

# Exploring Tourism and Gatekeeper Attitude towards ITC Products in Pondicherry

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## ABSTRACT

Work life balance is one of the key factors for the employees to accomplish success. Organisations have developed various plans, guidelines, line-ups to help their employees to achieve the balance between their work commitments and family responsibilities. Certain policies are statutory while others are favourably implemented. The usefulness of them depends on the extent of practise to the employees to succeed work life balance. The present paper planned to study the managerial level employees' work life balance with special reference to Chettinad Cements, Puliur. The study collected the data from 130 respondents. Tested hypothesis, Chi square test, Simple percentage method and Correlation by implementing statistical techniques like regression. The study found that work responsibilities adversely impact the personal life of employees. The factors like overtime and training after the working hours impact the work life balance of the employees.

**Keywords:** Work force, job satisfaction and work commitments.

## I. INTRODUCTION

### Tourism

Consumer behavior nowadays represents the major research stream in marketing as product choice and consumption are keys to business success and to a better comprehension of human beings. In the past decades, the study of con-summer behavior has been widely integrated into the body of tourism and leisure research. A large number of researchers have been involved in an attempt to assess the relevance and to test the validity of consumer theories/models in this context. The issue of concern is no longer only on why and how a product is purchased but also on how it is consumed and what does this mean to consumers. More recently, in the wake of the "Consumption Culture Theory" (Arnold & Thompson, 2005), scholar share investigating the

extent to which buying and consuming a series of products and brands may also support identity construction and maintenance: consumer research should not only focus on buying and behaving but should consider being as well.

## II. GATEKEEPERS

Tourism experience is characterized by a variety of information sources at all stages. In assuming an authoritative role in the dissemination of information, "they are the 'gatekeepers' in that their local knowledge aids the **tourist** in gaining access to the appropriate place and people" (Ryan, 1997, p203). Tourists have typologically been described as falling at some point on a continuum between the traveler and the tourist. More recently, it has been argued that groups or individuals participating in the tourism experience challenge

these typologies by experiencing a wide range of holiday types and destinations dependent on the particular criteria set for that particular trip.

### III. COMPANY PROFILE

NAME OF THE COMPANY	: ITC Limited
NATURE OF BUSINESS	: ITC Pvt Ltd.,
DIRECTORS	:
	1) Mr. SANJIV PURI (MD)
	2) Mr. NAKULANAND
	3) Mr. SUMANT BHARGAVAN
	4) Mr. RAJIV TANDON
DATE OF INCORPORATION	: 24 August 1910
ANNUAL TURNOVER	: Rs. 47,480.19 Cr
RoC	: Kolkata
COMPANY CATEGORY	: Company limited by Shares
COMPANY SUBCATEGORY	: Non – Govt. Company
CLASS OF COMPANY	: Private sector

#### OBJECTIVES OF THE STUDY

- ❖ Examine the idea, preference towards ITC products
- ❖ Discuss how the purchase pattern towards ITC products
- ❖ The level of satisfaction towards ITC products by the customers

### IV. REVIEW OF LITERATURE

Tourism is one of top growing industries in the world. It provides lot of benefits not only to the tourists, but also provides benefits to the local population. And as the tourism brings benefits like employment, infrastructure development, increase in per capita income, forex earnings, rise in standard of living, international fraternity, preservation of heritage, nature conservation etc (Belisle & Hoy, 1980; Lankford & Howard, 1994; Haralambopoulos & Pizam, 1996; Bansal, 2001; Kreag, 2001; Katoch, 2014; Singla, 2014). Hence, it is being used by more & more regimes, both developing & developed to bring economic, socio-cultural and ecological benefits to its economies (Ashley, 2000; Belisle & Hoy, 1980; Cañada, 2010; Kreag, 2001; Environmental Impacts of Tourism In Mauritius, 2013; Belisle & Hoy, 1980; Lincoln, 2013; Xiaoli, 2011). But, along with the positive developments, tourism at times also brings undesirable negative effects. They can be seasonal employment, low salary, rise in pollution, social conflicts, prostitution, gambling,

deterioration of social & cultural values, vandalism, xenophobia, destruction of biological diversity, loss of land etc (Pizam, 1978; Liu et al., 1987; Fleming & Toepper, 1990; Haralambopoulos & Pizam, 1996; Mbaiwa, 2003). This necessitates careful planning and management of tourist destination (Bansal, 2001). And to consider concepts like sustainable development, community based approach and to adopt alternative forms of tourism which lead to the tourism development in a desired way. Tourism should be developed in away that takes into consideration all its stakeholder "needs & wants without hampering the cultural fabric or natural environment of the place i.e. sustainable tourism development (Bansal, 2001; Aima et al., 2007; Bansal & Gautam, 2007). According to the Brundtland Commission (1987), the concept of "Sustainable Tourism Development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (as cited in Bansal & Gautam, 2007).

Tourism is an industry, but it is also a form and instrument of development & change and must be recognized as such (Butler, 1995). Hence, if tourism is developed within the capacity of environment, the resource base and the local community, it continues to grow as a renewable resource industry (Butler, 1995).

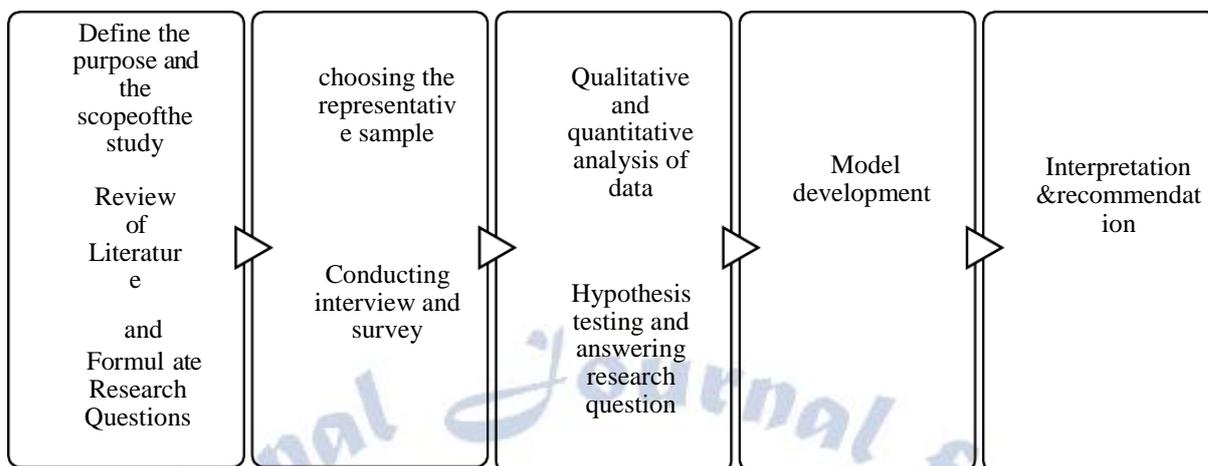
The review of literature has extensively covered various perspectives of rural tourism and narrowed down to the area of the present study

### V. METHODOLOGY

The study descriptive in nature and is based on primary and secondary data

#### RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem, it constitutes the blueprint for the collection, measurement, and analysis of data.



## VI. CONCLUSION

The successes of many businesses depend on their ability to create and retain the customers. Companies that sell their products at standard price with good quality and make the brand available in all stores can attract new customers. Brand loyalty provides companies a strong and competitive weapon to fight with competitors in the market. Promotional offers, availability of brands are so important that the companies must give sufficient consideration towards this end before the companies plan and implement their marketing strategies. Hence, the researcher hopes that the information provided in this study will assist companies in shaping their marketing strategies and serve their consumers better.

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