

Marketing Responsibility of Street Vendors in Sustainable Tourism

Dr. G. Ilankumaran, T. Mathi

Dr. G. Ilankumaran, Associate Professor, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamilnadu, ilankumarang@alagappauniversity.ac.in

T. Mathi, Research Scholar (Part Time), Alagappa Institute of Management, Alagappa University, Karaikudi, Tamilnadu, mathi.ilan@gmail.com (Corresponding Author)

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Abstract:

Indian Tourism Industry has significant potential possessing cultural and historical heritage with gifted variety in ecology and natural beauty spread across the country. Tourism plays a great role both in employment generation and foreign exchange earner. Tamilnadu is a place of tourist attraction and unique destinations like Pilgrimage destinations, heritage locations and historical monuments. The scenic beauty of Tamilnadu has been classified into hill stations, beaches, and forest/sanctuaries adventure and leisure destinations. Kanyakumarpresents witness to meeting of three seas, sunrise and the sunset. The identified beaches shall, once developed attract increased tourists and help retain them for longer durations. The survey has been conducted among seventy street vendors in Ramanathapuram District regarding their opinion on street vending. The researcher used reliability analysis, ANOVA, t test, KMO test, Rotated Factor Analysis and Structural Equation Modeling to interpret the result. The study reveals that the successful business depends on three strategies such as business strategy, promotional strategy and investment strategy. The model developed through Structural Equation modeling also supports the statements. It is understood that it is the number of languages known with best quality of products help in improving the sales and the investment is not a criterion for the improvement of the business as per the opinion of the sample respondents. It is concluded that if the street vendors are protected and supported by the legal umbrella they can find a better shelter and livelihood for a better future attracting more tourists which directly helps in enhancing the Indian Economy.

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Introduction

Tourism industry in India has recognized as one of the most growing and promising service sector. The growth is witnessed as the Foreign Exchange Earnings (FEE) has grown to 2.55 billion US dollars in January 2019. India tops in using digital tools in Tourism right from planning, booking and till the end of the journey. The major growth in

this sector is due to the increase in the income of middle class people and abundant availability of disposal income. The success of tourism lies in the expansion of E-visa schemes and the revision and simplification of formalities in the clearance. Tamilnadu is a place of tourist attraction and unique destinations like Pilgrimage destinations, heritage locations and historical monuments. The scenic beauty of

Tamilnadu has been classified into hill stations, beaches, and forest/sanctuaries adventure and leisure destinations.

As regards to tourists, large numbers of them would long for visiting the scenic places and attractions viz. natural areas, cultural landscape, rural areas, deserts, mountain tracks etc. Another evolving trend is the search for health/wellness opportunities in India, which are invariably plenty and diverse. Based on the importance, potential for attracting tourist population and uniqueness, the tourist destinations in the state of Tamil Nadu can be broadly covered under the following classifications namely Pilgrimage destinations, Heritage locations and historical monuments, Locations of scenic beauty like hill stations, beaches, and forests/ sanctuaries, Tourist Festival locations, Adventure destinations and Leisure destinations. The area of product development in the travel and tourism sector envisages opening up of new and innovative approaches in travel and tourism services, which includes development of cultural-, adventure, and religious

tourism Ramanathapuram is a district of state Tamilnadu and too referred as Ramnad. According to records, Ramnad, Tamilnadu was considered as the largest district in the state and because of some reasons was divided into parts like Ramnad and Sivaganga district. There are number of places to visit in Ramanathapuram. People from different states and from other countries come here to see the scenic beauty. Rameswaram is the most visited pilgrimage centre in state Tamilnadu and is situated on a spectacular land mass on the acute south of Tamilnadu. Rameswaram is one of the nearest places to visit near Ramnad. It is easy to reach Ramanathapuram as it is joined to the major cities of the state and to the nearby states through air route and National Highway. The climate of Ramanathapuram remains the same through the year, which is warm and humid. The following table describes the taste of the sample tourists towards visiting various places of their own interest. This paper elaborates the growing trend of tourist arrivals in Tamilnadu along with the Marketing Responsibility of Street Vendors in Sustainable Tourism from Ramanathapuram district of Tamilnadu

Table 1 Trend on the Tourist Arrivals in Tamilnadu (in lakhs)

Year	Domestic	Trend %	Foreign	Trend %	Total	Trend %
2001	238.12	100	7.73	100	245.9	100
2002	246.62	104	8.05	104	254.7	104
2003	270.59	114	9.02	117	279.6	114
2004	300.77	126	10.58	137	311.4	127
2005	323.39	136	11.79	153	335.2	136
2006	392.15	165	13.36	173	405.5	165
2007	506.47	213	17.53	227	524	213
2008	626.18	263	20.4	264	646.6	263
2009	780.38	328	23.69	306	804.1	327
2010	1030.1	433	28.05	363	1058	430
2011	1367.51	574	33.08	428	1400.59	570
2012	1841.37	773	35.62	461	1876.99	763
2013	2442.32	1026	39.9	516	2482.22	1009

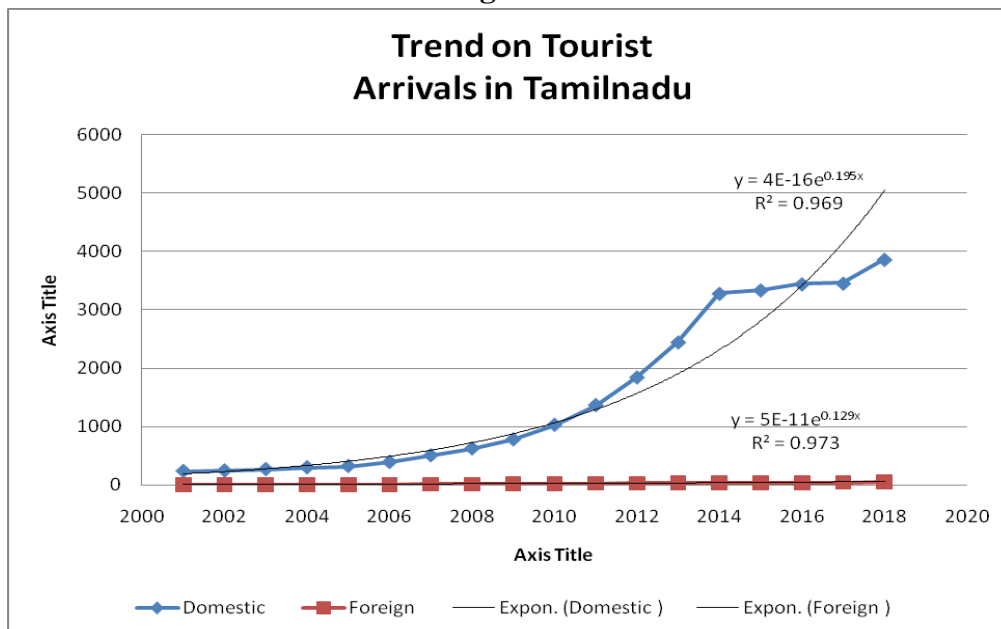
2014	3275.55	1376	46.58	603	3322.13	1351
2015	3334.59	1400	46.85	606	3381.44	1375
2016	3438.1	1444	47.2	611	3485.3	1417
2017	3450.61	1449	48.6	629	3499.21	1423
2018	3859.09	1621	60.73	786	3919.82	1594
Average	1540.22	647	28.26	366	1568.48	638
Correlation	0.94		0.98		0.94	
Correlation	0.97					

Source: Compiled from the Tourism Policy notes, Tamilnadu

The tourist arrivals in Tamilnadu have improved tremendously over the years under study from 2001 to 2018. The trend analysis shows an increase of 1521 percent in the year 2018 with an average growth of 547 percent for Domestic arrivals and the same is 686 percent in the year 2018 with an average growth of 266 percent for Foreign arrivals. The increase for the total arrivals is recorded as 1494 percent in the year 2018 with an average growth of 538 percent. The correlation for the Domestic

arrivals is 0.94, 0.98 for Foreign arrivals and is 0.94 for total arrivals. The correlation between Domestic arrivals and Foreign arrivals is 0.97 depicting high positive growth in all the aspects. It is further illustrated through the following chart which shows an exponential growth rate of 19.5 percent and an explained variance of 96.9 percent for domestic arrivals while the same is 12.9 percent and 97.3 percent respectively for foreign arrivals. Hence it is ascertained that the tourist arrivals to Tamilnadu is good over the years under study.

Figure a



Review of Literature

Iyenda (2005) has identified two main types of street vendors in Kinshasa (Democratic Republic of Congo): the walking vendors and

the fixed vendors. Walking vendors refer to those street vendors who are mobile all the time, while fixed vendors on the other hand, are

those who remain in particular locations for a certain period.

Nittaya (2014) showed that the suitable conditions for new entrants to street vending are a large pool of unemployed people. Street vendors provide food, services and commodities at cheaper prices and at convenient locations. For this reason, they provide basic necessities from the pavements, particularly for low income groups who cannot afford to shop in formal shops.

Street vending also offers goods and services at prices that are affordable for the low-income population. The distinct advantages of buying from street vendors are that one can buy very small quantities of goods such as a single bar of soap, for example, instead of a package of three. In this sense, street vending makes goods accessible to those with scarce resources (Roever, 2014).

Rajakumari D and Punitha S.R, A Study on Socio Economic Background of Tourist Guides in Ramanathapuram District, The study concluded that it is the lack of other jobs that drove most of the guides to this job. But many are attracted by the possibility of meeting foreigners and strangers. Other reasons take poor educational background has been responsible for young men to take up their job. Income is very meager they are not engaged on a permanent basis. Though they have to work under such unenviable condition they have always brought a lot of enthusiasm and interest to their work, doing their work very efficiently.

Street Vendors

Street vendors are classified as person offering goods/services to the large mass of public without setting up a stable and permanent build up structure for sale. They usually lodge space on the pavements or other spaces in private/public or, they may be portable in the sense that move from one place

to other place on push carts along with their wares in baskets or in their heads. In this paper, street vendor term denotes both stationary and mobile vendors along with other regional/local specific terms used to notify them. They have been in existence right from the ancient times thus in all civilizations including ancient and medieval. Records on these merchants who used to travel reveal that they have not only sold their wares in the local town but also travelled from house to house and traded with nearby countries.

These vendors were treated properly and tolerated well in the ancient and medieval civilizations and thus they flourished well during that period. In contrast fair treatment to these street vendors became very rare with the same measure of dignity and tolerance. Municipalities and police name them as illegal traders and targeted in the urban regions by the middle class community people. They often made complaints on them as they used to make their urban life hell by blocking the pavements and creating traffic issues and also engaged in anti-social elements. They claim that street vendors as unreliable traders. Trading is full of uncertainties for the street vendors who used to trade in the pavements. They also get constant disturbances from the government authorities. Goods will be confiscated when there is an eviction drive initiated by these officials. The municipal raid leads to cat and mouse game where the workers in municipal department used to chase the vendors who used to run away and try to escape from them as confiscation of their goods needs heavy fine for recovery. Many street vendors used to get loan from the private vendors and other sources to recover their confiscated goods and restart their business. Apart from these frequent raids, regular bribe was given to the higher authorities for running their business on the streets. Thus greasing the palms of unscrupulous authorities

get benefit from the income of these street vendors. On the other hand private money lenders used this scenario and got benefit by using the situation of street vendors. Street vendors are facing a hostile environment to survive even though they are the service providers reaching out tourists and travelers directly.

Tamil Nadu is a highly preferred tourist destination by both domestic & foreign tourists. Tamil Nadu boasts of historical monuments, forts, wildlife & bird sanctuaries, temple towns, and numerous places of worship, hill resorts,

rich heritage & culture, waterfalls, beaches, breath-taking valleys, mangrove forests, backwaters, music & dance festivals. Chennai & Coimbatore are becoming popular for Meetings, Incentives, Conferences & Exhibitions (MICE) tourism. The state is one of the leading medical tourism & wellness tourism destinations in India. The survey which has been conducted among seventy street vendors in Ramanathapuram District regarding their opinion on street vending is analysed as below.

Table 2 Reliability test for the Opinion on the successful Business of Street Vendors

Opinion	Scale Mean	Scale Variance	Corrected Item-Total Correlation	Cronbach's Alpha
Hardwork	29.49	70.996	.425	.727
Dedication and Involvement	29.35	69.231	.566	.719
More Investment	29.07	68.266	.541	.717
Reinvestment of income in the Business	28.66	67.684	.408	.721
Loan with low Interest	28.03	56.113	.098	.897
Best Quality of the Products	28.99	69.214	.485	.721
New and Innovative Products	28.75	66.678	.576	.711
Regular Supply of the Product	28.89	66.759	.605	.710
More Varieties of Products	28.73	64.942	.636	.704
Sales Promotion Strategies	28.72	67.605	.513	.716
Number of Tourist Arrivals	28.87	68.627	.435	.721
Purchasing Power of the Tourist	28.92	68.221	.546	.716
High Level Customer Satisfaction	28.97	66.542	.620	.709
Different Language Known	29.13	69.112	.589	.718
Seasonal Opportunities	28.85	67.504	.508	.716
Statistics on Reliability				
Cronbach's Alpha	.740	N of Items	15	

Source: Primary Survey

As the value of Cronbach's Alpha is 0.740 for the fifteen statements taken for study and all the individual values for Cronbach's Alpha if Item Deleted are more than 0.70, the statements are statistically significant and are adequate for further analysis. It is further proved through the ANOVA test that the F value is 6.005 and the p value is 0.000 which is below the stand limit of 0.05 proving the statistical stability on the statements. The Grand Mean is 2.06

Table 3 ANOVA test for the Opinion on the successful Business of Street Vendors

		Sum of Squares	Degrees of Freedom	Mean Square	F	Significant
Between People		353.258	70	5.047	6.005	.000
Within People	Between Items	110.334	14	7.881		
	Residual	1286.066	980	1.312		
	Total	1396.400	994	1.405		
Total		1749.658	1064	1.644		
Grand Mean = 2.06						

Source: Primary Survey

Table 4 ttest for the Opinion on the successful Business of Street Vendors

Statements	t	Significance (2-tailed)	Average	SD	95% Confidence Interval	
					Lower	Upper
Different Language Known	24.41	.000	1.83	0.63	1.68	1.98
Best Quality of the Products	22.57	.000	1.97	0.74	1.8	2.15
Purchasing Power of the Tourist	22.52	.000	2.04	0.76	1.86	2.22
Sales Promotion Strategies	21.70	.000	2.24	0.87	2.03	2.45
New and Innovative Products	21.25	.000	2.21	0.88	2.00	2.42
Dedication and Involvement	21.04	.000	1.61	0.64	1.45	1.76
Regular Supply of the Product	20.93	.000	2.07	0.83	1.87	2.27
More Investment	20.75	.000	1.89	0.77	1.71	2.07
Hard work	20.39	.000	1.47	0.61	1.32	1.61
Number of tourist Arrivals	20.09	.000	2.09	0.87	1.88	2.29
Seasonal Opportunities	20.07	.000	2.11	0.89	1.90	2.32
High Level Customer Satisfaction	20.00	.000	1.99	0.84	1.79	2.18
More Varieties of Products	19.55	.000	2.23	0.96	2.00	2.45
Reinvestment of income in the Business	18.72	.000	2.30	1.03	2.05	2.54
Loan with low Interest	6.58	.000	2.93	3.75	2.04	3.82

Source: Primary Survey

The given statements are ranked as per t test and it is known from the analysis that the statement Different Language Known ranks first (t: 24.41, p:.000, Mean: 1.83, SD:0.63), Best Quality of the Products (t: 22.57, p:.000, Mean: 1.97, SD:0.74), Purchasing Power of the Tourist (t: 22.52, p:.000, Mean: 2.04, SD:0.76), Sales Promotion Strategies (t: 21.70, p:.000, Mean: 2.24, SD:0.87), New and Innovative Products (t: 21.25, p:.000, Mean: 2.21, SD:0.88), Dedication and Involvement (t: 21.04, p:.000, Mean: 1.61, SD:0.64), Regular

Supply of the Product (t: 20.93, p:.000, Mean: 2.07, SD:0.83), More Investment (t: 20.75, p:.000, Mean: 1.89, SD:0.77), Hard work (t: 20.39, p:.000, Mean: 1.47, SD:0.61), Number of tourist Arrivals (t: 20.09, p:.000, Mean: 2.09, SD:0.87), Seasonal Opportunities (t: 20.07, p:.000, Mean: 2.11, SD:0.89), High Level Customer Satisfaction (t: 20.00, p:.000, Mean: 1.99, SD:0.84), More Varieties of Products (t: 19.55, p:.000, Mean: 2.23, SD:0.96), Reinvestment of income in the Business (t: 18.72, p:.000, Mean: 2.30, SD:1.03) and Loan

with low Interest (t: 6.58, p:.000, Mean: 2.93, SD:3.75). The given statements are statistically significant as the p values are less than 0.05. It is understood from the analysis that it is the number of languages known with best quality of

products help in improving the sales and the investment is not a criterion for the improvement of the business as per the opinion of the sample respondents.

Table 5 KMOtest for the Opinion on the successful Business of Street Vendors

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.848
Bartlett's Test of Sphericity	Approx. Chi-Square	469.422
	Degrees of freedom	105
	Significance	.000

Source: Derived

Sampling Adequacy is tested through Kaiser-Meyer-Olkin Measure of Sampling Adequacy which reveals that the result is 0.848 which is just sufficient and as per Bartlett's Test

of Sphericity test, the chi square value is 469.422 for degrees of freedom of 105 and is statistically significant as the p value is less than the standard limit of 0.05.

Table 6 Factor Analysis for the Opinion on the successful Business of Street Vendors

Statements	Components		
	Business Strategy	Promotional Strategy	Investment Strategy
High Level Customer Satisfaction	.826	.154	.142
Seasonal Opportunities	.768	.204	-.140
Different Language Known	.708	.253	.105
Purchasing Power of the Tourist	.664	.341	-.088
Dedication and Involvement	.651	.284	.088
Hardwork	.616	.184	.070
Number of Tourist Arrivals	.603	-.035	.464
More Varieties of Products	.602	.201	.552
Reinvestment of income in the Business	-.124	.781	.369
New and Innovative Products	.393	.639	.185
Sales Promotion Strategies	.443	.634	-.139
Best Quality of the Products	.270	.631	.104
Regular Supply of the Product	.553	.589	-.010
Loan with low Interest	-.117	.085	.654
More Investment	.349	.420	.502
% of Variance	30.822	18.327	9.808
Cumulative %	30.822	49.149	58.957
% to total	52	31	17

Source: Primary Survey

Business Strategy: This is the basis of every business. This factor has eight statements namely High Level Customer Satisfaction (.826), Seasonal Opportunities (.768), Different Language Known (.708), Purchasing Power of

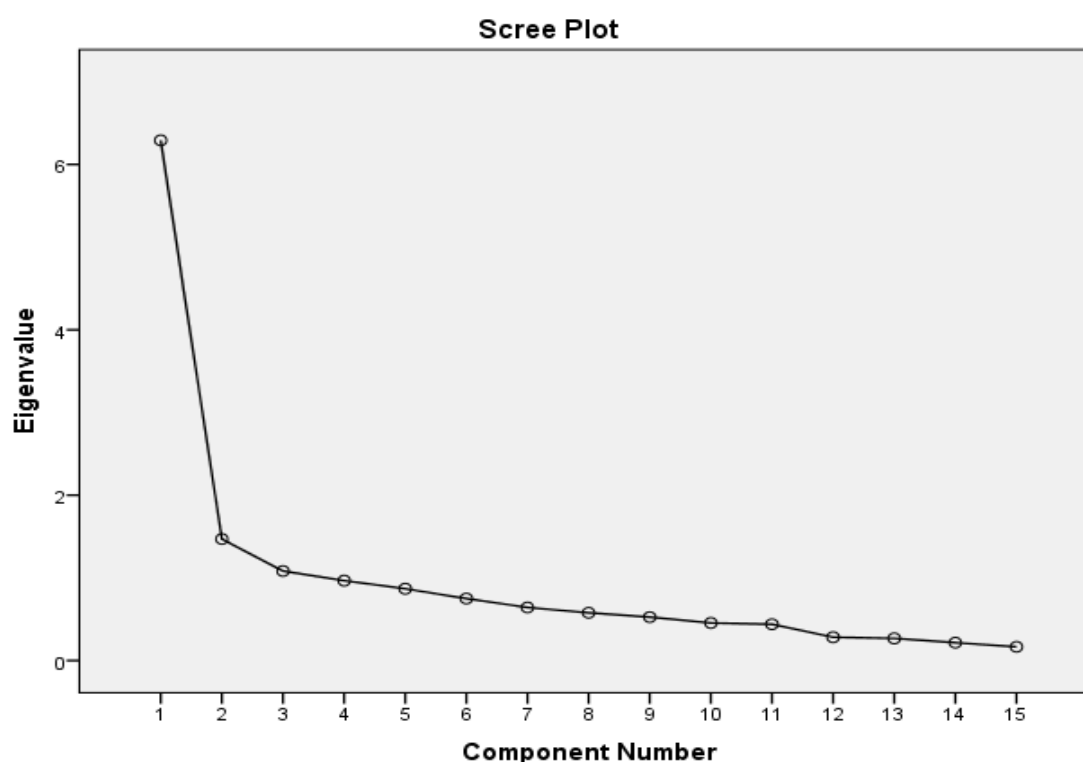
the Tourist (.664), Dedication and Involvement (.651), Hard work (.616), Number of Tourist Arrivals (.603) and More Varieties of Products (.602).

Promotional Strategy: Without promotional strategies, business cannot be done successfully. This factor consist offive statements such asReinvestment of income in the Business(.781),New and Innovative Products(.639),Sales Promotion

Strategies(.634),Best Quality of the Products(.631) and Regular Supply of the Product(.589).

Investment Strategy: This factor consists oftwo statements such asLoan with low Interest (.654) and More Investment(.502).

Figure b



The first three columns of the scree plot which are sloping upwards refers that the Eigen value is greater which divides the entire statements into three major components and the other twelve variables are at the bottom line.

Structural Equation Modeling

The fifteen statements were being categorized into three components from factor analysis and were named as Business Strategy, Promotional Strategy and Investment Strategy. Based on that, the researcher developed a model through Structural Equation Modeling which is briefly discussed as below.

Table 7 Structural Equation Modeling

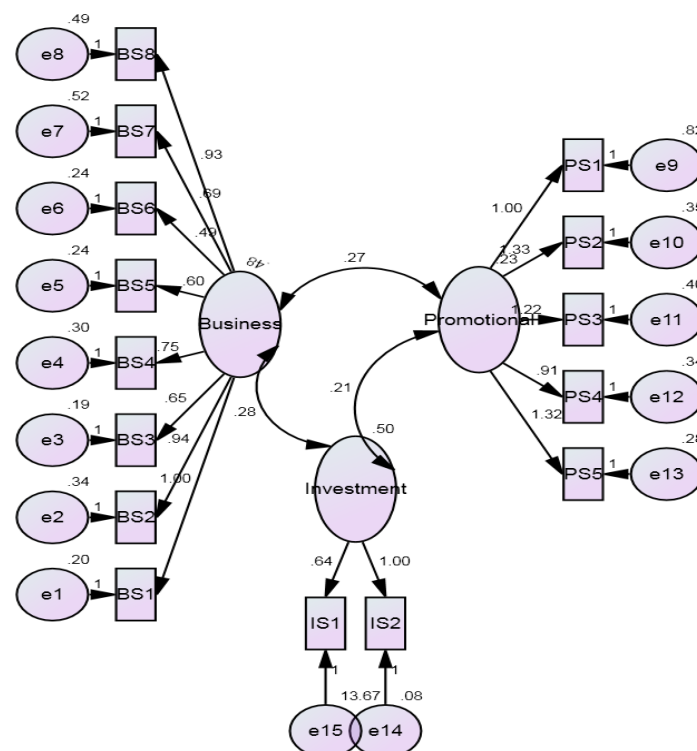
Model	χ^2	Normed Chi-square	p	GFI	CFI	NFI	RMSEA
Study model	129.251	1.486	.002	0.818	0.896	0.748	0.083
Recommended value		< 3	>0.05	0.8-0.9	0.8-0.9	0.8-0.9	< 0.080

Source: Derived

It is inferred from the above table that the model fits with all the necessary parameters such as the value of Chi Square is Quiet high to the extent of 129.251, the normed chi-square is 1.486 which is within the desired limit of 3, GFI is 0.818, CFI is 0.896, NFI is 0.748 and RMSEA is 0.083. Furthermore, the factor loadings in respect of all the items included in the model exceed 0.5 and are highly significant

at five percent level of significance as the p value is 0.002. Hence, this is considered to be the good model.

Figure c



Conclusion

Tourism is one of the largest and fastest growing industries in the world and also in India. It is observed as a very important means of benefit to local communities. Tourism development has been identified as an effective way to rejuvenate the economy of a destination, whether rural or urban. India is a large and populous country with a great past and a great tradition. From an economic point of view tourism development is a possibility for a region's people to improve their personal

income. Tourism development also affects the social, cultural and environmental aspects within a destination. As far as traders of tourism spots are concerned, there are seasonal traders, retailers and also street vendors. The secondary data were gathered from the tourism reports shows positive strides with the proved high trend growth rate for the tourist arrivals both domestic as well as foreign tourists in Tamilnadu. The study which has been conducted among 70 street vendors in Ramanathapuram, Tamilnadu reveals that the

successful business depends on three strategies such as business strategy, promotional strategy and investment strategy. The model developed through Structural Equation modeling also supports the statements. It is understood from the analysis that it is the number of languages known with best quality of products help in improving the sales and the investment is not a criterion for the improvement of the business as far as the sample group is concerned. It is concluded that if the street vendors are protected and supported by the legal umbrella they can find a better shelter and livelihood for a better future attracting more tourists which directly helps in enhancing the Indian Economy.

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