

## A Comparative Analysis on Community Involvement in Tourism Development in Select Areas of Telangana and Maharashtra

Dr. Mallesh Tummala<sup>1</sup> and Farha Deeba Hassan<sup>2</sup>

<sup>1</sup>Marketing Lecturer, University of Technology and Applied Sciences, Nizwa, Sultanate of Oman

<sup>2</sup>Marketing Lecturer, University of Technology and Applied Sciences, Nizwa, Sultanate of Oman

<sup>1</sup>Corresponding Author: drmalleshtummala@gmail.com

Received: 25-09-2023

Revised: 10-10-2023

Accepted: 27-10-2023

### ABSTRACT

The research is focused to identify the community involvement and their experiences in the development of tourism in Telangana and Maharashtra states. The study is initiated and empirically tested based on a conceptual model that includes three factors showing the involvement of community in development of tourism. The tourist activities, integration of community and barriers to tourism development in Telangana and Maharashtra states. The data has been collected from 273 respondents, 139 from Telangana and 134 from Maharashtra respectively and analyzed using a Non parametric statistical tool The Mann Whitney U Test. The result is that there is a significant difference between integration of community and barriers in tourism development among Telangana and Maharashtra states but the opinion stands the same with regard to tourist activities among both the states. The findings of the study concluded that community engagement is very important in the development of tourism sector in any state and they contribute to the development of the state directly or indirectly and the state governments also have to provide the opportunity to the individuals to development the tourism sector that contribute not only the GDP but also to promote the heritage and culture of the respective states. The future research could focus on some more additional factors which may help in the development of the tourism sector.

**Keywords:** tourism development, tourist activities, integration, barriers, community engagement

## I. INTRODUCTION

India is one of the world's oldest civilizations which has made a lot of progress amongst the developing nations across the world. It is a land where temple elephants coexist with robovacums. India's impressive variety of history and culture, from ancient to the present state, harmoniously blend to form a unique atmosphere in more than a million square kilometers of scenic sights. Placid backwaters and lagoons, bays and rough – lava rocked seas, lush green paddy fields, palm fringed shores, India has everything. (Sathey & Randhave 2019)

Tourism in India is strongly related to economic development, cultural growth and national integration. Due to the vastness and diversity of India, it has a tremendous potential. Its rich cultural heritage is a superb manifest in many of the architectural wonders (palaces, temples, mosques, forts, etc.). (Vernekar 2021)

Tourism product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their traveling to the destination. The tourist product focuses on facilities and services designed to meet the needs of the tourist. (Bandaru et al. 2020) The potential for domestic tourism in India is vast. Domestic tourism is as old as Indian society. Tourism development renders various economic, socio-cultural and environmental changes on the host community's' life, some more beneficial than others (Stylidis et al. 2014). Thus, the participation of local residents is imperative for the sustainability of the tourism industry at any destination (Gursoy et al. 2010). Understanding the residents' perspective can facilitate policies which minimize the potential negative impacts of tourism development and maximize its benefits, leading to community development and greater support for tourism particularly, in developing countries, whereby tourism is still at an infant stage of development. (Thetsaney 2019)

Tourism Industry is a composite of service providers from private, as well as public sectors. If the industry is properly planned, developed and managed at all levels of government, in partnership with the private sector, it will strengthen the country's cultural heritage, natural treasure and lead to positive economic results including enhanced employment and income opportunities, especially in rural areas. (Sathey & Randhave 2019) One can notice the detectable changes in the character of Indian tourism, with a shift from pilgrimage to pleasure trips. Today, the majority of the tourists feel that traveling for just

pleasure offers much wider scope than by pilgrimage. It's time to try making the experience of tourists more colorful, lively, intimate, soothing to mind and body and hence, more enjoyable. (Vernekar & Shukla 2021)

**Primary Objective**

The objective of the study is to examine the community involvement in Telangana and Maharashtra states in tourism development.

**Secondary Objectives**

1. To study the tourist activities of Telangana and Maharashtra.
2. To study Integration of local communities in Tourism Development in Telangana and Maharashtra.
3. To detect the barriers to tourism development in Telangana and Maharashtra.

According to the available statistics, domestic tourism has grown sustainably during the one decade as shown in table below.

**Table 1: State-Wise Domestic & Foreign Tourist Visits, 2020-21**

Sr.No.	States	2020		2021		Growth rate	
		Domestic	Foreign	Domestic	Foreign	DTV 21/20	FTV 21/20
1.	Maharashtra	39234591	1262409	43569238	185643	11.05	-85.29
2.	Telangana	39997001	46694	32000620	5917	-19.99	-87.33

Source: www.tourism.gov.in

**Significance of the Study**

Despite the importance assigned to place image in understanding tourists' attitudes and behavior in the tourism literature (Chen and Tsai, 2007), only a few studies have explored the image that residents hold of their place and even fewer have investigated its influence on their attitudes and reaction to tourism development (Ramkissoon and Nunkoo, 2011). If tourism development is to benefit the local community, attention should also be given to the residents' image of the place rather than that of tourists' only. (Govers, Go, & Kumar, 2007) This study investigates whether tourism development of Maharashtra and Telangana is impacted by the tourist activities in the state, the integration of the local community and the barriers to tourism in the states. It evaluates the dominance of tourist activities undertaken in both the states. It attempts to find out the view point and awareness of the local community regarding the tourism policy of the state governments. Lastly, it attempts to identify the possible barriers to tourism in these states. The paper makes some policy suggestions in the end to assist in promoting sustainable tourism in Telangana and Maharashtra.

**Maharashtra Tourism**

Tourism means experiencing a culture, location, language, cuisine and activities different from one's own. Maharashtra's culture and heritage has to be preserved, conserved and promoted in order to develop tourism. Most of the villages in Maharashtra have potential to attract tourists, but because of the inadequate infrastructural facilities, it is lacking behind. Maharashtra is the third largest state in India having 36 districts and each district is attracting thousands of tourist visitors. (Deshpande 2013)

Maharashtra attracts the maximum number of tourists coming to India, still it is not established whether the tourism scope in Maharashtra has been well exploited or not. Therefore, there is a gap in the understanding of the tourist potential of Maharashtra and the efforts that are needed to get more tourists coming from all over the world and make it an international tourism destination. Most of the tourists traveling to Maharashtra are from other parts of India. The type of tourism that tourists prefer; i.e. majority prefer sightseeing than business or other reasons such as visits for conferences, religious occasions and other reasons. (Vernekar & Shukla 2021)

Types of tourism activities seen in Maharashtra are ethnic tourism, adventure tourism (e.g. river rafting), under water tourism, eco-tourism (olive riddle turtles nesting sites in Konkan) wine tourism (Nasik), spiritual tourism (yoga and meditation), food tourism, garden tourism and so on.

Maharashtra has a greater potential of the development of the agro-tourism centers due to the good natural and climatic conditions. But there are some challenges in the process of tourism development in the state. Lack of knowledge, weak communication skills, lack of commercial approach, presence of unorganized sector, proper hygiene and basic requirements considering urban visitors and lack of capital to develop basic infrastructure especially for agro based tourism which has a lot of potential in Maharashtra. (Nimase 2020)

Development focus is mainly on museum, historical monuments, and pilgrimage centers in allotment of tourism funds. Funds are generally not sanctioned by considering the need of destination but are through influence of political force. There is a need to design proper marketing policy to develop Maharashtra. Government tourism planning and implementation is correlated. (Chawan & Bhola 2013)

### **Telangana Tourism**

The state of Telangana presents a rich and diverse culture, food habits, traditions, historical places, blend with modern lifestyle, different terrains, with well-developed and connected road, rail transportation and accommodation facilities. There are many a number of notable places to visit in Telangana. To name a few, 1) Charminar, 2) Golconda Fort 3) Salarjung Museum 4) QutubShahi tombs 5) Falaknuma Palace 6) Shilparamam 7) Birla Mandir, 8) Lumbini Park, 9) HussaianSagar lake, 10) Ocean park, 11) Ramoji Film city, 12) Nehru Zoological Park, 13) Public gardens, 14) Osman Sagar, 15) NTR Gardens, 16) Mecca Masjid, 17) Paigah Palace, 18) Ashurkhana, 19) State legislative assembly, 20) Birla Science Planetarium and 21) Birla Archaeological Museum. Govind (2016).

Basara Saraswathi Temple is the only Saraswathi temple in south India. Tourism reminds of opportunities like tour guides, information clerks, lodging, cab drivers, travel agents, tour planners, chefs, cooks, cabin stewards, luggage porters, bell persons, housekeeping, medical staff etc.

Telangana State Tourism Development Corporation Limited offers wide range of tourism packages which includes river cruise, sounds and light show, customized tours, adventure journeys for major destinations, forts, pilgrimages, wild life exploration on grand scale. Tourism activities of Telangana are predominantly divided into following categories namely: religious, heritage, river, eco-tourism, sports tourism, etc. Tourism development is not at par as many entrepreneurial ideas and still remains untouched when compared to other states and countries. Maharashtra tourism development corporation is coordinating with self-help groups in association with IHM Mumbai and HUNAR SE ROZGAR TAK program which comprises of 6 to 8 weeks' skill development training program in the area of food production, food and beverages, bakery and patisserie, housekeeping utility etc. this has benefitted thousands in region like Pune, Nasik, Baramati, Nagpur etc. to enter tourism and hospitality industry as tour guides drivers etc.

Telangana state has naturally endowed areas such as national parks, forest reserves and sanctuaries that provide ample scope for promoting ecotourism. Telangana state has 9 Wildlife sanctuaries, 3 National parks, 2 Zoological parks and 27292 square kilometer of forest area. Among the total forest area, only two spots of the area have been promoted as eco-tourist's designation. It envisages that the eco-tourism of the states is still at a very nascent stage. Telangana State Tourism Development Corporation, water tourism market is in the top whereas the eco-tourism market is in bottom to generate the revenue.

## **II. LITERATURE REVIEW**

Jamal & Getz (Canada-1995) suggested that a significant portion of the social impact of tourism literature suggests that stakeholder involvement and community-based planning should be a part of the early stages of tourism development. The findings of Fong and Lo (Hong Kong 2015) also show that local community participation in decision-making, empowerment, and community knowledge about tourism affects the sustainability of rural tourism development.

Gultekin et al (Turkey-2017) the study focused on the local people participation in the development of Eco-tourism in Turkey using SEM model. The study concluded that it is possible to use Structural Equation Model (SEM) as a method for solving problems related to ecotourism management with local people. It will also be possible to obtain guidance on how the ecotourism sector should develop with different stakeholders in different land use policies and how it is likely to develop in future years. The authors used five dimensions like ecotourism activities, ecotourism resources and ecotourism development and management strategies'.

N Kencana and T Manutami (Indonesia-2017) observed the effect of local community participation and visitor's satisfaction on ecotourism in Indonesia using Structural Equation Model (SEM). The author explained the relationship between community participation, ecotourism sustainability, tourist satisfaction and the economic benefits of the local peoples. The sustainability of the ecotourism was significantly affected by local community participation and tourist's attraction is the ultimate factor to keep ecotourism in Indonesia.

Ven S (Japan-2015) the study focused on understanding of the host resident's attitude towards tourism development, especially Community Based Eco-tourism (CBET) by Chambok's model of SEM. The study concluded that in addition to the determinants of resident's attitude to tourism found by earlier studies such as community attachment, community concern, etc.; natural resource dependency, and socio-economic status also influence resident's attitudes towards CBET. The study suggested that residents perceived impacts of CBET on livelihood assets and outcomes are likely to affect support for CBET.

Nerine Cecilia Bresler (South Africa -2001), in his study concluded that the behavior of tourists and of those influencing their experience like field guides and trackers, etc.

Margarita Popova (South Africa- 2006), in her research indicated that it is the personalized service offered at the guest houses that customers choose over other types of the available accommodation.

The research of Thongma et al. (Thailand -2011) stated that local communities involved in the decision making process will affect the viability of tourist destinations. Empowerment allows local communities to gain control or power over tourism development in their communities and in turn influences the social lifestyle, economic development, and environmental protection of a particular tourist destination. Empowered local communities were found to have a significant impact on social, cultural, economic, and environmental sustainability Boley & McGehee (U.S.A- 2014).

Resident empowerment has long been a central tenet of sustainable tourism development. Cole (Indonesia- 2006) and Sofield (Australia & New Zealand-2003). Sofield (2003) refers to empowerment as the ‘lesser traveled’ path of tourism development and believes that without it, sustainable tourism is difficult to attain. Furthermore, Choi and Murray (2010) inferred that if the government fails to empower residents, the success of tourism development and sustainability cannot be guaranteed.

### III. RESEARCH METHODOLOGY

#### Conceptual Framework

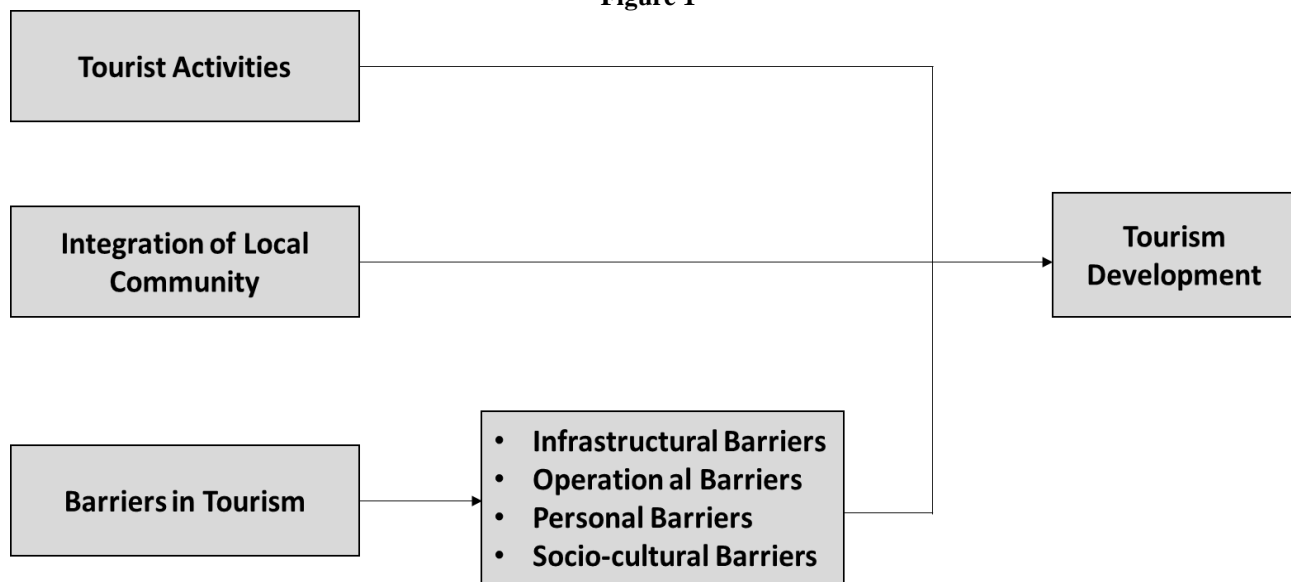
Tourist activities would involve the preference of the tourist in experiencing various tourist activities like trekking, trying various cuisines and visiting the places of their choice.

Integration of local communities involve awareness on various tourism schemes, outsourcing of tourism projects, upcoming tourism projects and involvement of local people in tourism development.

Barriers in tourism development include different barriers such as, Infrastructural barriers, Operational barriers, Personal barriers and socio-cultural barriers.

The model explains how these factors will impact the development of tourism sectors in the states.

Figure 1



### IV. RESEARCH METHODOLOGY

This is an exploratory study aimed to study the community involvement in tourism development in Telangana and Maharashtra states. The has been conducted using a quantitative approach with a survey method to collect the primary data through google forms from a sample of 273 which includes 139 from Telangana and 134 from Maharashtra states. A convenient sampling method has been used to collect data from select areas of the respective states.

## V. DATA COLLECTION

The data was collected through a structured questionnaire that included closed ended question related to demographic profile of the respondents and Likert's 5-point scale statements included 'Never to Always' and 'Strongly disagree to Strongly Agree'. A pilot study was conducted prior to the data collection in order to ensure the reliability and validity of the questionnaire. Necessary changes were incorporated and the questionnaire was administered for the data collection through google forms.

## VI. DATA ANALYSIS

The collected data was analyzed using a non-parametric test called Mann Whitney U test. The Mann-Whitney U test is used to compare differences between two independent groups when the dependent variable is either ordinal or continuous, but not normally distributed (S.P Gupta). The barriers have been analyzed using Kolmogorov-Smirnov test which is used to verify that a sample comes from a population with some known distribution and also that two populations have the same distribution (Web space). In this study the statistical tool has been used to compare the community involvement in tourism between Telangana and Maharashtra communities.

### Scope

The study focused on the opinions collected from the select parts of the Telangana and Maharashtra states on community involvement in tourism development. The research was limited to the sample of 273 from both the states that is collected through the google forms.

The findings of the study will provide the tourist activities of individuals, awareness on tourism programs and the barriers to tourism developments both the states. The results of the study may be used to make the comparison on tourism in both the states and take necessary actions.

### Hypotheses

**H<sub>0</sub>:** There is no significant difference between the tourist activities between Telangana and Maharashtra states.

**H<sub>1</sub>:** There is no significant difference between Telangana and Maharashtra states with regard to Integration of local community in Tourism Development in the region.

**H<sub>2</sub>:** There is no significant difference between the elements of Barrier for Tourism Development in Telangana and Maharashtra.

**H<sub>3</sub>:** There is no significant difference between the opinion on Infrastructural, Operational, Personal and Socio-cultural barriers between the communities of Telangana and Maharashtra.

**Table 2: Reliability**

Variables	Number of Items	Cronbach Alpha
Tourist Activities	10	.738
Integration of Local Community	4	.602
Elements of Barriers	4	.977

The Cronbach Alpha for all variables are above 0.60 so it is an indication of satisfactory reliability (Sekaran & Bougie, 2016)

**Statistical Analysis**  
**Table 3: Demographic Profile**

<b>Age</b>				
Age	Frequency	Percent	Valid Percent	Cumulative Percent
20-29	91	33.3	33.3	33.3
30-39	44	16.1	16.1	49.5
40-49	94	34.4	34.4	83.9
50-59	30	11	11	94.9
60 and above	14	5.1	5.1	100
Total	273	100	100	
<b>Gender</b>				
Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	154	56.4	56.4	56.4
Female	119	43.6	43.6	100
Total	273	100	100	
<b>Marital Status</b>				
Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	176	64.5	64.5	64.5
Unmarried	97	35.5	35.5	100
Total	273	100	100	
<b>Educational Qualification</b>				
Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
SSC	10	3.7	3.7	3.7
Higher Secondary	34	12.5	12.5	16.1
Graduation	106	38.8	38.8	54.9
Post-Graduation	99	36.3	36.3	91.2
Above PG	24	8.8	8.8	100
Total	273	100	100	
<b>Occupation</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Government Employee	23	8.4	8.4	8.4
Private Employee	102	37.4	37.4	45.8
Self-Employed/Business	59	21.6	21.6	67.4
Farmer	4	1.5	1.5	68.9
Any Other	85	31.1	31.1	100
Total	273	100	100	

**Table 4**  
**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Tourist Activities	273	1	5	2.64	0.646
Integration by Community	273	1	5	3.41	0.705
Elements of Barriers	273	1	5	3.95	0.857

\*Tourist activities: 1 – Never and 5- Always

\*\*Integration by community and Elements of barriers: 1 – Strongly disagree and 5 – Strongly agree

The descriptive statistics for the variables involved is given above. The results show that regarding the tourist activities (M=2.64, SD= 0.646), Integration by community (M=3.41 and SD= 0.705) and Elements of barriers (M = 3.95 and SD = 0.857) It infers that most of the respondents agree upon the barriers to tourism deployment are existing.

**Mann Whitney U Test**  
**Tourist Activities**

**H<sub>0</sub>:** There is no significant difference between the tourist activities between Telangana and Maharashtra states.

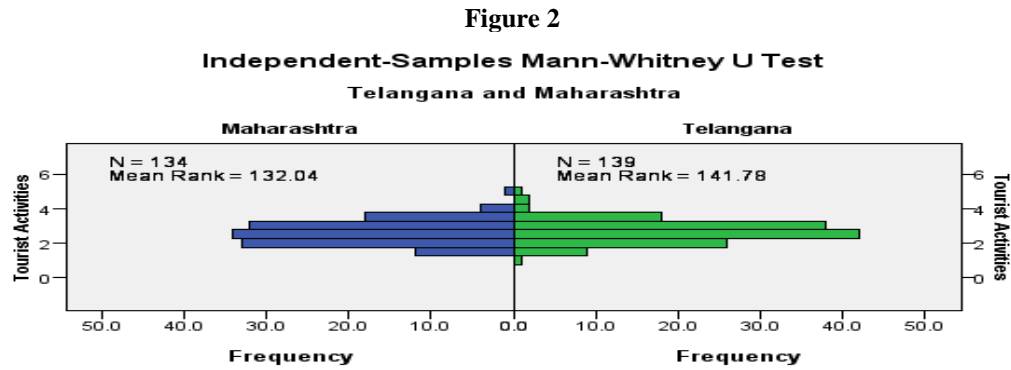
**Table 5:**  
**Ranks**

	Telangana and Maharashtra	N	Mean Rank	Sum of Ranks
Tourist Activities	Telangana	139	141.78	19707.50
	Maharashtra	134	132.04	17693.50
	Total	273		

**Table 6**  
**Test Statistics<sup>a</sup>**

	Tourist Activities
Mann-Whitney U	8648.500
Wilcoxon W	17693.500
Z	-1.020
Asymp. Sig. (2-tailed)	.308

Table 5 illustrates the mean ranks and sum if the ranks of Tourist activities of both Telangana and Maharashtra states. The mean ranks of both are 141.78 and 132.04. The sum of the ranks are 19707.50 and 17693 respectively. The table 6 represents the data on the calculated z-values and the significance between tourist activities of Telangana and Maharashtra states. The z-value is -1.020, U = 8648.500 and P values as .308 which is more than the 0.05. Hence the null hypothesis is accepted and we can say that there is no significant difference between the tourist activities by the communities of Telangana and Maharashtra states.



<b>Total N</b>	273
<b>Mann-Whitney U</b>	8,648.500
<b>Wilcoxon W</b>	17,693.500
<b>Test Statistic</b>	8,648.500
<b>Standard Error</b>	651.319
<b>Standardized Test Statistic</b>	-1.020
<b>Asymptotic Sig. (2-sided test)</b>	.308

**Figure 3**  
**Hypothesis Test Summary**

	<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
<b>1</b>	The distribution of Tourist Activities is the same across categories of Telangana and Maharashtra.	Independent-Samples Mann-Whitney U Test	.308	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

**Integration by Community**

**H<sub>0</sub>:** There is no significant difference between Telangana and Maharashtra states with regard to Integration of local community in Tourism Development in the region.

**Table 7**  
**Ranks**

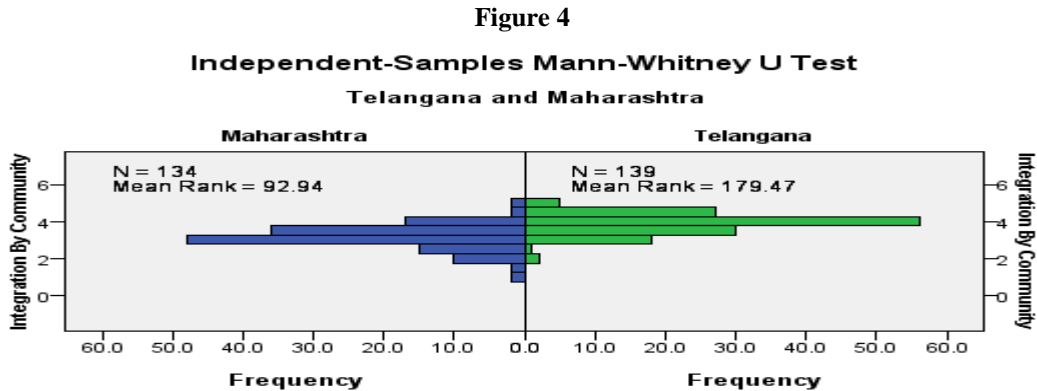
	Telangana and Maharashtra	N	Mean Rank	Sum of Ranks
Integration By Community	Telangana	139	179.47	24946.50
	Maharashtra	134	92.94	12454.50
	Total	273		

**Table 8**  
**Test Statistics<sup>a</sup>**

	Integration By Community
Mann-Whitney U	3409.500
Wilcoxon W	12454.500
Z	-9.124
Asymp. Sig. (2-tailed)	.000



Table 7 illustrates the mean ranks and sum if the ranks of Tourist activities of both Telangana and Maharashtra states. The mean ranks of both are 179.47 and 92.94 The sum of the ranks are 24946.50 and 12454.50 respectively. The table 8 represents the data on the calculated z-values and the significance between integration by community of Telangana and Maharashtra states. The z-value is -9.124, U = 3409.500 and P values as .000 which is less than the 0.05. Hence the null hypothesis is rejected and we can say that there is a significant difference between Telangana and Maharashtra states with regard to integration by communities.



<b>Total N</b>	273
<b>Mann-Whitney U</b>	3,409.500
<b>Wilcoxon W</b>	12,454.500
<b>Test Statistic</b>	3,409.500
<b>Standard Error</b>	647.061
<b>Standardized Test Statistic</b>	-9.124
<b>Asymptotic Sig. (2-sided test)</b>	.000

**Figure 5**  
**Hypothesis Test Summary**

	Null Hypothesis	Test	Sig.	Decision
2	The distribution of Integration by local community is the same across categories of Telangana and Maharashtra.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

**Barriers in tourism development**

**H<sub>0</sub>:** There is no significant difference between the elements of Barrier for Tourism Development in Telangana and Maharashtra.

**Table 9**  
**Ranks**

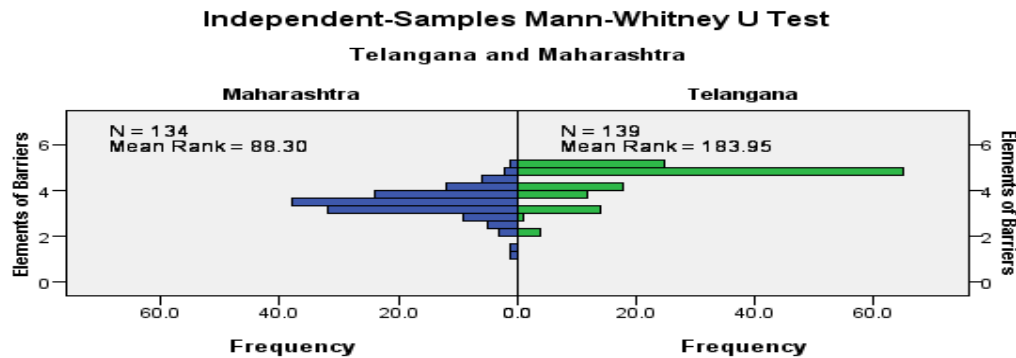
	Telangana and Maharashtra	N	Mean Rank	Sum of Ranks
Elements of Barriers	Telangana	139	183.95	25568.50
	Maharashtra	134	88.30	11832.50
	Total	273		

**Table 10**  
**Test Statistics<sup>a</sup>**

	Elements of Barriers
Mann-Whitney U	2787.500
Wilcoxon W	11832.500
Z	-10.042
Asymp. Sig. (2-tailed)	.000

Table 9 illustrates the mean ranks and sum if the ranks of Tourist activities of both Telangana and Maharashtra states. The mean ranks of both are 183.95 and 88.30 The sum of the ranks are 25568.50 and 11832.50 respectively. The table 10 represents the data on the calculated z-values and the significance between Barriers to tourism development of Telangana and Maharashtra states. The z-value is -10.042, U = 2787.500 and P values as .000 which is less than the 0.05. Hence the null hypothesis is rejected and we can say that there is a significant difference between Telangana and Maharashtra states with regard to barriers to tourism development.

**Figure 6**



<b>Total N</b>	273
<b>Mann-Whitney U</b>	2,787.500
<b>Wilcoxon W</b>	11,832.500
<b>Test Statistic</b>	2,787.500
<b>Standard Error</b>	649.823
<b>Standardized Test Statistic</b>	-10.042
<b>Asymptotic Sig. (2-sided test)</b>	.000

**Figure 7**

<b>Hypothesis Test Summary</b>				
	<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
<b>3</b>	The distribution of Elements of Barriers is the same across categories of Telangana and Maharashtra.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

**Table 11:** Two-Sample Kolmogorov-Smirnov Test

		Infrastructural Barriers	Operational Barriers	Personal Barriers	Socio Cultural Barriers
Most Extreme Differences	Absolute	.523	.565	.625	.722
	Positive	.000	.000	.000	.000
	Negative	-.523	-.565	-.625	-.722
Kolmogorov-Smirnov Z		4.320	4.670	5.163	5.962
Asymp. Sig. (2-tailed)		.000	.000	.000	.000

The above table represents the absolute value which means equal opinions of both Telangana and Maharashtra communities about the barriers to tourism. The infrastructural barriers absolute value is .523, operational barriers is .565, Personal barriers is .625 and socio-cultural barriers is .722. Whereas, K-S Z values are 4.320,4.670,5.163 and 5.962 respectively and the significant value for all the four barriers is .000 which is less than 0.05. Here we reject the null hypothesis and say that there is a significant difference between the opinion of Telangana and Maharashtra communities on the barriers to tourism development.

**Figure 8**  
**Hypothesis Test Summary**

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Infrastructural Barriers is the same across categories of Telangana and Maharashtra.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.
2	The distribution of Operational Barriers is the same across categories of Telangana and Maharashtra.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.
3	The distribution of Personal Barriers is the same across categories of Telangana and Maharashtra.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.
4	The distribution of Socio Cultural Barriers is the same across categories of Telangana and Maharashtra.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

## VII. RESULTS

The major number of respondents are from the age group of 20-29 and 40- 49, The male participants comprise of 56.4% and female are 46.3%. About 75% of the respondents are graduates and post graduates and most of the them are into Private sector jobs and business community.

The statistical analysis shown that there is no significant difference between the tourist activities involved by communities from both Telangana and Maharashtra states with P value of 0.308, Hence the null hypothesis has been retained. It showed the significant difference on integration of local community which involved statements based on awareness on tourism schemes, outside agencies involving in tourism projects and involvement of local people in decision-making with P value being 0.000.

The analysis also showed the significant difference on the barriers to tourism development which involved statements based on infrastructural barriers, operational barriers, personal barriers and socio-cultural barriers among Telangana and Maharashtra states with the P value of 0.000, Hence the null hypotheses has been rejected and concluded that there is significant difference between the opinions of both communities on various barriers.

## VIII. RECOMMENDATIONS

- It is recommended that MTDC and TSTDC should determine the training requirements of its employees. As happy workers are more likely to produce more.
- It is recommended to have interstate competitions to promote high performance culture in the sector.
- The employee personality, politeness, friendliness and courtesy are the important factors of customer satisfaction.
- We recommend that the states should make an easy process for i) booking of ticket ii) Maintenance of arrival and departure timings. iii) Strict following of rules regarding discipline on the tour etc. The tourism experience is normally not highly dependent on the quality of service delivery as perceived by the user.
- Empowering and educating the locals is extremely important.
- It is recommended that tourism department of both the states should provide more security and safety measures at the accident-prone tourist spots like hilly areas, waterfalls and curvy roads.
- It is recommended to the governments that encourage young generation to choose the careers in tourism sector by providing employment opportunities so that tourism can be marketed and promoted in big time.

## IX. CONCLUSION AND SCOPE FOR FUTURE RESEARCH

Tourism development is on-going, gradual and continuous process, Maharashtra has a long way to go if it has to be portrayed to the whole world. For development of tourism in Maharashtra, long term plans should be set with creativity and free thinking. Maharashtra tourism industry should provide scope for local entrepreneurship, so that it will provide dynamic environment for the local communities to grow and become one of the powerful tools of economic growth.

Agriculture Universities should try to give orientation about it and provide some innovative ideas regarding to the Agro-Tourism. Bank should provide optimum financial help for the agro-tourism activities in the Maharashtra. Union of the agro tourism service providers is also another need of these farmers which helps to the agricultural tourism network in the India including Maharashtra. The government should try to provide optimum financial aids to the agro-tourism activities in the Maharashtra by the grants and institutional finance. Efforts to educate and empower the locals should be increased.

Entrepreneurship is still untouched and untapped in Indian tourism sector especially in the state of Telangana. It is highly imperative on the part of government to focus on establishing necessary infrastructure, such as women-centric incubator and accelerator models, initiating mentorship and leadership programs, increasing investment opportunities, rephrasing educational policies and skilling initiatives, promoting women specific venture funds etc. and persuade women to invest in other female-led companies to poise gender disparity, for creating mentorship and networking platforms.

River tourism in Maharashtra and Telangana has a lot of scope. With the beautiful bank of rivers and the fact that people in these states enjoy spending time with nature. The banks of rivers are now being used to build temples as they attract devotees. In future if government builds proper staying facilities along with good food supply it would be an asset to the nation as it would attract many tourist and locals to spend time in beautiful places in the lap of nature.

Finally, as there is always broader scope to conduct research in tourism sector, the future research can be conducted involving states based on the regions comparing with zones such as east, west north and south. The research also can be conducted based on the foreign tourist and local tourists. As tourism is one of the major contributors for the increase of country's revenue, the research in tourism sector has enormous scope and development.

## REFERENCES

1. Bandaru, R., Victor, S., & Sargunam, S. S. (2020). *Eco-tourism market at national parks of telangana state: Development of path model for Tourist Attraction*.
2. Boley, B. B., & McGehee, N. G. (2014). Measuring empowerment: Developing and validating the resident empowerment through tourism scale (RETS). *Tourism Management*, 45, 85-94.
3. Chavan, R., & Bholra, S. S. (2013). Government tourism efforts and reflections of tourism in the satara district. *International Journal of Marketing and Technology*, 3(9), 143.
4. Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism Management*, 28(4), 1115-1122.
5. Choi, H. C., & Murray, I. (2010). Resident attitudes toward sustainable community tourism. *Journal of Sustainable Tourism*, 18(4), 575-594.
6. Cole, S. (2006). Information and empowerment: The keys to achieving sustainable tourism. *Journal of Sustainable Tourism*, 14(6), 629-644.

7. Deshpande, B. K., & Deshpande, R. (2016). A study on development of tourism in n maharashtra. *International Journal of Scientific and Research Publications*, 6(7), 175-181.
8. Govind, A. V. (2016). *Performance evaluation on the effectiveness of services by telangana state tourism development corporation (TSTDC)*.
9. Govers, R., Go, F. M., & Kumar, K. (2007). Promoting tourism destination image. *Journal of Travel Research*, 46(1), 15-23.
10. Gultekin, Y. S., Gültekin, P., Uzun, O., & Gök, H. (2017). Use of structural equation modeling in ecotourism: A model proposal. *Periodicals of Engineering and Natural Sciences*, 5(2).
11. Gursoy, D., Chi, C. G., & Dyer, P. (2010). Locals' attitudes toward mass and alternative tourism: The case of sunshine coast, Australia. *Journal of Travel Research*, 49(3), 381-394.
12. Jamal, T. B., & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of Tourism Research*, 22(1), 186-204.
13. Law, R., Leung, R., Lo, A., Leung, D., & Fong, L. H. N. (2015). Distribution channel in hospitality and tourism: Revisiting disintermediation from the perspectives of hotels and travel agencies. *International Journal of Contemporary Hospitality Management*, 27(3), 431-452.
14. Margarita Popova. (2006). *Factors that contribute to customer satisfaction in guesthouses in Gauteng Province*. University of Johannesburg, South Africa.
15. N Kencana, & T Manutami. (2017). Structural model to evaluate the effect of participation and satisfaction on eco-tourism sustainability. *Journal of Physics, Conf. Series*, 893, 012030.
16. Nerine Cecilia Bresler. (2001). *The experience of tourists on privately owned game lodges and reserves in mpumalanga and the northern province*. Rand Afrikaans University, South Africa.
17. Nimase, A. G. (2020). Development of agro-tourism in rural Maharashtra: Challenges and disturbances. *Aayushi International Interdisciplinary Research Journal*, 1-6.
18. Ramkissoon, H., & Nunkoo, R. (2011). City image and perceived tourism impact: Evidence from Port Louis, Mauritius. *International Journal of Hospitality & Tourism Administration*, 12(2), 123-143.
19. Sathe, S., & Randhave, M. (2019). *Agro-tourism: A sustainable tourism development in maharashtra-A case study of village inn agro tourism. (Wardha)*.
20. Sekaran, U., & Bougie, R. (2016) *Research methods for business: A skill-building approach*. (7<sup>th</sup> ed.). West Sussex: Wiley & Sons.
21. Sofield, T. H. (Ed.). (2003). *Empowerment for sustainable tourism development*. Emerald Group Publishing.
22. Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, 45, 260-274.
23. Thetsane, R. M. (2019). Local community participation in tourism development: The case of Katse villages in Lesotho. *Athens Journal of Tourism*, 6(2), 123-140.
24. Thongma, W., Leelapattana, W., & Hung, J. T. (2011). Tourists' satisfaction towards tourism activities management of Maesa community, Pongyang sub-district, Maerim district, Chiang Mai province, Thailand. *Asian Tourism Management*, 2(1), 86-94.
25. Ven, S. (2015). Host residents' attitude toward community-based ecotourism: empirical study in southwestern Cambodia. *Journal of Tourism and Hospitality*, 4(1).
26. Vernekar, S. (2021). A study on "Tourism in Maharashtra and its future potential". *Nveo-Natural Volatiles & Essential Oils Journal*, Nveo, 9183-9195.
27. [https://webspace.maths.qmul.ac.uk/b.bogacka/CTS\\_Chapter3\\_Students.pdf](https://webspace.maths.qmul.ac.uk/b.bogacka/CTS_Chapter3_Students.pdf).