



V. M. SALGAOCAR INSTITUTE  
*of*  
INTERNATIONAL HOSPITALITY EDUCATION

Manora Raia, Salcete, Goa – 403720 India  
Tel: +91 (832) 6623000 Fax: +91 (832) 6623111  
Email: [info@vmsihe.edu.in](mailto:info@vmsihe.edu.in) Web: [www.vmsihe.edu.in](http://www.vmsihe.edu.in)

## Criteria 3

### Sub Criteria 3.3.1

#### Research Papers from January 2018- December 2018

| Sr. No. | Title of the Research Paper  | Page Number |
|---------|--|-------------|
| 01      | A study of work life balance among married women in the banking sector in Salcete, Goa | 2-9         |
| 02      | Importance-Responsibility Comparison of Tourists Actions: A Host Perspective           | 10-16       |

01/04/2018

# Certificate

The Editorial Board of  
**INTERNATIONAL JOURNAL OF MANAGEMENT STUDIES  
(IJMS)**

(UGC Approved - Journal No. 44925)

(EISSN: 2231-2528 ISSN: 2249-0302)

is hereby awarding this certificate to

**Mrs. Shameem Mohammed Javed Memon,**

Assistant Professor,  
Shree Damodar College of Commerce and  
Economics, Margao, Goa, India.

**Miss Nelissa Alcasoas,**

Assistant Professor,  
Salgaonkar Institute of Hotel  
Management, Raia, Margao, Goa, India.

for the publication of the research paper entitled

**A Study of Work-Life Balance among Married Women  
in the Banking Sector in Salcete, Goa**

Published in - Volume V, Issue-2(6), April 2018

*V.S. More*

Dr. V. S. More,  
Chairman,  
Editorial Board



*Dr. Arif Anjum*

Dr. Arif Anjum  
Managing Editor

**UGC APPROVED REFEREED JOURNAL**

(Notification No.F.1-2/2016 (PS) Amendments dated 10th January, 2017)



INDIAN JOURNAL OF  
COMMERCE AND  
MANAGEMENT STUDIES  
Impact Factor : 2.6

International Refereed Social Sciences Journal Impact Factor : 3.19  
**RESEARCHERS**  
JOURNAL OF ARTS,  
SCIENCE & COMMERCE **WORLD**

Contact No: +91(02554)235588 +91-9764558895

Contact Email: [researchersworld@gmail.com](mailto:researchersworld@gmail.com) , [ermpublications@gmail.com](mailto:ermpublications@gmail.com)

Website: <http://www.researchersworld.com/ermp.html> <http://www.scholarshub.net>

## **A Study of Work-Life Balance among Married Women in the Banking Sector in Salcete, Goa**

**Mrs. Shameem Mohammed Javed Memon,**

Assistant Professor,  
Shree Damodar College of Commerce and  
Economics, Margao, Goa, India.

**Miss Nelissa Alcasoas,**

Assistant Professor,  
Salgaonkar Institute of Hotel Management,  
Raia, Margao, Goa, India.

### **ABSTRACT**

*We all have three lifelong obligations: to work, to our spouses and to ourselves. To disregard any of them is to deprive ourselves of the satisfaction each of them gives us. The responsibilities among women both at the workplace and at home have increased due to changing lifestyles. There is a dilemma in women nowadays in attaining perfection both in their professional and personal life. As a result of which, she compromises on both aspects of her life that are truly important to her. Therefore, if she has to sustain, it is essential that she balances both responsibilities simultaneously which ultimately leads to stress. The complex stress from the never ending workday is damaging. It can hurt relationships, health and overall happiness.*

**Keywords:** majority, women working in public sector, professional and personal life etc.

### **INTRODUCTION:**

Traditionally people used to live in joint families wherein the men used to be the bread earners while the women used to stay at home and look after their children and do their household chores. However, as years have passed, the traditional social family system has changed. Today, people have moved out of joint families and are living in a nuclear family; thus increasing the demands on these individuals. Nowadays both, husband and wife need to work in order to run the house and make ends meet. Thus, it is also seen that today, women get educated and have their own careers and are also managing their existing family responsibilities such as taking care of their children, elderly parents and in-laws as well as managing their household responsibilities. A married woman in her lifetime plays many roles such as a daughter, friend, wife, daughter-in-law, mother, mother-in-law, grandmother, etc and in all these roles she puts her hundred percent in order to excel in all of them. The working woman also tries to put her hundred percent in the job that she does so as to excel in it too. In all this hustle and bustle it is seen that the woman in the end excels in all these roles but most of the time lands up forgetting to give time for herself i.e. towards her health, leisure, pleasure and her spiritual development.

All the above points have made the life of the married working women so stressful; thus making it all the more tougher to have a balance between their work and personal life; there is a lack of work-life balance. Thus, the married working woman strives to attain a favorable Work-Life Balance (WLB) in their life.

Work-life balance has become an important issue in the twenty-first century. Work-life balance is a broad concept including prioritizing between "work" i.e. career and ambition on one hand and "life" which includes health, leisure, pleasure, family and spiritual development on the other hand (Dr. P. V. Kulkarni, May 2013).

Work and family life are two sides of the same coin as both are interdependent on each other. On one side, the demands put on her by her job gives her less time for her family and on the other side, her family responsibilities affects her dedication and passion for her work. All these factors put great stress on the married women thus leading to low productivity at work as well as failure to enrich her family life sufficiently. Nowadays, various organizations are trying to enhance and put forth a helping hand for its employees in order to enable them to enjoy a 'work-life' balance. Thus, it can be seen that the issue of work-life balance, needs to be addressed from

both the sides i.e. a corporate or organizational standpoint and from an individual and family perspective.

The woman needs to understand that she requires to have some balance in her life today itself, so that she would be able to remain healthy and active in order to enjoy the fruits of her labour as she grows older. Thus, she needs to decide an ideal work-life balance today i.e. whether 50-50, 60-40, 70-30, etc. that would fit perfectly to suit her priorities. (Dr. P. V. Kulkarni, May 2013).

This study is conducted to know the state of WLB among married women in the banking sector in South Goa. This study also tries to know the problems faced by them and also to identify the various initiatives undertaken by the organizations for promoting WLB.

## **LITERATURE REVIEW:**

Meghna Mukherjee (2016) in her article "Are Women More Stressed than Men?" which was published in the Goa Times; she had compiled various researches that were related to the stress faced by men and women. She had put forth in her article that as for a married woman the stress is all about managing her house, taking care of her children and in-laws, trying to keep her marriage healthy and happy, while striving to do well professionally. All this imposes tremendous pressure on her which unfortunately affects the mind and heart. She also put forth that according to medical experts, gender-specific reasons such as irregular menstrual cycle, early menopause and pregnancy complications also worsen the heart condition in women over time. Stress means different things to different people. Some of the symptoms include becoming agitated, frustrated and moody easily, low self-esteem, headaches, insomnia, feeling lonely and depressed. The article also suggested that woman must find someone to confide in like her husband, partner, parents, friends or even her children; by which when she talks about what is bothering her, it can take off 70 per cent stress from her mind and thus helps her to easily start feeling well.

J. Renee Arathi, R. Rajkumar (May 2015) had conducted a research on "Women and work life balance- rationale behind imbalance- an Empirical study". In the study it is said that the time and efforts they spend for their family and their work place exploit their physical, psychological, emotional and social components. Thus it is essential for women to balance between their family and work. This paper analyzed the difference between level of Work Life Balance among male and female middle level employees and the main reason behind the difference. The researcher used stratified proportionate random sampling in order to select the samples from BHEL, Ranipet and the respondents were from tools, commercial, safety engineering and operations departments. The study showed that the number of promotions and higher incomes are positively correlated with Work Life Balance. Thus the promotions are motivating factor that gives a sense of achievement and emotional satisfaction which in turn helps in the Work Life Balance of women employees. He concluded that if the organizations focus on Work Life Balance of women employees by enriching their role efficacy, then the productivity of the organization as well as the development of the employees will be ensured.

G. Delina Dr. R. Prabhakara Raya (2013) conducted a study on Work-Life Balance in Working Women which revealed that weekly hours of work and the stress associated with work were very important determinants of employees' work-life balance, alongside their occupations, age and caring responsibilities. Problems with balancing in work-life balance of working women affects their health who report stress, muscle tension, weight gain and depression than their male counterparts.

Vijaya Mani (2013) in her research conducted on Work Life Balance and Women Professionals, Tamil Nadu concluded that women professionals are faced with problems of mobility and slow promotions due to time constraints and family responsibilities. They also faced problems in relationships with male subordinates. The study shows that there is some change leading to emancipation of women as they are increasingly getting married by choice of partners than through arranged marriages and entering into inter-caste, inter-religious choices. The age of marriage is also shifting from 22 to 26-30 years of age. However, parents' condition married women and society to accept their roles as subordinates to 'husband' and the 'home' and 'children' as their share of responsibility. Unmarried women have fewer problems but they have constraints on socializing with friends and family. Change in Indian society is slow, but women have definitely started working towards social change by courageously shifting from traditional rules of marriage to modernity.

Rincy V. Mathew and N. Panchanatham (2011) in a research carried on the work-life balance of women entrepreneurs in South India found that women entrepreneurs struggle to juggle highly demanding familial, entrepreneurial, personal and societal duties and needs. The prominent WLB issues that they face are role overload, health maintenance problems, poor time management, dependent care issues and lack of sufficient support networks. The complexity of these issues poses very specific demands on the individual's role system. Although support network, quality of health and time management are positive predictors of WLB, dependent care issues and

role overload are negative predictors. Even though the vast majority of respondents struggle with WLB issues, there exist significant variations in the perception of WLB among the various categories of women entrepreneurs.

Jeffrey H. Greenhaus, Karen M. Collins and Jason D. Shaw (2003), in a research carried out on the relation between work-life balance and quality of life found that when individuals invest relatively little of their time or involvement in their combined work and family roles, or when they derive little satisfaction from their combined roles, work–family balance is unrelated to quality of life. Under these conditions, there is little time, involvement, or satisfaction to allocate between roles. Therefore, imbalance produces small differences in engagement or satisfaction between work and family roles that the degree of balance has little or no implications for an individual’s quality of life. Imbalanced satisfaction favoring the family was associated with a high quality of life among those individuals who derived substantial satisfaction from their combined roles.

**OBJECTIVES:**

- 1) To gain an insight into the lives of married women working in the banking sector in South Goa with respect to their professional and personal life
- 2) To identify factors contributing to stress
- 3) To identify sources of support and hindrances to work-life balance.

**RESEARCH METHODOLOGY:**

This study is conducted by using both secondary and primary sources of data. Primary data is collected by using questionnaire method consisting 22 items. The questionnaire included various questions about personal details of the respondents, general opinion towards personal and professional life, stress faced, stress related health problems and methods adopted to reduce stress, sources of support and factors that hinder work-life balance, etc. The sample consisted of 40 married women employees working in various public sector banks of Salcete Taluka of Goa. Sample is selected by using convenient sampling method. Total 65 questionnaires were distributed among married women working in banks from that 44 questionnaires collected back. From that 40 questionnaires were found complete in all respect so considered for the present study. Secondary data is collected from journals and research articles and internet.

**Statistical tools used for analysis:**

The data is analyzed using the SPSS Software and Microsoft Excel. Percentage Analysis, Mean, Standard Deviation are the statistical tools used. The analyzed data is represented using tables.

**FINDINGS AND ANALYSIS:**

**Table 1: Profile of the Respondents**

| Socio Economic Profile  | No. of Respondents   | Percentage |       |
|-------------------------|----------------------|------------|-------|
| Age (in years)          | 25-35                | 16         | 40.00 |
|                         | 36-45                | 13         | 32.50 |
|                         | 46-55                | 9          | 22.50 |
|                         | More than 55         | 2          | 5.00  |
| Kind of Family          | Nuclear              | 22         | 55.00 |
|                         | Joint                | 18         | 45.00 |
| Qualification           | SSC                  | 2          | 5.00  |
|                         | HSC                  | 1          | 2.50  |
|                         | Graduation           | 30         | 75.00 |
|                         | Post-Graduation      | 6          | 15.00 |
|                         | Professional Courses | 1          | 2.50  |
| Monthly Income (in Rs.) | Less than 20000      | 1          | 2.50  |
|                         | 20000-40000          | 18         | 45.00 |
|                         | 40001-60000          | 13         | 32.50 |
|                         | More than 60000      | 8          | 20.00 |
| Experience              | 1-5 years            | 12         | 30.00 |
|                         | 6-10 years           | 8          | 20.00 |
|                         | More than 10 years   | 20         | 50.00 |

| Socio Economic Profile |                   | No. of Respondents | Percentage |
|------------------------|-------------------|--------------------|------------|
| Designation            | Clerk             | 26                 | 65.00      |
|                        | SWO               | 3                  | 7.50       |
|                        | Head Cashier      | 2                  | 5.00       |
|                        | Computer Operator | 6                  | 15.00      |
|                        | Officer           | 3                  | 7.50       |

Table 1 shows the socio economic profile of respondents which reveals that 40 per cent of the respondents belongs to 25-30 years. Majority of respondents i.e. 55 per cent of the respondents belong to nuclear family. 75 percent of the respondents are graduates. 45 per cent of the respondents have a monthly income from Rs.20000-Rs.40000. 50 per cent of the respondents have experience of more than 10 years. Clerk constitutes 65 per cent of the designations of the respondents.

**Table 2: Bank wise frequency of respondents**

| Name of the Bank          | No of Respondents | Percentage |
|---------------------------|-------------------|------------|
| Bank of India             | 7                 | 17.50      |
| Bank of Baroda            | 7                 | 17.50      |
| Bank of Maharashtra       | 6                 | 15.00      |
| Canara Bank               | 7                 | 17.50      |
| Central Bank of India     | 5                 | 12.50      |
| Oriental Bank of Commerce | 2                 | 5.00       |
| United Bank of India      | 6                 | 15.00      |

From Table 2 it is clear that 17.50 per cent respondents were from Bank of India, Bank of Baroda, Canara Bank. Followed by 15 percent from Bank of Maharashtra and Union Bank of India.

Questions were asked to know about professional and personal life of working women like ability to balance professional and personal life, worry about work when not at work, frequency of physically and mentally sick, suffering from stress related problems, etc. Analysis of which are shown in Table 3.

**Table 3: Response to Questions about professional and personal life**

| Question  | Response                     | No of Respondents | Percentage |
|---|------------------------------|-------------------|------------|
| Ability to balance professional and personal life | Yes                          | 37                | 92.50      |
|   | No                           | 3                 | 7.50       |
| Worry about work when not at work                 | Never                        | 6                 | 15.00      |
|   | Rarely                       | 7                 | 17.50      |
|   | Sometimes                    | 17                | 42.50      |
|   | Often                        | 8                 | 20.00      |
|   | Always                       | 2                 | 5.00       |
| Frequency of Physically and Mentally Tiredness    | Daily                        | 8                 | 20.00      |
|   | Once in a week               | 21                | 52.50      |
|   | Once or twice a month        | 10                | 25.00      |
| Stress Related Health Problems                    | Yes                          | 21                | 52.50      |
|   | No                           | 19                | 47.50      |
| Health Problems                                   | Blood Pressure               | 8                 | 20.0       |
|   | Obesity                      | 2                 | 5.00       |
|   | Frequent headaches           | 30                | 75.00      |
| Ways to Manage Stress Related Problems            | Yoga/Exercises/Meditation    | 13                | 32.5       |
|   | Social Networking            | 9                 | 22.5       |
|   | Shopping                     | 2                 | 5.0        |
|   | Watching TV/Movies           | 14                | 35.0       |
|   | Talking to relatives/friends | 2                 | 5.00       |

Table 3 shows that majority of respondents i.e. 92.50 percent working women in banking sector are able to balance their professional and personal life. 42 percent of the respondents said that sometimes they worry about

work when not at work. Percent of respondents feeling tired daily low that is only 20 percent.52.50 percent respondents said that they suffer from stress related health issues. Majority of respondents suffer i.e. 75 percent of respondents faced the health problem of frequent headaches. For managing stress 35 percent of married working women in banking sector watch TV or movies followed by yoga and exercise percent of which is 32.2 percent. For knowing specifically about the personal life of married working women three questions were asked by using five point Likert’s scale which are analyzed in table 4.

**Table 4: Responses about Statement about their personal life**

| Statement                              | Level of Agreement (in %) |       |         |          |                   |
|--|---------------------------|-------|---------|----------|-------------------|
|  | Strongly Agree            | Agree | Neutral | Disagree | Strongly Disagree |
| I get enough time to spend with family | 17.50                     | 62.50 | 7.50    | 12.50    | -                 |
| I get enough sleep                     | 27.50                     | 47.50 | 5.00    | 20.00    | -                 |
| I do only what is important to be done | 30.00                     | 30.00 | 20.00   | 7.50     | 12.50             |

The above table 4 reveals that majority of respondents i.e. 62.50 percent agreed with the statement that they get enough time to spend with their family. 47.50 percent of respondents agreed that they get enough sleep but 20 percent disagreed for the same. Equal no of responses got as strongly agreed and agreed I e 30 percent for statement ‘ I do only what is important to be done’, 7.50 percent and 12.50 percent respondents found disagree and strongly disagree with same, which means they must be doing something which is really unimportant for them.

**Table 5: Stressors and Effect on Work Life Balance**

| Stressor                                       | Effect on Work Life Balance (%) |              |                |                 |              | Mean        | S.D. |
|--|---------------------------------|--------------|----------------|-----------------|--------------|-------------|------|
|  | No Effect                       | Minor Effect | Neutral Effect | Moderate Effect | Major Effect |             |      |
| Working Hours                                  | 55                              | 12.5         | 15             | 17.5            | -            | 1.95        | 1.20 |
| Job Insecurity                                 | 72.5                            | 5            | 10             | 10              | 2.5          | <b>1.65</b> | 1.17 |
| Lack of Work Autonomy                          | 50                              | 30           | 5              | 7.5             | 5            | 2.08        | 1.85 |
| No Work recognition                            | 45                              | 15           | 10             | 27.5            | 2.5          | 2.28        | 1.36 |
| Supervisory Treatment                          | 40                              | 10           | 22.5           | 22              | 5            | 2.43        | 1.36 |
| Lack of Opportunity to Develop New Skills      | 22.5                            | 25           | 15.5           | 27              | 10           | 2.78        | 1.35 |
| Inadequate Salary                              | 52.5                            | 20           | 5              | 17              | 5            | 2.03        | 1.33 |
| Poor relationship with supervisors/ colleagues | 27.5                            | 20           | 22.5           | 25              | 5            | 2.60        | 1.28 |
| Lack of promotional Opportunities              | 30                              | 27.5         | 22.5           | 15              | 5            | 2.38        | 1.21 |
| Performance appraisal system                   | 27.5                            | 10           | 20             | 37.5            | 5            | 2.83        | 1.34 |
| Ineffective redressal of Grievances            | 27.5                            | 27.5         | 10             | 32.5            | 2.5          | 2.55        | 1.28 |
| Discrimination                                 | 45                              | 10           | 15             | 20              | 10           | 2.40        | 1.48 |
| Managing Household Responsibilities            | 12.5                            | 20           | 2.5            | 55              | 10           | <b>3.30</b> | 1.26 |
| Work Overload                                  | 15.0                            | 40           | 5              | 22.5            | 17.5         | 2.88        | 1.40 |
| Child Care                                     | 27.5                            | 15           | 5              | 35              | 12.5         | 2.83        | 1.52 |
| Care of Elderly People                         | 22.5                            | 12.5         | 12.5           | 17.5            | 30           | <b>3.21</b> | 1.60 |
| Communication Gap at Work Place                | 20                              | 12.5         | 20             | 45              | 2.5          | <b>2.98</b> | 1.23 |

Above table is about stressors and their effect on work life balance. Among all stressor Managing Household responsibilities was rated highest with mean score of 3.30 followed by Care of Elderly with mean score of 3.21 and communication Gap at Work Place with mean score of 2.98. On the other hand Job security scored the lowest mean score i.e. 1.65.

**Table 6: Source of Support for Work Life Balance**

| Source of Support | Frequency | Percent |
|-------------------|-----------|---------|
| Spouse            | 35/40     | 87.50   |
| Employer          | 2/40      | 5.00    |
| Co-Workers        | 5/40      | 12.50   |
| Relatives         | 12/40     | 30.00   |
| Neighbors         | 2/40      | 5.00    |

The biggest source of support Spouse of the respondents with 87.40 percent of response. Followed by relatives with 30 percent of response

**Table 7: Factors as Hindrance in Work Life Balance at work place**

| Factor   | Frequency | Percent |
|--|-----------|---------|
| Negative Attitude of Superiors, peers and colleagues | 14        | 35%     |
| Technology   | 12        | 30%     |
| Long working hours                                   | 4         | 10%     |
| Frequent travelling due to work commitments          | 1         | 2.5%    |
| Meetings after work                                  | 14        | 35%     |

Table 7 shows the responses for finding out factors that are hindrances in the way of having proper work life balance. Negative attitude of superiors and colleagues and Meetings after work are two factors with highest responses for the same with 35 percent, followed by technology with 30 percent. Frequent travelling due to work commitments has got lowest response i.e.2.5 percent

#### **CONCLUSION:**

The findings indicate a large majority of married working women working in public sector banks salcete, Goa are able to balance their work and personal life effectively. It is also seen that most of the respondents are happy within their field of work and thus we also see that 50% of the respondents are working in their respective fields for more than 10 years. However it can be concluded that even though the respondents are happy, yet they worry about work when they are not at work. Majority of the respondents are living in nuclear families and receive maximum support from not only their spouse but also from their relatives.

The study also concludes that most of the married women are satisfied with their personal lives; they are able to get enough sleep and manage their work by doing only what is important to be done. Majority of the respondents faced highest stress from work overload, child care and taking care of elderly parents. The study also concludes that high levels of stress can cause stress related health problems like frequent headaches, high/low blood pressure and obesity. From the study, it can be concluded that majority of the married working women prefer to watch T.V. and movies and take part in recreational activities like yoga, exercises and meditation to release their stress. The major factors that hindered the WLB of the married working women were negative attitude of the superiors, peers and colleagues followed by meetings after work. Spouse and relatives offer a significant amount of support to women.

#### **LIMITATIONS:**

The major limitation of the present study was the sample size which is limited to 40 respondents. It was very difficult to find working women in banks who are married and are ready to give responses about their professional and personal life. One more limitation is the present study is restricted to only Salcete Taluka of Goa and only public sector banks were covered for conducting the survey.

#### **FUTURE SCOPE OF STUDY:**

The present study can be extended to whole Goa by covering large sample and public and private sectors banks too. A comparative analysis can also be undertaken between employees of public and private sector bank.



**REFERENCES:**

- Greenhaus, J. H., Collins, K. M., & Shaw, J. D. (2003). The relation between work-family balance and quality of life. *Journal of Vocational Behavior*, 63(3),510–531
- J. Renee Arathi, R. Rajkumar (2015). Women and work life balance- rationale behind imbalance- an Empirical study. *International Journal of Applied Research*, 1(7): 625-627
- G. Delina Dr. R. Prabhakara Raya (2013). A Study on Work Life Balance in Working Women. IRACST – *International Journal of Commerce, Business and Management (IJCBM)*, ISSN: 2319–2828, Vol. 2, No.5, October 2013.
- Sakthivel Rani et al. (2011). Work Life Balance Reflections On Employee Satisfaction. *Serbian Journal of Management*, Vol. 6, Issue 1, pp. 85-96.
- K. Vijayalaxmi (2012). Satisfaction with Work Life Balance: A Study of Women Police Personnel in Hyderabad. *Prabandhan: Indian Journal of Management*, Vol. 5, Issue 8, pp. 4-10.
- R. Balaji (2014). Work Life Balance of Women Employees. *IJIRSET*, Vol. 3, Issue 10

----

# IMPORTANCE-RESPONSIBILITY COMPARISON OF TOURISTS' ACTIONS: A HOST PERSPECTIVE

Deepti Jog\*, Nandakumar Mekoth\*\*

## Abstract

*Tourism industry has recently awakened to sustainability issues along with destination competitiveness and alternative tourism. With these changes, a related and equally important issue has emerged Responsible Tourism. The objective of this research paper is to use importance-responsibility analysis (IRA) to examine the tourists at a destination (attraction) with regard to their responsible actions, and to establish a background for understanding tourist responsibilities from the point of view of hosts. Importance Performance Analysis is applied as an instrument to develop marketing strategies in hospitality and tourism sector. It is applied to sustainable tourism initiatives study in one case & further modified to apply as importance-satisfaction analysis study in another case. This paper reconceptualises this analysis to one of importance-responsibility, enabling a focus on the responsibilities in tourism scenario.*

**Keywords:** Responsibility, Tourist, Host, Destination Development

## INTRODUCTION

It is vital for tourism industry to inculcate responsible practices for reducing the negative developmental consequences and promote the positive ones. Due to this fact, responsible tourism concept has gained attention at a global level being emerged as a major market driver (Spenceley, 2008). Responsible tourism emerged as an alternative to the damages caused by the traditional tourism practices (Wheeller, 1990). Initially responsible tourism was looked upon to be an addition to the list of alternative forms of tourism. Over a period, responsible tourism was a better-preferred alternative over other alternative tourism forms. This was understood through the acceptance and support received by responsible tourism over the other alternative tourism types such as eco-tourism or nature based tourism (Caruana et. al, 2014). In responsible tourism scenario, it is imperative for all the participating stakeholders at a destination to take responsibilities for the impacts caused due to their actions. Feruzi (2012) proposed to consider responsible tourism as an umbrella term for all the tourism forms that are more considerate and sensitive socially and environmentally. Considering this fact, it is appropriate to say that responsible tourism is not a form of tourism but includes a set of responsibilities that every form of tourism including the mass tourism, eco-tourism or wildlife tourism should adhere to, in order to make any tourist attraction a sustainable one.

Much research emergent in the field of responsible tourism is in the area of the business perspectives such as marketing and CSR activities in tourism (Manente, Minghetti, & Mingotto, 2012), evidences of the responsible tourism practices as theorised versus the reality (Frey & George, 2010), on host perspective of tourism responsibilities (e.g. Sin, 2010) & tourists own perspective of responsibilities (Mahrouse, 2011, Su & Swanson, 2017). Major literature is observed pointing in the direction of hosts to play a major role in the responsible tourism scenario. Some later studies have addressed the responsibilities of tourist in a sustainable destination development. Recent literature in the area of responsible tourism in a multi-stakeholder setting have however contradicted with the fact that all the participating stakeholders at a destination have a role to play in responsible destination development (Mihalic, 2016). For instance, understanding tourists responsibilities from the perspective of hosts will help identify the major problems in the responsible destination development. In literature however, there is actual lack of knowledge on understanding tourist's responsibilities from the perspective of hosts.

## Importance-Responsibility Analysis (IRA)

Importance performance analysis (IPA) has been applied to different areas in the service industry for measuring client

\* Goa Institute of Management, Goa, India. Email: [deeptijog6@gmail.com](mailto:deeptijog6@gmail.com)

\*\* Goa University, Goa, India. Email: [nmekoth@unigoa.ac.in](mailto:nmekoth@unigoa.ac.in)

satisfaction since Martilla and James introduced it in the 1970s. IPA is a simple but effective tool that analyses quality attributes on two dimensions: performance and importance. These two dimensions are then integrated into a matrix that guides firms to identify the most appropriate strategic options to enhance competitiveness. In tourism literature, this technique is applied and extended in a number of different scenarios (Lai & Hitchcock, 2015). IPA technique is applied in a study assessing resident perception to tourism development framework (Frauman, 2012), importance satisfaction analysis is assessed in marine-park hinterlands in another study (Tonge & Moore, 2007), IPA applied to measuring tourist satisfaction from sustainability point of view (Sorensson & Friedrichs, 2013).

Several researchers have tried to extend and modify the original IPA method by adding more information to the original IPA framework (Dolinsky & Caputo, 1991; Vaske, Beaman, Stanley, & Grenier, 1996). This paper reconceptualises this analysis to one of importance responsibility, enabling a focus on the responsible behaviour at a destination. Importance-Responsibility Analysis (IRA) can be applied to measure responsibility attributes on two dimensions: responsibility and importance. Similar to IPA, these two dimensions can then be integrated into a matrix that guides firms to identify the most appropriate strategic options to enhance destination sustainability.

The current study is advanced in a way considering responsibility of tourists from the point of view of hosts by applying the proposed Importance-Responsibility Analysis. The paper is organized as follows. A brief review of literature is included in Section 2. Section 3 is devoted to proposed Importance-Responsibility framework design. The application of the IRA model to the host-guest perspective is explained in section 4. Followed by IRA model, application of the current study approach and futuristic approach to understanding Tourist responsibility is explained. Finally, discussion on the future scope of study are presented.

## LITERATURE REVIEW

### Responsible Tourism

Responsible tourism research and practices have seen to be increasing at a global level and in Asia. Research in the area of stakeholder responsibilities in the responsible tourism scenario have necessitated that all the stakeholders need to take responsibility of the impacts caused due to their actions (Kramer & Porter, 2006). A number of studies measuring tourists support have supported the willingness of tourists to have a role in the responsible tourism scenario.

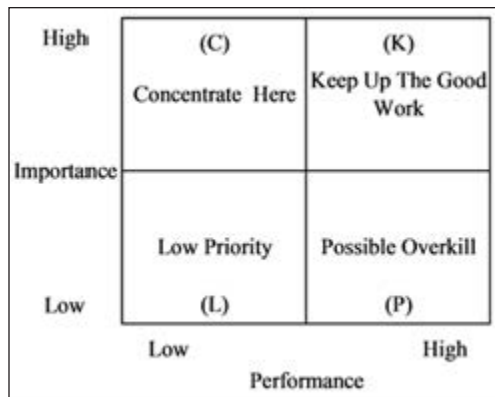
(Su & Swanson, 2017; Caruana et. al, 2014; Kiatkawsin & Han, 2017). However, regardless of their pronounced positive attitudes towards sustainable tourism, just a few tourists act appropriately by purchasing responsible tourism items, opting for environmentally friendly transportation, or acting mindfully towards destination communities (Budeanu, 2007).

In the beginning, studies projected that hosts support is a major factor in destination sustainability (Sirakaya, Teye and Sönmez, 2002). Residents were considered primary stakeholders in destination development (Byrd 2007). However, the sole role of residents in responsible destination development and in overall planning of the tourism development is proven difficult to predict (Shani & Pizam, 2012). Over a period with in depth research in the area, the role of all the participating stakeholders was looked upon at a destination. These studies were mostly comparative studies assessing the level of responsibility seeking among different stakeholder groups (Smith, 2012; Aas, Ladkin & Fletcher, 2005). In reality, there is always a refusal to accept sole responsibility in such cases, thus not allowing the actual understanding the underlying problem and associated solution to the same. The interaction between the people and places is the pillar on which the tourism industry is based. Owing to this fact, the industry is extremely sensitive to the social and physical conditions of the destination micro and macro environment (Hanafiah & Harun, 2010). The possible paybacks to society from tourism development are currently not being actualised coz of the differences in the interactions at a micro and macro level environments (Frey, 2007). This is further evident from certain study reports such as the one presented by World Tourism Market Responsible Tourism (2013) or SNV (2009). As such, a few stakeholders are seen to actually act accordingly and look forward to practice responsible tourism (Budeanu, 2007).

In order to address such issues in understanding stakeholder responsibilities, considering the viewpoint of the other stakeholders in the responsible tourism scenario is a projected technique in the current study. The current study proposes to assess the responsibilities of tourists from the viewpoint of hosts at a tourist destination.

### Importance-Responsibility Analysis

Importance-responsibility Analysis (IRA) is a proposed extension/modification of the existing Importance Performance Matrix. Before considering looking at proposing IPA matrix for evaluating responsibilities, it is necessary to understand the basic IPA matrix and its extension/modification in the existing literature.



Source: Ho, Feng & Yen (2014)

**Fig. 1: Importance-Performance Matrix**

Importance-Performance analysis (IPA) finds an application in a number of studies considering its easy administration and interpretation. In addition, the IPA technique is valued to provide easy solution to certain complex strategic problems

of planning and development. In IPA, attribute importance and performance are combined into a two dimensional grid for easier data interpretation and derive practical suggestions on satisfaction parameter (Oh, 2001; Martilla & James, 1977). As observed in Fig 1, IPA is represented into four suggestions based on importance-performance measure. (Martilla & James, 1977). Initially, these studies have been utilized in the field of health care services, dental offices and financial institutions (Bruyere, Rodriguez, & Vaske, 2002). In the area of tourism too, a number of studies are spotted such as travel and tourism (e.g., Evans & Chon, 1989; Go & Zhang, 1997), leisure and recreation (e.g., Guadagnolo, 1985; Hollenhorst, Olson, & Fortney, 1992). Tyrell and Okrant (2004) suggest that IPA has a place in economic planning processes where the prioritization of issues (e.g., tourism development) is most relevant.

A literature reviews on Importance Performance Analysis (IPA) based on the spectrum of issues in the tourism sector in particular shows how IPA finds its applicability in different circumstances and types and Table 1 below summarize this.

**Table 1: The Summary of Literature Reviews Upon Importance-Performance Analysis (IPA) Application and Modification in Tourism Sector**

| Field   | Researchers  | Year | Subject   | Findings   |
|---------|--|------|---|--|
| Tourism | Eric Frauman & Sarah Banks                                   | 2012 | (1) Used Importance-Performance Analysis (IPA),<br>(2) Residents evaluated environmental, socio-cultural and socio-economic area attributes<br>(3) Designing of Visitor Experience and Resource Protection (VERP)   | (1) VERP used as a visual means for those interested in better understanding resident perceptions.<br>(2) Environmental Attributes are important and of real concern currently and in future<br>(3) IPA Modified to use VERP framework for intended purpose          |
|         | Joanna Tonge & Susan A. Moore                                | 2007 | (1) Importance-Satisfaction Analysis<br>(2) Assessing the quality of experience<br>(3) Basic two frameworks used include importance performance analysis and service quality gap, were modified and applied for evaluating satisfaction                               | (1) Study provided an analysis of the management needs for a range of condition-related attributes, based on the relationships between importance and satisfaction<br>(2) In this case satisfaction exceeded importance and hence no management attention is needed. |
|         | Anna Sorensson & Yvonne von Friedrichs                       | 2013 | (1) Applying IPA to analyse performance of a destination<br>(2) To analyse whether international tourists and national tourists differ in the sustainability factors  | (1) Study helped improve the sustainability factors that tourists think are most important<br>(2) IPA scale designed can be used to study other destinations on sustainability parameters  |
|         | Jerry J. Vaske, Jay Beaman, Richard Stanley & Michel Grenier | 1996 | (1) Applying IPA for assessing resource allocation optimisation<br>(2) Influence of the attributes of service or destination area and relative performance<br>(3) checking on performance to incrementally guide more optimal resource allocation                     | (1) Findings highlight need for client segmentation prior to IPA application.<br>(2) IPA analysis without segmentation likely to result in user displacement.  |
|         | Tonge, J., Moore, S.A. and Taplin, R.                        | 2011 | (1) Visitor satisfaction in the area of leisure studies applying Importance-satisfaction analysis<br>(2) Review of IPA, gap analyses, threshold performance targets and overall satisfaction to assess performance and satisfaction levels<br>(3) Case study Analysis | (1) Current study is a review of satisfaction surveys and analyses<br>(2) Highlights grid-based approach combined with tabulated gap analyses<br>(3) Study recommends to collect information on visitor satisfaction   |

Using the original IPA matrix (Martilla & James, 1977) in this study below IRA model is proposed. In IRA model, Importance of responsibility is proposed to be assessed against the responsibility attribute (Refer Fig. 2). Before progressing to the model design, it is ideal to define importance and responsibility.

A number of different studies have adapted the definition of attribute importance differently depending on the type of conceptualisation and the implications that it would offer to the users of IPA (Jaccard et al, 1986). Importance is conceptualised in certain studies in terms of goal-oriented search attribute that is looked up by consumers in the target product while deciding a purchase (Jacoby, 1975). It is reflected in certain other studies as change. I.e. any particular characteristic is said to be important if the change in the individuals' perception of that product characteristic leads to a change in attitude towards the product (Oh, 2001). Oh (2001) has also quoted the statement by Martilla and James (1977) that importance is closely associated with expectations as these particularly are stated in literature to be antecedents of perceived performance (Oh, 2001). In the current study, this contemplation by Martilla and James (1977) about closer association of expectation and importance is considered suitable for responsible tourism study.

Responsible Tourism (RT) is about providing better holiday experiences for guests and good business opportunities to avail improved lifestyle through enhanced socio-economic assistances and better-quality management of natural resources (Spenceley et al., 2002). It is the "Tourism that creates better places for people to live in, and better places to visit" (Weeden, 2005). Responsible Tourism is characterized

as an approach that minimizes all harmful impacts of tourism and contributes to tourism destinations in aspects of culture, economy, and environment (Gao et al, 2016; Stanford, 2008). Outlining the tourists' ethical responsibilities in three main types of issues: economic, socio-cultural, and environmental (Hedlund, Marell, & Garling, 2012), in order for making available better holiday experiences for the tourists and enhanced business opportunities for the entrepreneurs in the tourism industry, responsible tourism is necessary. In addition responsible tourism brings in for the local communities, a life that is of better quality via improved socio-economic benefits and improved management of the available natural resource (Spenceley et al., 2002).

## CONCEPTUAL FRAMEWORK

The study aims to consider the relationship between hosts and guests in a manner in which the guests' responsibilities are understood from the point of view of the hosts. Hosts include the residents, government and entrepreneurs at a destination. This classification of hosts is charted from the study by Poudel & Nyaupane, 2016 who broadly categorized as hosts (e.g., tourism entrepreneurs and residents) and guests (i.e., tourists) and further Hardy & Beeton, 2001 added government mainly to function as a regulator for the tourism activities. Byrd et. al (2009) have confirmed the existence of the four major stakeholders to be Residents, Government and Business Entrepreneurs to be the hosts and Tourists to be the guests. Below is the representation of the conceptual study framework wherein the responsible tourism is represented to be cumulative effort wherein hosts and guests interaction playing a pivotal role (Fig. 2).



**Fig. 2: Conceptual Representation of Study Constructs**

In order to test the equivalence amongst the hosts and guests on responsibility parameters, the Importance-responsibility approach (Fig. 3) is proposed wherein the responsibilities of the tourists are understood from the point of view of the three types of stakeholders on the economic, environmental and social domain. This study would help take care of the issues

faced by the hosts that are mainly due to the irresponsible behaviour of the guests. In addition, this study will provide detailed overview of the Tourists responsibilities in a responsible tourism management, which otherwise remain unattended.



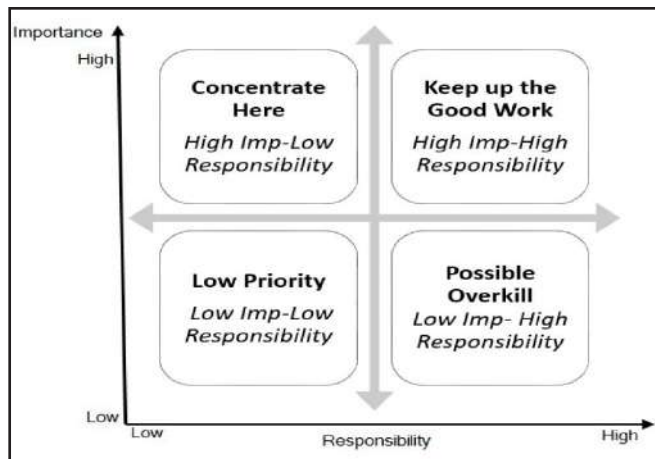


Fig. 3: Importance-Responsibility Analysis (IRA)

## DISCUSSION

This paper examines how tourists responsibilities towards sustainable tourism can be best understood from the perspective of the hosts. There are a number of motives to drive sustainability research. However the major studies cumulatively act as a guide for the development of phenomenon or systems for predicting or influencing some future state of system. The current study in particular, concentrates on the hosts as the destination managers who are responsible for sustainable management of the destination in a responsible manner. The number of benefits received by residents through tourism include an improved quality of life & economic wellbeing. Destination managers however face a major challenge in terms of destination development. A number of research papers majorly ignored the role of tourists in responsible destination management. In order to achieve the better outcomes from tourism activities and develop better quality of life and other economic benefits will require the tourism sector that is able to understand the loopholes in responsible management of the attraction. Considering the fact that the responsible management of a destination is possible with the participation of all the concerned stakeholders at an attraction, the role of tourists to arises in the scene. Importantly, the unawareness about the tourists responsibilities by tourists is a major hurdle for the managers of a destination. As a result of Importance-Responsibility (IR) modelling, the the responsibilities of tourists will be better understood basis which the management decisions are expected to alter.

Several challenges remain, most relate to broader issues associated with sustainability of a destination on the three domains economic, environmental and social. However, since sustainability is impossible to achieve without all the participating stakeholders taking responsibility for their

actions there is a need to give attention in that line. The study highlights the issue that majorly arise due to ignorance of considering the tourists responsibilities in responsible destination management. Responsibility awareness / unawareness continue to challenge sustainability research at a fundamental level in the host guest scenario. In order to understand tourists responsibilities from the point of view of hosts (residents, government, entrepreneurs) can potentially be addressed by using the IR grid-based approach described here. The empirical analysis in an attraction specific manner considering hosts to be the respondents will help managing the destination in a responsible manner. We hope the research topics identified above will encourage researchers to explore tourism's potential contribution to destination sustainability and provide the kind of evidence necessary to change policy and practice.

## REFERENCES

- Aas, C., Ladkin, A., & Fletcher, J. (2005). Stakeholder collaboration and heritage management. *Annals of Tourism Research*, 32(1), 28-48.
- Bruyere, B. L., Rodriguez, D. A., & Vaske, J. J. (2002). Enhancing importance-performance analysis through segmentation. *Journal of Travel & Tourism Marketing*, 12(1), 81-95.
- Budeanu, A. (2007). Sustainable tourist behaviour: A discussion of opportunities for change. *International Journal of Consumer Studies*, 31(5), 499-508.
- Byrd, E. T. (2007). Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development. *Tourism Review*, 62(2), 6-13.
- Byrd, E. T., Bosley, H. E., & Dronberger, M. G. (2009). Comparisons of stakeholder perceptions of tourism impacts in rural eastern North Carolina. *Tourism Management*, 30(5), 693-703.
- Caruana, R., Glozer, S., Crane, A., & McCabe, S. (2014). Tourists' accounts of responsible tourism. *Annals of Tourism Research*, 46, 115-129.
- Dolinsky, A. L., & Caputo, R. K. (1991). Adding a competitive dimension to importance-performance analysis: An application to traditional health care systems. *Health Marketing Quarterly*, 8(3-4), 61-79.
- Evans, M. R., & Chon, K. S. (1989). Formulating and evaluating tourism policy using importance-performance analysis. *Hospitality Education and Research Journal*, 13(3), 203-213.
- Feruzi, J. K. (2012). An evaluation of responsible tourism practices in the Tanzanian tourism industry (Doctoral dissertation).

- Frauman, E., & Banks, S. (2012). Using importance-performance analysis of resident perceptions to inform a tourism development framework. *International Journal of Hospitality & Tourism Systems*, 5(1).
- Frey, N. (2007). The effect of responsible tourism management practices on business performance in an emerging market (Doctoral dissertation, University of Cape Town).
- Frey, N., & George, R. (2010). Responsible tourism management: The missing link between business owners' attitudes and behaviour in the Cape Town tourism industry. *Tourism Management*, 31(5), 621-628.
- Gao, M., Havitz, M., & Potwarka, L. (2016). A study of Chinese single children's family vacation and wellbeing.
- Go, F., & Zhang, W. (1997). Applying importance-performance analysis to Beijing as an international meeting destination. *Journal of Travel Research*, 35(4), 42-49.
- Guadagnolo, F. (1985). The importance-performance analysis: An evaluation and marketing tool. *Journal of Park and Recreation Administration*, 3(2), 13-22.
- Hanafiah, M. H. M., & Harun, M. F. M. (2010). Tourism Demand in Malaysia: A cross-sectional pool time-series analysis Mohd Hafiz Mohd Hanafiah and Mohd Fauzi Mohd Harun Abstract--This paper estimates tourism demand in Malaysia based on the key economic factors like income, price, exchange rate, consume. *International Journal of Trade, Economics and Finance*, 1(1), 80
- Hardy, A. L., & Beeton, R. J. (2001). Sustainable tourism or maintainable tourism: Managing resources for more than average outcomes. *Journal of Sustainable Tourism*, 9(3), 168-192.
- Hedlund, T., Marell, A., & Gärling, T. (2012). The mediating effect of value orientation on the relationship between socio-demographic factors and environmental concern in Swedish tourists' vacation choices. *Journal of Ecotourism*, 11(1), 16-33.
- Ho, L. H., Feng, S. Y., & Yen, T. M. (2014). Using modified IPA to improve service quality of standard hotel in Taiwan. *Journal of Service Science and Management*, 7(3), 222.
- Hollenhorst, S. J., Olson, D., & Fortney, R. (1992). Use of importance-performance analysis to evaluate state park cabins: The case of the West Virginia state park system. *Journal of Park and Recreation Administration*, 10(1), 1-11.
- Jaccard, J., Brinberg, D., & Ackerman, L. J. (1986). Assessing attribute importance: A comparison of six methods. *Journal of Consumer Research*, 12(4), 463-468.
- Jacoby, J. (1977). *The emerging behavioural process technology in consumer decision-making research*. ACR North American Advances.
- Kiatkawsin, K., & Han, H. (2017). Young travelers' intention to behave pro-environmentally: Merging the value-belief-norm theory and the expectancy theory. *Tourism Management*, 59, 76-88.
- Lai, I. K. W., & Hitchcock, M. (2015). Importance-performance analysis in tourism: A framework for researchers. *Tourism Management*, 48, 242-267.
- Mahrouse, G. (2011). Feel-good tourism: An ethical option for socially-conscious Westerners. *ACME: An International Journal for Critical Geographies*, 10(3), 372-391.
- Manente, M., Minghetti, V., & Mingotto, E. (2012). Ranking assessment systems for responsible tourism products and corporate social responsibility practices. *Anatolia*, 23(1), 75-89.
- Martilla, J. A., & James, J. C. (1977). Importance-performance analysis. *The Journal of Marketing*, 77-79.
- Mihalic, T. (2016). Sustainable-responsible tourism discourse--Towards 'responsustainable' tourism. *Journal of Cleaner Production*, 111, 461-470.
- Oh, H. (2001). Revisiting importance-performance analysis. *Tourism Management*, 22(6), 617-627.
- Porter, M., & Kramer, M. R. (2006). Estrategia y sociedad. *Harvard Business Review*, 84(12), 42-56.
- Shani, A., & Pizam, A. (2012). Community participation in tourism planning and development. In *Handbook of Tourism and Quality-of-Life Research* (pp. 547-564). Springer Netherlands.
- Sin, H. L. (2010). Who are we responsible to? Locals' tales of volunteer tourism. *Geoforum*, 41(6), 983-992.
- Smith, V. L. (Ed.). (2012). *Hosts and guests: The anthropology of tourism*. University of Pennsylvania Press.
- Sörensson, A., & von Friedrichs, Y. (2013). An importance-performance analysis of sustainable tourism: A comparison between international and national tourists. *Journal of Destination Marketing & Management*, 2(1), 14-21.
- Poudel, S., Nyaupane, G. P., & Budruk, M. (2016). Stakeholders' perspectives of sustainable tourism development: A new approach to measuring outcomes. *Journal of Travel Research*, 55(4), 465-480.
- Spenceley, A., Relly, P., Keyser, H., Warneant, P., McKenzie, M., Mataboge, A., & Seif, J. (2002). Responsible tourism manual for South Africa, Department for environmental affairs and tourism. *Responsible Tourism Manual for South Africa*, 2(3).
- Spenceley, A. (2008). Local impacts of community-based tourism in Southern Africa. *Responsible tourism: Critical issues for conservation and development*, 159-187.
- Stanford, D. (2008). Exceptional visitors: Dimensions of tourist responsibility in the context of New Zealand. *Journal of Sustainable Tourism*, 16(3), 258-275.

- Su, L., Hsu, M. K., & Swanson, S. (2017). The effect of tourist relationship perception on destination loyalty at a world heritage site in China: The mediating role of overall destination satisfaction and trust. *Journal of Hospitality & Tourism Research*, 41(2), 180-210.
- Teye, V., Sirakaya, E., & Sonmez, S. F. (2002). Residents' attitudes toward tourism development. *Annals of tourism research*, 29(3), 668-688.
- Tonge, J., & Moore, S. A. (2007). Importance-satisfaction analysis for marine-park hinterlands: A Western Australian case study. *Tourism Management*, 28(3), 768-776
- Tonge, J., Moore, S. A., & Taplin, R. (2011). Visitor satisfaction analysis as a tool for park managers: A review and case study. *Annals of Leisure Research*, 14(4), 289-303.
- Tyrrell, T. J., & Okrant, M. J. (2004). Importance-performance analysis: Some recommendations from an economic planning perspective. *Tourism Analysis*, 9(1-1), 63-76.
- Vaske, J. J., Beaman, J., Stanley, R., & Grenier, M. (1996). Importance-performance and segmentation: Where do we go from here? *Journal of Travel & Tourism Marketing*, 5(3), 225-240.
- Weeden, C. (2005). A qualitative approach to the ethical consumer: The use of focus groups for cognitive consumer research in tourism. *Tourism research methods: Integrating theory with practice*, 179-190.
- Wheeller, B. (1990). Is sustainable tourism appropriate? In The Proceedings of the Sustainable Tourism Development Conference. Edinburgh, Queen Margaret College, November.