



ETHICAL ISSUES: RETAILER'S TENDENCIES TOWARD TOURIST IN JAIPUR

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Abstract

This article highlights the ethical set up of retailers in Jaipur and also offer views regarding the issues. Jaipur, the familiar spot of golden triangle have maximum tourism potationalities, most of the commuters are working as a travel retailers in tourism and are unorganized, tourist diversion from the destination to other destination is become a common phenomena, migratory labor's lower intensity of ethical aspects and non conservative approach have made destination unsafe and unsecure. The core issues are non-trained migrating labor forces which are working as a retailer at different sites, effective guidelines and law can change their tendencies towards Visitors.

Keywords: Strangers, Ethnicity, Intensity, Conservative, Degree of Benefits.

INTRODUCTION

philosophically, ethics is associated with human conduct such as way of living, In Greeks dictionary the word is used as ethos and in Latin's language 'more' which means way of living. Formally and informally these are norms and standard guidelines prescribed by society for the well being of humanity and which detrmnes responsive sensitivities towards economy, society and the concerned enviornment. Hence, these prescribe the reasonable conditions that ensure living standard of institutions and their associated persons. As far as tourism ethics is concerned it means discussion of human action for peaceful, cooperative and healthy environment that makes a destination approachable as well as enhances stakeholder's objectives. Globalization, liberalization and technologies advancement have changes the travel industry result in maximum circulation of trips that's why nations are focusing upon good destination imaginary through implication of global code of conduct prescribed by U.N.W.T.O. developing country like India also have need to focus upon ethical codes that can minimize the wrongdoings in hospitality sector. This research paper highlights the ethical set up of Jaipur and their native's tendency towards tourist.

NATURE OF PROBLEM

Jaipur the capital of Rajasthan is a most visiting place, the pink city is witnessing of rich history, culture and has extra ordinary landscape; Kanvic (2011) stated heritage city welcome 60% European tourist and their main source of information are internet, friends and relatives. Despite the rich historical and cultural resources R.T.D.C has not fully capitalize the tourism potationalities, state wise tourism performance (2014) display 13.52 lac foreigner visited the state and it was 6.9% share of India's tourism, domestic tourist arrival was 3.11 in 2014 with 9.25% growth over 2013 (2.84 crore), a decline of 5.77% was noticed in November in terms of number of foreigners arrival. Although, the tourism share is 13.68 percent of state gross domestic product, still Mumbai, Chennai, Delhi, and Bangaluru are gaining maximum tourist arrivals, and state's position is at number five, primarily, tourist visits Jaipur, Udaipur, Jaisalmer, Mountabu, Bikaner, Pushkar, and Ajmer. Tourism is in developing stage and state ministry have formulated and implemented tourism trade 2010, that reduces the malpractices, furthermore, Rajasthan tourism development corporation incorporated on 1978 is providing infrastructural facilities and also running promotional program 'Padharo sa' as well as organizing world familiar tour packages such as palace on wheel and Rajasthan on wheel. Although tourism is dominated by prime operators such as resorts, heritage hotels, restaurant and Haveli, these are well equipped and have own chain systems, and in these, localities are working as an employees and independent commission agents.

Times of India (July, 2014) in Jaipur last three year room inventory has gone up from 3000 to 5000, tourism has finished, there were no attempt by the government to promote the destination and ensure safety for the tourist, hotels are struggling to survive, familiar tourist spot of golden triangle have maximum tourism potenalities, most of the commuters are involve in small scale trade such as guide, taxi drivers, cameramen, hawkers, these are well aware about tourism products and also working as retailers. Therefore, large scale competition is noticed among travel retailers, destination's unorganized mediators are working as a vulnerable entrepreneurs and force visitors by hocks and crooks. Interestingly, their practices are common at transfer sites and nearby the highway as well as these persons support each other when problem arise, heavy exploitation of other resources is also noticed for example unhygienic roads and toilets nearby locations, unlikely, these persons are not practicing the entrepreneur culture but are also spoiling the beautification of destination, furthermore, direct exposure of these creates resentment and nervousness to tourist, other problems are also identified like double meaning



words, extra charging, misguiding, sexual gazing etc, Kanvic (2011) international tourist are regularly harassed by vendors, touts and also attempted scam by retailers. Current studies enlighten Jaipur's tourist sensibilities and cause of their diversion.

COMMUNITY AND TOURIST INTERRELATIONSHIP

The relationship between tourist and host is complex one, De Kapt (1979) both parties interacts to each other when tourist buy goods and share services with the host, Doxey in (1975) suggested irridex model of different stages such as euphoria, apathy, annoyance and antagonism, and stated how ethical set up move downward and minimize the tourism of concerned arena. In a developing nation like India where government thinks tourism can change whole economy with the heavy influx of foreign exchange, here, on the developmental phase, ethical attributes of community can enhance favorable perceptions of destination with the inclusion of quality in their services. Krippendorf (1987) stated native and guest's interaction phenomena as one is on work and second is seeking relaxations. Furthermore, at development stage, tourism sesonal nature itself enhances the unethical practices where residents consider it small period activity containing heavy profitability, on the other hand, in case of year round tourism, host and guest made commercial relation due to consideration of tourism a business trade and here corporate sector Strategically adopts ethical practices and also arise the competitiveness, lateral, grass root operators those directly and indirectly supply services to tourist also comes into business mainstream. Hence, professionalism approaches changes the whole game and enhances tourism potenalities of the destination, Sajnnai and Goswami (2002) described that residents and visitor's interaction relies upon the type of contact and can support industry. Additionally, at seasonal destination like Jaipur, observed that resident's attitude works as an internal force and their negative tendency towards tourist have changes the destination perceptions. Zero feedback of visitors affects the long term profitability of destination, similarly, where as tourism is permanent source of income, community's favorable attitude tendencies motivate visitors and is found that daily contact also transact the structured behavior of both parties.

OBSERVATION AND RESEARCH METHOD

This observational research is based on the vast visiting experience of interior sites at ground levels that is not accessible without enthusiasm. Information's are gain through the tourist discussions about corresponding area as well as with the involvement in purchasing and consuming things while at the destination and during the journey. Resident's quality of life and their low profile of the seasonal destination raised difficulties in the statistical measurement of interrelationship. Psychological variables for e.g. perception of local's attitude, learning of new things as well as their contribution to tourist supply reflects their tendencies of considering tourism a part-time activity. visitor's perceived ethical attributes of destination were also studied, lastly, informal interview and case study analysis helped researcher to understand perceptions of stakeholders.

Ethnicity of host (participators)

Non-native
 (Migrated Non - trained)

Native
 (Either trained or Non - trained)

Degree of benefits

Non conservative

conservative

Intensity

Low intensity of ethical aspects

higher intensity of ethical aspects

(Conceptual framework of Native's intensity towards strangers)

Ericson (1994) stated impacts are observable, communities view and actions towards tourism activities display their intensity, it was noticed that ethnicity along with demographic structure determines the degree of ethical aspects. A destination observational attributes presents broad view, further native's categories whether they are native or non-native of the concerned area reflects their ethical tendencies. Native engaged in tourism business either they are skilled or unskilled determines the ethical value of destination. They adopts conservative approaches and their degree of benefits relies upon healthy satisfaction of tourist through conversations as well as during the supply of services. In addition, motherland sensitiveness motivate them to analyze consequences of particular kinds of behavior in given conditions along this they are also aware of the non-native labor's behavior towards strangers. In case of non-native, one thing is noticed skilled labor both imported and trained in tourism sector have similar kind of behavior patterns like permanent local. At ground level, unskilled retailers such as bus-operators, auto-rickshaw owners, Dhabawale on highway (Raipur-Udaipur), mostly these are working

independently at railway station, bus stand, and airports as well as nearby attractions have lower intensity of ethical aspects, they use unethical practices and non-conservative approaches, their applied short tricks by hooks and crooks during the conversations and supply of services not only increased dissatisfaction but also makes destination unsafe, insecure and non approachable. Hence, unorganized labor at Jaipur are not only spoiling the image of destination but also leads to degradation of humanity, furthermore, communities demographic variables such as language, race groups, nationality can easily be observed during the services and are helpful in whether the service supplier is native or non-native.

RECOMMENDATIONS

This study highlights community's perspectiveness towards tourist in the concerned area, it was also observed through meetings that local considers tourism a favorable source of income and during the peak season destination interacts to domestic and international visitors; local enterprisers gain substantial financial benefits before ending of the seasons. Moreover, tourism creates cultural interaction among the different races and nationalities instead of having strongest pulling variables destination itself starts to lose its importance due to commuter's non-acceptable behavior towards travelers. Hence, destination's specific feature and promotional message such as words of mouth communication creates beliefs which lateral emerge as new phenomena of image. Theoretically, the research findings intends to novelty framework for concerning area and reached to designing of an ethical mechanism consists with strict laws, Implication of fast track judgment system on the spot could be fruitful because justice delayed theory not only spoil visitor's time but also harass them in many ways. It was noticed, tourist never complained to authority about host's negligible unethical practices but they always discuss with other, furthermore, there view state that there is a need of institutional framework at destination level. Tourism policy maker have to reconsider tourism planning process and should include modified ethical mechanism accordingly and must study the united nation world tourism organization's (UNWTO) global code of ethics for tourism. Similarly, government should incorporate committee on tourism ethics at destination level; furthermore, this tourism ethics committee should make guidelines for stakeholders and in the concerning disputes should support tourist. Ministry of tourism (R.T.D.C) is running praiseworthy campaign in this segment, additionally, short term tourism training programs for guide, toots, and drivers is essential and their curriculum can be strengthened with the issuances of iditenty card in the respective area. Modern training system not only create self image but also enlarge their stability and scope, periodically regulatory of training practioners can leads transparency, seriousness and also be helpful in unnecessary conflicts as well as avoid duplicate efforts. At the destination, tourism is in developing stage and ministry of tourism have implemented policies, current studies enlightens the tourist sensibilities and cause of their diversion. Government should strengthened the campaign 'Atithi Devo Bhava' with the implication of tourist helpline numbers at local level, especially, on national highways where unethical practices are common among Dhabawala, bus operators and in taxi drivers. Additionally, meeting and interactions with these service providers can be fruitful if dignitaries teaches them respective etiquette and manners. Rajasthan tourism Development Corporation should prescribed pricing of different tourist facilities at nearby sites, in case of charging higher prices work permits should be cancelled and also enforced hazard regulations such as implication of food adulteration act.

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