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ORIGINAL ARTICLE

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“A STUDY ON EXPECTATION AND SATISFACTION OF FOREIGN VISITORS WITH SPECIAL REFERENCE TO HAMPI VISIT”



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REVIEW OF THE ARTICLE

“A Study On Expectation And Satisfaction Of Foreign Visitors With Special Reference To Hampi Visit”

Veeresh. M

ABSTRACT:

The problem statement was clear and well articulated The historical town of Hampi has emerged as the fastest growing tourism destination in Karnataka, next only to Mysore in terms of tourist inflow. In 2000, this number was between five lakh and six lakh. About 5 per cent of the tourists were foreigners, officials said and added that Mysore received about 31 lakh tourists during 2010. Hampi is a village in northern Karnataka state, India.

INTRODUCTION:

The introduction provides a good, generalized background of the topic that quickly gives the reader an appreciation The historical town of Hampi has emerged as the fastest growing tourism destination in Karnataka, next only to Mysore in terms of tourist inflow. In 2000, this number was between five lakh and six lakh. About 5 per cent of the tourists were foreigners, officials said and added that Mysore received about 31 lakh tourists during 2010.

METHODOLOGY:

This study was conceptual in nature. Author described a variable under study in detail. A structured questionnaire is used for collecting primary data. The sample size is one hundred foreign tourists visiting Hampi, Hospet city in Ballari district, Karnataka. Random sampling is used. Moreover, interaction from foreign tourists is also undertaken to get some qualitative information. Journals magazines, books and websites are referred for collecting secondary data.

PRESENTATION OF RESULTS:

The amount of data presented was sufficient and appropriate. Tables, graphs, or figures were used judiciously and agree with the text Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. It promotes national integration and international brotherhood. India has fascinated people from all over the world with her secularism and her culture. There are historical monuments, beaches, places of religious interests, hill resorts, etc. that attract tourists. Every region is identified with its handicraft, fairs, folk dances, music and its people.

REFERENCES:

Prior publication by the author(s) of substantial portions of the data or study was appropriately acknowledged.

RELEVANCE:

The study was relevant to the mission of the journal or its audience. The study addresses important problems or issues; the study was worth doing.

FUTURE RESEARCH SCOPE:

1. Innovation for Tomorrow's Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
2. Certificate Courses in Commerce
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce
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 E-mail : conferenceonfranchising2014@gmail.com

SUMMARY OF ARTICLE

		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers		✓			
2.	Originally & Novelty of the ideas	✓				
3.	Importance of the proposed ideas			✓		
4.	Timelines		✓			
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing(Organization, Clarity, Accuracy Grammer)			✓		
7.	References & Citation(Up-to-date, Appropriate Sufficient)	✓				

Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC

