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**Critical Appraisal of India and Singapore on the Issue of
Maintenance and Cleanliness**

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Abstract

The paper makes an attempt to compare the competitiveness of India and Singapore on maintenance and cleanliness. The foreign tourists' perception of various variables of this attribute of Indian tourism is compared with that of Singapore tourism which are based on different articles of destination competitiveness, TTCR issued by World Economic Forum and from various published media. Primary data through questionnaires containing 5 point Likert scale and secondary data from web resources and books are used. The findings show that Singapore is a cleaner, hygienic and pollution free country than India. This is also supported by the secondary data as on the pillar of health and hygiene of TTCI index, 2011 Singapore bags 55th position whereas India has 112th rank

Key Words: travel and tourism, competitiveness, tourist and perception, maintenance and cleanliness

Introduction:

From the very inception of life, travel has fascinated man. Travel and tourism have been important social activities of human beings from time immemorial. The urge to explore new places within one's own country or outside and seek a change of environment has been experienced from ancient times. Travel has existed since the beginning of time when primitive man set out great distances, in search of food and clothing necessary for his survival. Throughout the course of history, people have traveled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivators.

Tourism as we know it today is distinctly a twentieth century phenomena. Historians suggest that the advent of mass tourism began in England during the industrial revolution with the rise of the middle class and relatively inexpensive transportation. The creation of the commercial airline industry following World War II and the subsequent development of the jet aircraft in the 1950s signaled the rapid growth and expansion of international travel. The growth led to the development of a major new industry: Tourism. In turn, international tourism became the concern of a number of world governments because it not only provided new employment

opportunities, but it also produced a means of earning foreign exchange. Tourism is one of the world's most rapidly growing industries. Much of its growth is due to higher disposable incomes,

increased leisure time and falling costs of travel. As airports become more enjoyable places to pass through, as travel agency services become increasingly automated, and as tourists find it easier to get information on places they want to visit, tourism grows.

The internet has fuelled the growth of the travel industry by providing online booking facilities. It has also provided people with the power to explore destinations and cultures from their home with personal computers and explore choices before finalizing travel plans. With its immense information resources, the internet allows tourists to scrutinize hotels, check weather forecasts, read up on local food and even talk to other tourists around the world about their travel experiences for a chosen destination. Thus to attract a foreign tourist every international destination must have something special in it to portray to the world.

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 of various scholars Reorienting HRD strategies for tourists' satisfaction- a study by Nageshwar Rao and R.P. Das (2002)^[1] 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"^[2] 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.

"International Tourist satisfaction and destination Loyalty : Bangkok, Thailand"(2010)^[3]- 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”^[4]- 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)^[5]- 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”^[6]- 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) ^[7] 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 Foster’s paper “The customer’s perception of Tourism Accreditation”^[8] sought to know the level of awareness among consumers of the tourism accreditation system in Australia and found that a lot of work needs to be done before we can be confident that consumers are aware of

the existence of the tourism accreditation system. It has also demonstrated that even when tourists are aware of accreditation, there is confusion about what it actually means.

“Foreign Visitor’s evaluation on tourism environment”(2010)^[9]- 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.

Problem Statement and Rationale of the Study

The international travelers today are sensitive to healthy and hygienic conditions. Therefore, it is important to pay particular attention to this attribute of competitiveness of a country’s tourism industry, as compared to that of its competitors, if the industry is to continue to grow. Health and hygiene is an important priority factor (pillar) as per the Travel and Tourism Competitiveness Index (TTCI) issued by World Economic Forum. The maintenance and cleanliness attribute of India is compared with that of Singapore as it is the most visited destination in the Asia Pacific region (as per the TTCI Index 2011). India is poorly ranked in comparison to Singapore in the hierarchy of clean and hygienic destinations. As per the TTCI rankings issued by World Economic Forum (Travel and Tourism Competitiveness Index) in the year 2007, India was placed on the 100th position and Singapore was on the 29th position (out of 124 economies)^[10] ·in 2008 India was on 110th position whereas Singapore was on 53rd position (out of 130 economies)^[11] ,in 2009 India was on the 111th position and Singapore was on 53rd position (out of 133 economies)^[12] and in 2011, India was on the 112th position and Singapore was on 55th position(out of 139 economies)^[13] .This clearly shows the deteriorating scene of maintenance and cleanliness of Indian tourism industry.

Maintenance and cleanliness of Indian and Singapore tourism industry is discussed on 5 variables which have been carefully chosen after analyzing various articles of destination competitiveness, the Travel and Tourism Competitiveness Report (TTCR) issued by World Economic Forum, and also from various published media.

Thus the present research work has been conducted keeping in view the following objectives:

Objectives of the Study:

1. To examine the perception of foreign tourists regarding the maintenance and cleanliness attribute of Indian tourism industry.
2. To examine the perception of foreign tourists regarding the maintenance and cleanliness attribute of Singapore tourism industry.
3. To carry out a comparative analysis of perception of foreign tourists regarding the maintenance and cleanliness of Indian and Singapore tourism industry.

Hypotheses Formulation

In order to accomplish the above mentioned objectives following null hypotheses have been formulated:

1. H_{01} : There is no significant difference in the perception of foreign tourists regarding the attribute of maintenance and cleanliness of India and Singapore
2. H_{02} : There is no significant difference in the perception of male and female foreign tourists regarding the attribute of maintenance and cleanliness.
3. H_{03} : There is no significant difference in the perception of foreign tourists belonging to different age groups regarding the attribute of maintenance and cleanliness

Research Methodology

This study is descriptive and exploratory. Both primary and secondary sources of data are used in this research study. Primary data have been collected through questionnaire designed to get first hand information from foreign tourists who have visited both India and Singapore. The foreign tourists were approached at various popular tourist spots of Delhi like Qutub Minar, Dilli Haat, Red Fort and Iskcon Temple and of Singapore like Sentosa, Marina Bay, Jurong bird park and Night Safari. Moreover some of the respondents were also contacted at the Indira Gandhi International Airport, Delhi and Changi Airport, Singapore. In total 500 questionnaires were got filled up from respondents selected by random judgement sampling out of which 250 were from India and 250 were from Singapore. The respondents were asked to rate the different variables of the attribute of attractions on a scale of 1-5 (1 –extremely poor and 5- excellent). Secondary data has been collected from various books, articles, print media and internet.

Sample Design

In our sample of 500 respondents 286 (57.20%) are males and 214(42.8%) are females. Out of the total respondents, 76 (15.2%) respondents belong to the age category of less than 25 years, 303(60.6%) respondents belong to the age category of 25 to 40 years and the remaining 121(24.2%) respondents belong to the age category of above 40 years.

Tools of Data Analysis

Before analyzing the data, its reliability has been checked by calculating Chron Bach Alpha that comes out to be 0.759. It shows that the data collected is reliable. After confirming the reliability of data collected, the data have been analyzed using independent sample t- test and one way ANOVA on SPSS version 18.

Analysis of the Data

Maintenance & cleanliness	Country	Mean Score	Standard Deviation	T Statistic (P Value)	Remark
General cleanliness & sanitation	India	2.26	.941	19.817 (0.000)	Significant Difference
	Singapore	4.47	.648		
Clean drinking water	India	2.14	.899	18.734 (0.000)	Significant Difference
	Singapore	4.27	.763		

To judge significance of difference in the perception of foreign tourists regarding the of maintenance and cleanliness India and Singapore the following null hypothesis has been framed:-

Air, water, noise pollution	India	2.27	.953	14.984 (0.000)	Significant Difference
	Singapore	4.10	.808		
Availability of healthy & hygienic food	India	2.70	.964	15.279 (0.000)	Significant Difference
	Singapore	4.26	.538		
Healthy Ambience	India	2.72	.853	14.668 (0.000)	Significant Difference
	Singapore	4.26	.540		

H₀₁: There is no significant difference in the perception of foreign tourists regarding the attribute of maintenance and cleanliness of India and Singapore

To test this null hypothesis independent sample t-test has been applied the results of which are shown in table 1

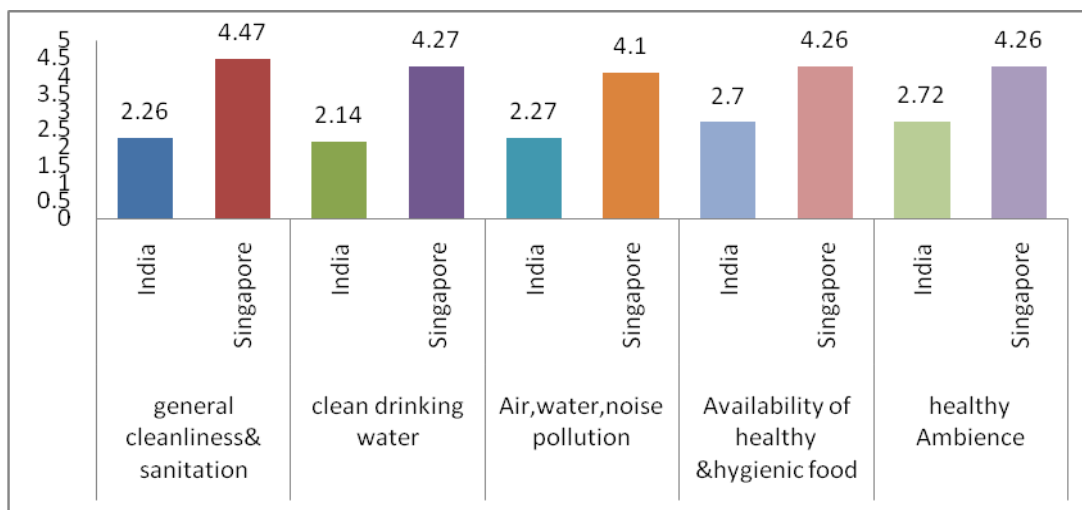
TABLE 1

Independent Sample T Test of Maintenance and Cleanliness Attribute of India and Singapore

Table 1 makes it clear that for all the factors of maintenance and cleanliness, the p value of t statistics have been less than 5 percent level of significance conveying this fact that at 95 percent level of confidence there is a significant difference in the perception of foreign tourists regarding the attribute of maintenance and cleanliness of India and Singapore. Hence the null hypothesis H₀₁ has been rejected. Moreover the higher mean scores of Singapore in comparison to India also reveal that from the foreign tourists' point of view Singapore is comparatively better than India as far as maintenance and cleanliness is concerned. It has also been presented in the figure 1

FIGURE 1

Mean Scores of Attribute of Maintenance and Cleanliness of India and Singapore



The significance of difference in the perception of male and female respondents regarding the maintenance and cleanliness has also been checked by applying independent sample t-test and the following null hypothesis has been formulated for this purpose:

H₀₂: There is no significant difference in the perception of male and female foreign tourists regarding the attribute of maintenance and cleanliness

TABLE 2
Independent Sample T Test of Maintenance and Cleanliness Attribute of India and Singapore on Gender Basis

Maintenance & cleanliness	Gender	India		Singapore	
		Mean Score (S.D)	T Statistic (P Value)	Mean Score (S.D)	T Statistic (P Value)
General Cleanliness & Sanitation	Male	2.43(1.025)	1.817 (.072)	4.51(.579)	.568 (.571)
	Female	2.11(.838)		4.44(.708)	
Clean Drinking Water	Male	2.22(.986)	.498 (.619)	4.34(.658)	.879 (.381)
	Female	2.13(.896)		4.21(.840)	
Air, water, noise Pollution	Male	2.49(.925)	2.333 (.022)	4.22(.730)	1.391 (.167)
	Female	2.07(.942)		4.00(.866)	
Availability of Healthy & Hygienic Food	Male	2.73(.961)	.127 (.899)	4.40(.535)	2.555 (.012)
	Female	2.70(.981)		4.14(.515)	
Healthy Ambience	Male	2.74(.777)	.365 (.716)	4.38(.490)	2.323 (.022)
	Female	2.68(.936)		4.14(.554)	

Table 2 depicts that for all the variables of the attribute of maintenance and cleanliness except air, water and noise pollution in India the p value of t statistics are greater than 5 percent level of

significance. Hence at 95 percent level of confidence the null hypothesis for all the variables except the variable of air, water and noise pollution is accepted in case of India. It conveys that there is no significant difference in the perception of male and female foreign tourists regarding the majority of the variables of maintenance and cleanliness in India. On the other hand the p values at 5 percent level of significance for Singapore reveal that for the variables of ‘general cleanliness and sanitation’, ‘clean drinking water’ and ‘air, noise and water pollution’, the null hypothesis is to be accepted indicating statistically insignificant difference in the perception of males and females regarding these variables in Singapore. However the p value at 5 percent level of significance for the variables of ‘availability of healthy and hygiene food’ and ‘healthy ambience’ shows that there is a statistically significant difference in the perception of males and females regarding these variables in Singapore. Thus the null hypothesis for this is rejected. Moreover the mean scores for male and female respondents in case of Singapore are greater than in case of India thus indicating the better position of maintenance and cleanliness of Singapore in the opinion of both male and female respondents.

The next step is to test the significance of difference in the perception of respondents belonging to different age groups regarding the attribute of maintenance and cleanliness of India and Singapore for which the following null hypothesis has been framed:-

H₀₃: There is no significant difference in the perception of foreign tourists belonging to different age groups regarding the attribute of maintenance and cleanliness

To test this null hypothesis one way ANOVA has been applied the outcome of which is tabulated in table 3:

TABLE 3
One way ANOVA of Maintenance and Cleanliness Attribute of India and Singapore on Age Basis

Maintenance & cleanliness	Age Group	India		Singapore	
		Mean Score (S.D)	F Statistic (P Value)	Mean Score (S.D)	F Statistic (P Value)
General Cleanliness & Sanitation	Less than 25 years	2.35(1.182)	.335(.716)	4.50(.607)	.113(.893)
	25 to 40 years	2.18 (.800)		4.44 (.541)	
	Above 40 year	2.32 (.989)		4.50 (.797)	
Clean Drinking	Less than 25 years	2.25(1.118)	.098(.907)	4.60(.503)	3.23(.044)

Water	25 to 40 years	2.14(.783)		4.29 (.677)	
	Above 40 year	2.16(1.041)		4.08(.912)	
Air,water,noise pollution	Less than 25 years	1.95(1.099)	1.611(.205)	4.30(.571)	1.094(.339)
	25 to 40 years	2.40(.833)		4.12(.659)	
	Above 40 year	2.26(1.005)		3.97(1.052)	
Availability of Healthy & Hygienic food	Less than 25 years	3.10(.968)	2.280(.107)	4.35(.489)	.977(.380)
	25 to 40 years	2.56(.884)		4.18(.486)	
	Above 40 year	2.71(1.037)		4.32(.620)	
Healthy Ambience	Less than 25 years	3.00(1.054)	1.352(.263)	4.35(.489)	.542(.583)
	25 to 40 years	2.63(.755)		4.26(.443)	
	Above 40 year	2.66(.878)		4.19(.668)	

This table elaborates that in India for all the variables of maintenance and cleanliness the p values for F statistics are greater than 5 percent level of significance indicating the acceptance of null hypothesis. Hence at 95 percent level of confidence it is found that the perception of respondents of different age groups regarding different variables of maintenance and cleanliness is having statistically insignificant difference. In case of Singapore for all the variables of maintenance and cleanliness except the variable of 'clean drinking water', the p value for F statistics are more than 5 percent level of significance. Hence null hypothesis for them is accepted whereas null hypothesis for the variable of 'clean drinking water' is rejected. Hence in case of Singapore significant difference is not there in the perception of foreign tourists of different age groups regarding various variables of the attribute of maintenance and cleanliness except for the variable of 'clean drinking water'.

For respondents of different age groups the mean scores are greater in case of Singapore than in India thus depicting the higher level of satisfaction for all the variables in Singapore by respondents of all age groups.

Conclusion

The foreign tourists' choice of destination is primarily driven by a lot of factors viz. public policies and regulations, environmental legislation, safety, health and hygiene, priority given to the tourism sector, air transport infrastructure, ground transport infrastructure, tourism infrastructure, information and communication infrastructure, prices in the tourism sector,

human resources, national perception of tourism; and natural and cultural resources. As far as maintenance and cleanliness of India and Singapore is concerned Singapore's position is fairly well in comparison to India. Singapore is found to be a cleaner, hygienic and pollution free country than India. The foreign tourists are highly satisfied in Singapore and in case of India the situation of health and hygiene is relatively poor. The researcher after going through the various aspects of maintenance and cleanliness issue of India based on secondary data pinned the view that Indian Tourism Industry is particularly lacking on this issue though it has abundant natural and cultural heritage. After the analysis of primary data this opinion was further validated as foreign tourists are of the same view that India is not a clean and hygienic international destination in comparison to Singapore. The foreign tourists globally do not have any regrets on cleanliness grounds while travelling to Singapore.

Therefore the policy makers, government officials and the ministry of tourism of India should take a lesson from that of Singapore Tourism Industry and bring a revolutionary change in their working and more actively involve themselves in improving maintenance and cleanliness in India only then its ranking globally can be enhanced in terms of foreign tourist arrivals and India will surely become a hot spot in the years to come.

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