender and Age meaning thereby all respondents perceive and respond to all factors in the same manner. Hence, the Null Hypothesis (**Ho₁**) is accepted.

Ho₂ : There is no significant difference in the perception of people visiting Singapore for different purposes regarding different attributes of Singapore tourism.

ANOVA : PURPOSE VS. ATTRIBUTES

EXHIBIT NO. 5.0

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
safety&security in India	Between Groups	.378	2	.189	1.377	.260
	Within Groups	8.928	65	.137		
	Total	9.306	67			
maintainence &cleanliness in India	Between Groups	.065	2	.032	.169	.845
	Within Groups	12.436	65	.191		
	Total	12.501	67			
information &communication in India	Between Groups	1.290	2	.645	2.980	.058
	Within Groups	14.066	65	.216		
	Total	15.356	67			
infrastructure in india	Between Groups	.029	2	.014	.093	.911
	Within Groups	10.039	65	.154		
	Total	10.068	67			
price level of India	Between Groups	.720	2	.360	2.402	.099
	Within Groups	9.736	65	.150		
	Total	10.455	67			
tourism facilities in India	Between Groups	.132	2	.066	.308	.736
	Within Groups	13.916	65	.214		
	Total	14.048	67			
man made attractions in india	Between Groups	.228	2	.114	.835	.438
	Within Groups	8.873	65	.137		
	Total	9.101	67			
natural attractions in India	Between Groups	.258	2	.129	.403	.670
	Within Groups	20.800	65	.320		
	Total	21.058	67			
behaviour of indian residents	Between Groups	1.948	2	.974	4.525	**.014**
	Within Groups	13.994	65	.215		
	Total	15.942	67			
otther factors	Between Groups	.971	2	.486	5.639	**.006**
	Within Groups	5.596	65	.086		
	Total	6.567	67			

Purpose of the visit has been taken as Independent factor and attributes has been taken as dependent factors. It is evident from Exhibit No. 5.0 that in most of the attributes no significant difference was observed among the mean scores of attributes except *'Behavior of Indian Residents (0.14)'* and *'other factors' (.006)*. Meaning thereby there is no significant difference in the satisfaction level of Indians who have visited Singapore for different purposes except in case of 'Behavior of Indian Residents' and 'other factors'. Hence, the Null Hypothesis (**Ho₂**) is accepted in most of cases and **Ho₂** is rejected in case of 'Behavior of Indian Residents' and 'other factors'.

Ho_3 : **There is no significant difference in the rating of attributes of Indian tourism amongst people visited Singapore on the basis of Gender and Age.**

ANOVA : GENDER VS. INDIAN TOURISM ATTRIBUTES

EXHIBIT NO. 6.0

		Sum of Squares	df	Mean Square	F	Sig.
safety & security in India	Between Groups	.232	1	.232	1.816	.182
	Within Groups	8.425	66	.128		
	Total	8.657	67			
maintenance & cleanliness in India	Between Groups	.048	1	.048	.265	.609
	Within Groups	12.081	66	.183		
	Total	12.129	67			
information & communication in India	Between Groups	.001	1	.001	.003	.958
	Within Groups	14.944	66	.226		
	Total	14.945	67			
infrastructure in India	Between Groups	.006	1	.006	.043	.837
	Within Groups	9.620	66	.146		
	Total	9.626	67			
price level of India	Between Groups	.137	1	.137	.870	.354
	Within Groups	10.423	66	.158		
	Total	10.560	67			
tourism facilities in India	Between Groups	.196	1	.196	1.034	.313
	Within Groups	12.524	66	.190		
	Total	12.721	67			
man made attractions in India	Between Groups	.002	1	.002	.011	.916
	Within Groups	9.259	66	.140		
	Total	9.261	67			
natural attractions in India	Between Groups	.651	1	.651	2.107	.151
	Within Groups	20.403	66	.309		
	Total	21.054	67			
behavior of Indian residents	Between Groups	.091	1	.091	.377	.541
	Within Groups	15.943	66	.242		
	Total	16.034	67			
other factors	Between Groups	.007	1	.007	.074	.787
	Within Groups	6.556	66	.099		
	Total	6.563	67			

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ANOVA : GENDER VS. INDIAN TOURISM ATTRIBUTES

EXHIBIT NO. 6.1

		Sum of Squares	df	Mean Square	F	Sig.
safety & security in India	Between Groups	4.773	30	.159	1.555	.107
	Within Groups	3.479	34	.102		
	Total	8.252	64			
maintenance & cleanliness in India	Between Groups	5.910	30	.197	1.201	.301
	Within Groups	5.576	34	.164		
	Total	11.486	64			
information & communication in India	Between Groups	7.049	30	.235	1.025	.470
	Within Groups	7.797	34	.229		
	Total	14.846	64			
infrastructure in India	Between Groups	6.330	30	.211	2.384	**.008**
	Within Groups	3.009	34	.089		
	Total	9.340	64			
price level of India	Between Groups	3.268	30	.109	.540	.955
	Within Groups	6.861	34	.202		
	Total	10.129	64			
tourism facilities in India	Between Groups	6.651	30	.222	1.247	.265
	Within Groups	6.045	34	.178		
	Total	12.696	64			
man made attractions in India	Between Groups	4.711	30	.157	1.323	.214
	Within Groups	4.036	34	.119		
	Total	8.748	64			
natural attractions in India	Between Groups	14.737	30	.491	2.714	**.003**
	Within Groups	6.153	34	.181		
	Total	20.890	64			
behaviour of Indian residents	Between Groups	8.161	30	.272	1.279	.242
	Within Groups	7.229	34	.213		
	Total	15.390	64			
other factors	Between Groups	2.070	30	.069	.634	.896
	Within Groups	3.700	34	.109		
	Total	5.770	64			

Demographic characteristics viz. Gender, Age have been taken as independent factors and attributes related to Indian tourism has been taken as dependent factors to test the **Ho₃**.

It is clearly evident from Exhibit No. 6.0 that in none of the attributes, significant difference was observed among the mean scores of attributes on the basis of Gender. Meaning thereby there is no significant difference in the satisfaction level of outbound Indian tourist regarding attributes related to Indian Tourism services. Hence, the Null Hypothesis (**Ho₃**) is accepted.

It is depicted from Exhibit No. 6.1 that in none of the attributes, significant difference was observed among the mean scores of attributes on the basis of Age except '*Natural attractions in India (.003)*' and '*Infrastructure in India (.008)*'. Meaning thereby there is no significant difference in the satisfaction level of outbound Indian tourist regarding attributes related to Indian Tourism services except in case of 'Natural attractions in India' and 'Infrastructure in India'. Hence, the Null Hypothesis (**Ho₃**) is accepted in most of cases and **Ho₃** is rejected in case of 'Natural attractions in India' and 'Infrastructure in India'.

CONLUSION

The empirical study conducted by the researchers clearly indicates that in the opinion of Indians who have visited Singapore India is lacking far behind Singapore in the tourism segment. There is no statistically significant difference in the opinion of the respondents although they are of different demographic profiles and have visited Singapore for different purposes. The analysis depicts that Indians are satisfied with the different attributes of Singapore tourism and more or less dissatisfied with the attributes of Indian tourism. This disclosure is of prime importance to the Indian tourism industry because it highlights the need to improve the different attributes of Indian tourism industry. Indian tourists are feeling satisfied with all the attributes of Singapore tourism particularly the attributes of safety &security, maintenance & cleanliness, information & communication and infrastructure. It is a matter of serious concern for the Indian tourism that India is lacking in all these attributes. Hence the Indian tourism Ministry is advised to build more tourism infrastructure, ensure the safe, secured and clean environment for the tourists and to properly maintain all the tourism facilities to attract more &more tourists form domestic as well as international market. Singapore with a very small geographical area &with very less cultural &natural advantages is gaining a good share of the international tourism receipts. India should learn a lesson from Singapore tourism industry and try to improve its own by optimally utilizing the resources available with it. No doubt that the efforts of the Indian government to boost up its tourism industry are also applaud able but we can surely learn from the hardwork of Singapore Tourism Board to enhance India's ranking as a global tourist destination.

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