Vol. 1, No. 1
August, 2011

Arabian Journal of Business & Management Review

ISSN: 2223-5833

An Online Open Access Monthly Journal

This Issue Contains:

Publisher: Sohar University, Sohar, Oman.
URL: www.arabianJBMR.com

Editorial Board

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DESTINATION MANAGEMENT: BRIDGING SUSTAINABLE DEVELOPMENT OPPORTUNITIES AND VISITORS' QUALITY EXPERIENCES'

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Abstract:

Tourism management is a generic term with many approaches and meanings. For a long period this term has been identified with the public sector's intervention in the area of tourism activity development. Nowadays the term's content is much more embracing. The purpose of this study is twofold: (i) to point out the crucial importance of tourism management's contribution into sustainable tourism development of a Mediterranean destination; and (ii) to propose a conceptual framework aiming at interrelating the development potential with the offering of quality experiences to visitors. The crisis of the Ford model (4Ss - sea, sun, sand and sex) and the advent of a differentiated model (4Es - environment, education, events and entertainment) are analyzed providing a modified framework in order to differentiate tourism management, approach 'new tourist', and offer quality experiences to visitors. In the first section the evolution of tourism management's content is briefly described emphasizing on its current meaning. The second section analyses the product life cycle with regard to the two models of tourism management. It is suggested that 'tourism management', 'sustainability', and 'visitor's experience' are the three key terms which could equally contribute to sustainable destination management. Within this framework, the third section explores issues and aspects of sustainable destination management through the 4Es model's implementation. The adequate strategies to achieve main aims of destination management – i.e. development opportunities for destination and satisfaction to visitors through quality experiences - are also presented within a modified tourism management framework and a conceptual framework is proposed. The paper concludes by formulating policy and management implications.

Key words: Tourism Development and Policy; Sustainable Destination Management; Models; Quality Experiences.

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INTRODUCTION

During the last three decades all Mediterranean tourism destinations adopted the mass tourism model aiming at achieving growth, despite the difficulties and the structural constraints (e.g. infrastructure). Our study highlights the requirement to improve tourism development models and management plans in the Mediterranean destinations. This paper explores issues of destination management and more particularly, the ways that an appropriate destination management might exploit sustainable tourism opportunities and provide quality experiences to visitors. Literature suggests that management tools and plans have to be approached and implemented within a long-term perspective, focusing on sustainable development. Nowadays the mass tourism model seems to face a general crisis resulting in many and diverse inadequacies and deficiencies, due to structural problems. It is suggested that the mass tourism model adopted by Mediterranean tourist destinations was based on a specific offering (4Ss; i.e. sea, sun, sand, and sex). However, a gradual deterioration of this model occurred and a new differentiated model has emerged.

In the first section the evolution of tourism policy and management's content is briefly described emphasizing on its current meaning. The second section analyses the product life cycle with regard to the two models of tourism management. It is suggested that 'tourism management', 'sustainability', and 'visitor's experience' are the three key terms which could equally contribute to sustainable destination management. Thus, the adequate strategies to achieve main aims of destination management – i.e. development opportunities for destination and satisfaction to visitors through quality experiences - are presented within a modified tourism management framework a differentiated model. The paper concludes by formulating policy and management implications.

1. TOURISM POLICY, MANAGEMENT AND PLANNING

One of the main tasks of governments and public sector is allocating and using resources; i.e. having an active role in the deployment of the three basic economic resources; i.e. capital, land and human resources. There are many definitions of policy, although probably a good working definition is 'a policy is a reasoned consideration of alternatives'. This definition has two implications: (i) Resource scarcity: all countries' resources are scarce; (ii) Opportunity costs in using resources. For instance, tourism development might require use of land, which might be used for other purposes, e.g. agriculture, constructions, etc (Hall, 2008). Therefore, there are often alternative uses for the available development resources. Another approach to the definition of tourism policy is suggested by Goeldner and Ritchie (2003) is: a set of regulations, rules, guidelines, directives, and development/ promotion objectives and strategies providing a framework within which the collective and individual decisions directly affecting tourism development and the daily activities within a destination are taken. It is obvious the policy's main issue is the most appropriate resources allocation; consequently, it has to consider all alternatives and the subsequent benefits; evaluate various costs and benefits and make decisions. In other words, establish a sound basis for the allocation of resources or the distribution of benefits.

It should be stressed that planning is a part of management; although it is often treated separately from management. Planning should be seen as a part of a complex sectoral management process. It would be very useful to put all terms within a management process approach:

- Policy can be defined as an overall set of guidelines. Policy points the way; it provides guidelines for subsequent action. Subsequent tourism development should follow the policies closely, and policy leads to strategies
- Strategies (guided by policy) specify the actions to implement the policy; show the ways to pinpoint objectives. Strategies set out the series of actions chosen, and thus, lead to objectives.
- Actions chosen are expressed as objectives. An objective is something to achieve, for instance, improve the tourism product. They are expressed and measured as results, i.e. achievements or outcomes

There is a need to monitor the tourism sector-wide and the nature of public sector involvement. A main need of a Destination Management Organization (DMO) is to develop its own capacity to manage the sector. Planning is only a part of this. It also elaborates tourism master plan as a starting point to provide an overview of the sector and a clear idea of future development strategies. Thus, the main task of a DMO is to manage tourism and coordinate tourism activity and sectoral planning. Management involves that DMO should maintain a comprehensive view and integrated approach must be prepared and implemented. All approaches to planning are only appropriate as related to the management of tourism sector as a whole. There is a well-established way of looking at the functions of management as divided between planning, organizing, directing, coordinating, and monitoring (Krainer, 1995), which are as follows (Table 1):

Table 1 – Tourism Management functions / tasks

Functions	Content / Tasks
Planning	Is about where one is going and what one is trying to achieve. This process describes the translation of policy into strategies, objectives, results and activities.
Organization	Relates to the mobilization and deployment of resources and technology. It provides the foundation for working towards the objectives and results. DMO should organize itself into departments, defining their various roles and responsibilities.
Direction	Directing includes leadership, encouraging the various parties involved, maintaining a sense of purpose and achieving objectives and results.
Coordination	This is the unifying activity, maintaining harmony and building close working relationships. One crucial management's function is to coordinate all public and private sector interests involved in the sector. DMO should coordinate with all parties involved / stakeholders, trying to arrive at a consensus on future action.
Monitoring	Represents the control function; the reporting and analysis of results. This may indicate where and how performance may vary from the plan, and how to take evasive or corrective action. DMO should monitor the performance of the sector as a whole.

One of the most interesting developments during last decade is the establishment of DMOs and no anymore National Tourism Organization, underpinning a more comprehensive approach to tourism management. The previous forms of organization tended to represent a traditional approach, concentrating mostly on domestic and international marketing, tourism statistics and some regulatory functions.

Briefly, destination management means: (i) setting objectives; (ii) focus on results rather than on activities; (iii) translating strategies into specific subsectors / branches objectives and results; (iv) attempting to improve the organization's performance; (v) enabling DMO to plan comprehensively for the sector, to implement plans and achieve effectiveness; and (vi) enhancing monitoring the implementation of plans and to see whether results have been achieved. It is obvious that a DMO exists to plan and manage the sector, working in close collaboration with all other stakeholders (Edgell et al., 2008; Hall, 2008). It does not have, in the management sense, an executive responsibility. While it may coordinate the planning for tourism it is, for the most part, the public agencies / bodies and the private sector which executes the plans. The DMO assumes a catalytic role in the management of the sector and it should try to find the best way of playing this role while involving the private sector to the maximum degree possible. The needs of tourism activity across the whole country should be addressed and coordinated effectively. The strategies in tourism development fall into three main and interdependent areas: (i) Markets (marketing opportunities to pursue; promotional strategies, etc.); (ii) Product: Forms of development and portfolio of experiences; (iii) Human resources: future workforce and training needs in accordance with the expected development of tourism. There are political as well as economic considerations in determining what tourism priorities should be (Varvaressos, 2008). Mediterranean coastal tourism destinations like Greece, Italy and Spain adopted a strategy allowing the concentration of infrastructure into a location, with consequent benefits arising from scale economies. However, this model has involved serious problems and side-effects. Additionally, the governments' persistency on old-fashioned model (mass / coastal tourism), and the lack of sustainable tourism management, lead to a crisis.

2. TOURISM DEVELOPMENT AND MANAGEMENT: TWO MODELS AND NEW TOURIST

Tourism product - and not the demand - should be viewed as the main variable of tourism activity. Thus, since the '60s, the tourism product, from a consumer perspective, has undergone several changes through every stage of its life cycle: creation/introduction, development, maturation, saturation and decline (Agarwal & Shaw, 2007; Oppermann, 1998). Initially, every product constitutes a discovery, an innovation addressed to a restricted target group due to its high cost. The productivity gains which are gradually recorded are resulting from increases in productivity, rationalisation and improvement production of methods which are connected to a gradual dissemination, penetration and mass production of tourism (Varvaressos, 2008). This phase is followed by a decline period and a diminution of income. In the final phase of the product life cycle, it is possible to observe a spatial restructuration towards other hosting destinations or countries, to the extent that added value is sufficiently low and research, development and innovation inexistent (Py, 2002). It is estimated that life cycle theory can be utilised as an interpretative tool of tourism management formulation and the crisis of the 4Ss model (Agarwal & Shaw, 2007; Cooper, 1994; Opperman, 1998). The new 4Es model (post Ford) is considered to be an antidote and would facilitate the formulation of tourism management based on sustainability principles. These issues are examined with regard to tourism experiences.

2.1. The mass tourism model

The life cycle often seems to correspond to tourism product's development and holiday's democratisation, where tourism consumption pertains to lower income classes and is represented by the so-called 4Ss model (Lawton & Weaver, 2000; Morucci, 2003; Schluter, 2005). Thus, the beginning of visitation decline might be seen as coinciding with the crisis of this model. The democratization of tourism tends to reach consumers having lower income levels. This procedure is due to productivity gains, benefits resulted from a mass production, leading to lower operational and production expenses (low cost / charter flights and low budget accommodation). This rationalisation process, based on productivity gains, determines a level under which the tourism services provider cannot easily drop (Varvaressos, 2008)). Consequently, the new consumers have a low disposable income and spending power and, thus, register a very low and even inexistent positive impact on hosting destinations. This situation of gradual diminution of revenue would probably lead to a lower quality service and a deterioration of tourism consumption structure (Treboul & Viceriat, 2003). The 4Ss model had shown a considerable growth since '70s, and, consequently, mass production quickly had developed in order to meet these needs. However, it seems that growth rate stops at the maturation stage; this is the phase of the product being offered to large parts of consumers. It is estimated (Soteriades & Varvaressos, 2003) that the task to attract a new demand should be founded on increased investment capital, since the tourism demand stemming from low income classes is known. The model of steady tourism development cannot be sustainable; the model tends to disappear for two reasons: (i) its own conditions of development, and (ii) problematic production / offering (Vera & Rippin, 1996). It is evident that the 4Ss model was essentially based on the definition of 'homo-touristicus mass', which characterizes a certain type of herd behaviour and a kind of consumption associated with imitation (Bergery, 2002). It is estimated that the model's uniformity does not offer any possibility for behavioural customization and selective preferences. Coastal summer / pleasure tourism, in the form of a traditional model of tourist development, does no longer satisfy the 'new tourists' (Morgan, 2005; Origet du Cluzeau & Viceriat, 2000; Poon, 2002).

2.2. New tourism – Tourism experiences

The central role of visitor experiences in tourism is generally recognized. Tourists do not buy products, or even services; they purchase the total experience that the product or service provides (Morgan et al., 2010). Visitors have become increasingly interested in visiting destinations, as much as in discovering, experiencing, participating in, learning about, and more intimately being included in the everyday life of the destination, with the past and the present of places becoming part of the authentic cultural, sporting or other experience. Certain tourism products – no matter how peculiar they may appear, may mean and appeal differently to a growing set of niche tourism markets, responding to the changing trends towards (individual/personal) experience-orientated holidays (Novelli, 2005; Ryan, 2003). Destination's resources form essential components to the visitor experience. By creating an experiences portfolio, it could provide a source of niche tourism product diversification. Tourism management is seen as the way to remain competitive in markets where globalisation and technology have turned products and services into commodities. Thus, a DMO is strongly concerned by understanding, researching and managing experiences. Literature has revealed challenges of managing the tourist experience in a variety of contexts and providing the guest with a rewarding experience (e.g. Jolliffee, 2010; Pearce, 2005). Literature suggests that a destination offering should involve a spectrum of experiences and can be a mix of adventure, traditional, nature and cultural tourism. What seems to be the main challenge on the field of destination management is planning and organizing the nature and the theme of a visitor experience. It is suggested that it is desirable to implement management strategies, which attempt to shift the experience from simple enjoyment and satisfaction through stages of greater understanding, attitude change and more responsible behavior. The primary focus of sustainable tourism management has been on the protection of the physical and socio-cultural environment in destination areas, which is a fundamental requirement. It is also necessary to take into account, and to balance, the requirements of the other factors of what has been described as tourism's "magic pentagon" (Muller, 1994). These factors are: economic health; subjective well being of the locals; unspoilt nature, protection of resources; healthy culture and optimum satisfaction of guest requirements. At destination level, management interprets this as: Meeting the needs and wants of the host community in terms of improved living standards and quality of life in both the short and long term; satisfying the demands of a growing number of tourists and of the tourism industry and continuing to attract them in order to fulfil the first aim; and maintaining or enhancing the competitiveness and viability of the tourism industry.

Essentially this entails modifying patterns of economic and tourism development and growth, through the adaptation of mass tourism as well as the introduction of new forms of alternative and special interest tourism (Soteriades & Varvaressos, 2003; Soteriades & Farsari, 2009).

2.3 A differentiated model

Mediterranean tourism undergoes a crisis and a large number of business, managers and DMOs became conscious of the need to abandon the traditional model and to adopt the new one. In order to face the structural crisis of mass tourism, it is suggested that a destination has to adopt and implement a differentiation and customization approach instead of uniformity, and consequently providing quality experiences to visitors. A new model is suggested (Morucci, 2003; Obermair, 1998), i.e. the 4Es model, namely: Environment and nature; Education, culture and history; Events and festivals; and Entertainment. This model is considered to be sustainable in the sense it is seriously taking into account the visitors' needs and requirements, as well as the hosting destination features, requirements and objectives. It constitutes the main strategy for a large number of countries in order to access 'new tourism' (Poon, 2002 and 2003). The main difference, compared to the previous model, lies on the general perception about hosting tourism / visitors. Tourism is characterised as an industry, very often heavy industry requiring a high degree of planning (Laws 1995). Thus, it is necessary to form a procedure of replacing one model with another, completely or partially, taking into consideration financial and funding constraints as well as a task of convincing stakeholders, i.e. managers, services providers and local community - in order to be adapted to the new model (Varvaressos, 1999). Emphasis should be put on quality, offer opportunities for quality visitors' experiences; this is the strategic aim of hosting destinations aiming at boosting and rejuvenating tourism activity (Varvaressos, 2008). It is obvious that the crisis of Mediterranean tourism was evident before the advent of the global financial crisis and can be characterised as structural one. The global financial crisis, in turn, will further deteriorate the negative economic impact caused by the mass tourist model's crisis. It is estimated that Mediterranean hosting destinations must abandon the mass tourism model and adopt an approach and implement a model focused on the quality experiences (Soteriades & Farsari, 2009). Therefore, the new model for tourist management could be characterized as 'post-Ford' and focused on quality experiences for visitors (Deprest, 1997; Morucci, 2003). The present study suggests that the 4Es model constitutes: (i) a remedy, an antidote to mass tourism / coastal destination crisis; (ii) an alternative option to the old-fashioned model adopted by Mediterranean destinations.

3. SUSTAINABLE DESTINATION MANAGEMENT

Sustainable tourism has been defined as 'a positive approach intended to reduce the tensions and frictions created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holiday makers… an approach which involves working for the longer viability and quality of both natural and human resources.' (Bramwell & Lane, 1993: 2). The task to plan, develop and promote sustainable tourism is welcome and profitable for achieving a reciprocal balance and a mutual symbiosis between the properly tourism activities and the environment's preservation. In order to accomplish this aim some prerequisites and conditions have to be fulfilled. The first condition is related to the region-hosting visitors, this is the challenge of planning and monitoring the facilities and activities (McIntyre et al., 1993). The second is relevant to the business involved in such activities; the enterprises having to develop and market the adequate programs and products, being able to attract the specific target groups (Middleton & Hawkins, 1997). At the same time, all local stakeholders must be aware of the fact that the aims into the two fields are not in contradiction. Tourism planning and management are concerned with anticipating and regulating change in a system, to promote orderly development so as to increase the social, economic, and environmental benefits of the development process (Page, 2009). Therefore, it is a rational sequence of operations, and within a context of a changing and globalized environment, sustainable tourism management may help tourist destinations to optimise resources' use.

Despite the acceptance of sustainable tourism as a mode of development, a gap commonly exists between policy formulation and policy implementation and related management. Deficiencies in the implementation process arise because of conflicts between involved stakeholders; resource management agencies, planners and developers; and host communities. Management of a destination must be perceived and approached as a complex domain involving multiple interrelationships between various areas and issues, as suggested by tourism literature (e.g. Agarwal & Shaw, 2007; Page, 2009): the interaction mode between various actors / stakeholders; politics and the power distribution; and complexity of tourism bodies and agencies. However, complexity might also be considered within the large scope of activities and factors having competing or conflicting goals and must to be managed simultaneously, in a holistic approach incorporating social, environmental and economic dimensions and considerations. It is estimated that sustainable tourism management is an over requiring task involving various interrelated fields, issues and topics (Hall, 2008; Ritchie & Crouch, 2003; Ryan, 2002). That's why comprehensive and integrated approaches to sustainable tourism management have to take into account all interrelationships and interconnections, aiming at ensuring plans effectiveness and efficiency, and par extension, improved outcomes.

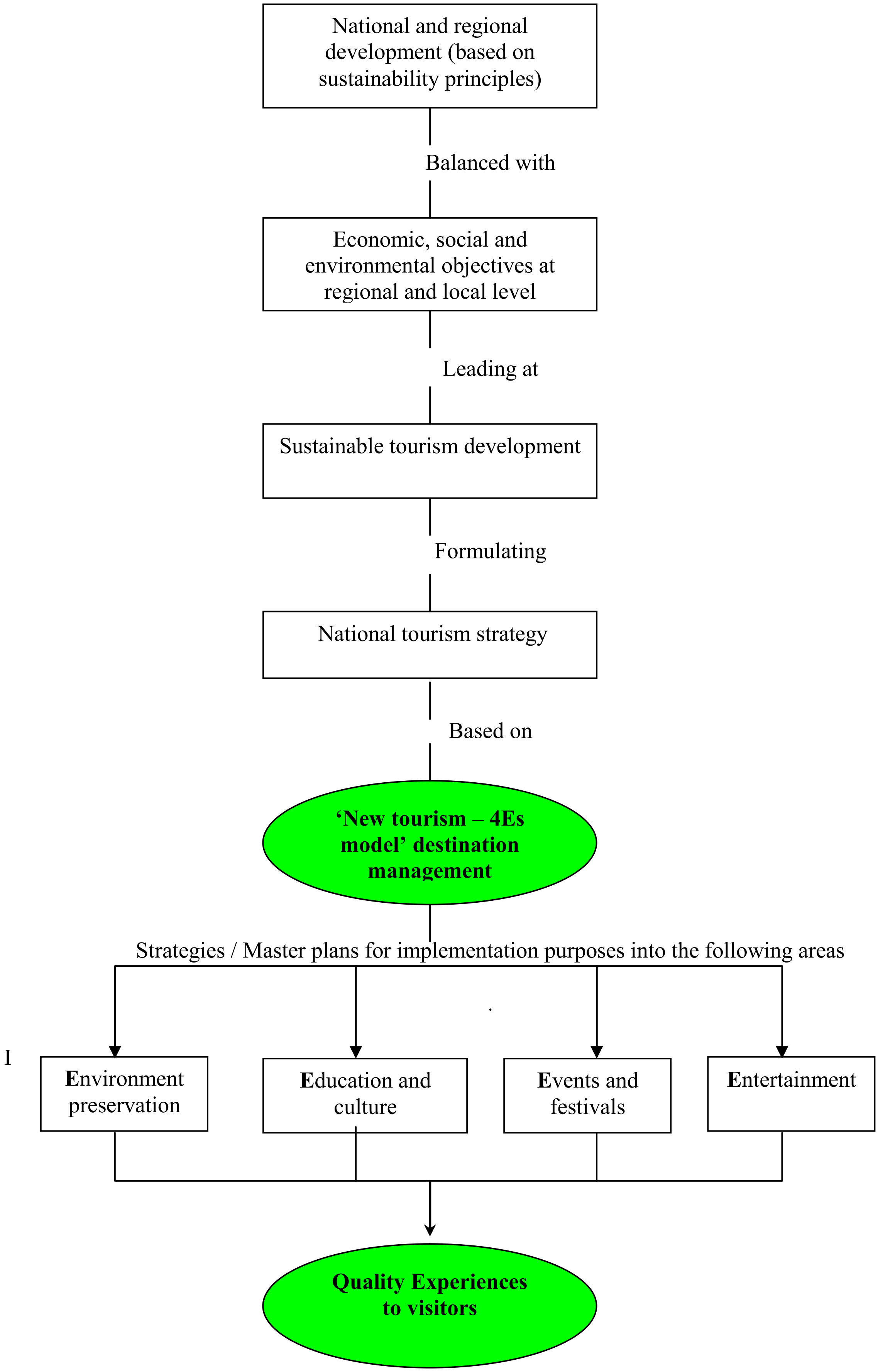
3.1 Potential contribution of a differentiated model

The tourism system is a complex social system and considered as an industry which operates within the micro and macro environments considering all factors of sustainability. The sustainability principles and the multidisciplinary nature of tourism entail that only governments and public authorities can coordinate efforts in sustainable tourism policy making and management at both national and local levels (Bramwell, 2005). Sustainable tourism, viewed as contributing to overall sustainable development, requires coordination between various policy making levels and agencies to accommodate sectoral considerations that only government bodies can provide. In contrast to the mass tourism model, the new 4Es model is related to four areas: (i) Environment; (ii) Education, culture and history; (iii) Events and festivals; and (iv) Entertainment. This model constitutes the main strategy for a large number of countries aiming at access 'new tourism' (Middleton et al., 2009; Poon, 2002). The main difference in comparison to the previous model lies in the general established perception of tourism activity in a hosting destination. Two are the main challenges: funding and adaptation of all involved stakeholders.

3.2. New model's strategies: a conceptual framework

Some actions that should be undertaken within a sustainable approach based on the new model, creating conditions to provide adequate offering and quality experiences to visitors. It should be stressed that some key ideas provided to enhance the notion of sustainability and its implications to a cluster of economic sufficiency, social equity and environmental conservation factors need further investigation. Within this approach and framework, a conceptual framework for destination management is proposed and shown into Figure 1.

Figure 1. A conceptual framework for sustainable destination management



It could be stressed that the proposed framework addresses the following crucial challenges and issues:

- The need for sustainable approach and respect of sustainability principles, translated into actions within an integrated framework
- The three crucial areas of management approach – planning, management and marketing – are all efficiently considered.
- All environmental resources and issues are integrated into all strategies and expressed into related plans.
- Consider both sides / perspectives; that of supply, development opportunities of destination, and that of demand, experiences for visitors
- Tourism offering of a destination is incorporated into a general framework and context; tourism industry is helping create an environment for all stakeholders
- The two main aims of a mature destination, i.e. sstrengthen tourism providers and improvement of the experiences quality – are a core part of this approach.

In brief, this framework ensures the five factors of tourism's "magic pentagon" (Muller, 1994): economic development; inhabitants' quality of life; environment protection; culture and optimum satisfaction of guest requirements (sustainability in tourism and related activities). At destination level, management's main task is to maintaining and enhancing the competitiveness and viability of the tourism activity; that's all about sustainability.

4. CONCLUSIONS AND MANAGEMENT IMPLICATIONS

This study aims to point out and highlight the way that sustainable principles and methods should be translated into appropriate strategies and plans. It is estimated that only an appropriate framework as has been suggested, could be achieve destination's aims and objectives. The paper concludes with a discussion of the necessary conditions and actions to achieve sustainable destination management. From the above discussion is evident that sustainable development, tourism policy and sustainable destination management are compatible; they should be constituent parts of an integrated and comprehensive approach at national and regional level. Their interrelation and symbiosis are the two most crucial prerequisite. A weakness in order to achieve sustainable tourism development is the lack of experience, knowledge and financial resources, and the limited involvement of local stakeholders. Removal and correction of administrative and governmental intervention failures are therefore of importance for a proper integration of environmental policy into master plans for implementation. This may end up in a better synergy and co-ordination of tourism activity and operations with other socio-economic activities. In case of Mediterranean coastal destinations the experience and opportunities can be elaborated in various areas of travel and tourism. Despite of having massive infrastructure, support facilities and travel and tour destination with great value chain has not yet had the desirable quality influx. Mediterranean vacation destinations should implement a modified sustainable management in order to achieve sustainable development involving environmental preservation and protection, equity and growth in socio- economic and cultural fields. A serious consideration is needed in all related topics, particularly in constraints and deficiencies in all functions and areas of management, as well as on various stages of planning process. Additionally, the key importance of involving stakeholders into tourism planning and management is increasingly recognized; as well as local participation and support in the development of appropriate action plans. Only adequate tourism planning and management could contribute into meeting all stakeholders' needs and interests. Therefore, the task of implementing sustainable destination management must surely be to identify the conditions for its successful achievement: (i) It is vital to involve the local community. The full involvement of local stakeholders in the tourism activity not only benefits them and the environment in general but also improves the visitor's experience quality. (ii) Consultation between the tourism industry and local communities, bodies and agencies is essential if they are to work alongside each other and resolve potential conflicts of interest. (iii) The monitoring and measuring of the effectiveness of master and action plans is a critical issue. In any event, assessment of effectiveness depends crucially on establishing a complete database, using effective data collection and analysis. (iv) Marketing enhances guest satisfaction and this can be achieved by providing quality experiences. Increase the small-scale tourism development product base, by offering a quality experience, which conforms to the meeting of sustainable tourism objectives.

The above briefly presented conditions should be the topics and issues to be considered by destination planners and managers, as well as marketers in order to cope to an effective and efficient bridging between sustainable development potential and offering quality experiences to visitors of a destination.

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THE CONTRIBUTION OF CRM MARKETING VARIABLES TOWARDS IMPROVING COMPANY'S PERFORMANCE: A CASE OF THESSALONIKI AREA HOTELS

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Abstract

Companies are developing and deploying CRM systems to improve their business performance and competitiveness. Although, previous research has shown the information technology, in general, contributes to the improvement of organizational performance, the benefits of the marketing variables in CRM systems still remain uncertain.

Concerning the hotel industry, there is a significant body of literature that has examined and underlined the necessity of information systems adoption and application. Nevertheless, the CRM systems do not embed efficiently marketing variables like customer satisfaction, loyalty, customer' complaining etc.

This paper will present and analyze the findings of an exploratory research study which has been conducted in Thessaloniki area. An attempt was made to find out whether marketing variables are adopted by hotel CRM systems. Further, the research explored the degree to which hotels have exploited the potential of CRM systems. Particularly, it will analyze whether the hotels are profiting from the opportunities provided by CRM or whether simply their use of CRM revolve around the basic functions of providing information[1].

[1] This study is financed by the Research Committee of the T.E.I. of Thessaloniki under the project number 80015 entitled "A research study identifying success factors of a customer relationship management system (CRM) in northern Greece hotels", of the program Π.Ε.Ε. (Πρόγραμμα Ενίσχυσης Έρευνας) of the research Committee, 2010.

I. INTRODUCTION

In today's changing and very competitive marketplace companies have identified the need to improve customer service in order to maximize revenues. One way to succeed that is by Customer Relationship Management, which enables companies to optimize revenue and increase customer value through understanding and satisfying individual customers' needs (Liu and Yang, 2009). Actually, CRM initiatives have resulted in increased competitiveness for many companies as witnessed by higher revenues and lower operational costs. Managing customer relationships effectively and efficiently boosts customer satisfaction and retention rates (Chen and Popovich, 2003). Thus, CRM has become a strategic imperative for companies in almost every business sector.

With the CRM approach to receive increased attention as a business strategy (Sin et al., 2005; Wahlberg et al., 2009), many research studies have investigated companies adoption of CRM. However, there are few studies attempting to examine the adoption of CRM in the hotel sector, which is of strategic importance for Greece. Specifically, there is a relative lack of empirical studies of the issues associated with the implementation of the concept, in Greek hotels (Sigala, 2004 and 2005; Sarmaniotis et al., 2010). Most of the studies in hotel CRM have focused on the role of Information Communication Technology (ICT) in CRM practices. Other studies have investigated whether hotels have CRM software and the characteristics they have. This paper mainly attempts to examine hotel CRM in a marketing context. In particular, the purpose of this paper is to address some marketing variables related to the implementation of hotel CRM systems, employed by 4 and 5 stars hotels, in Thessaloniki area and their contribution to hotels CRM effectiveness. The specific objectives of the study are to find out:

- The existence or not of a CRM system/software

- Whether hotel management is interested in customer's satisfaction and whether encourages them to complain
- The attitudes of hotel managers towards customer-centric orientation
- To determine whether exists or not a brand loyalty strategy and how intense the latter is
- Whether some marketing variables and long term profitability are related

In the rest of the paper a literature review is analyzed, in order to present a CRM discussion and especially to analyze some crucial factors for the effectiveness of hotel CRM. Next, the research methodology used in an empirical research conducted in 4 and 5 stars hotels of Thessaloniki area is presented. Finally, findings from research are provided and analyzed followed by a discussion, conclusions and suggestions for further research.

II. LITERATURE REVIEW

CRM appeared as new concept at the peak of the Internet boom (Kotorov, 2003), even though CRM itself is not a new concept. It is impossible to ignore the striking similarities between CRM and relationship marketing. Relationship marketing is at the core of customer –centric orientation. When a firm adopts customer-centric orientation, and therefore exercises relationship marketing, it is attempting to develop and establish long-term relationships with customers. Hence, it is aiming at improved customer service and satisfaction, thus retaining and further increasing the sales level (Sarmaniotis and Stefanou, 2005). Empirical findings suggest that customer satisfaction, which is the underlying notion of relationship marketing, is a critical point in achieving and retaining competitive advantage (Stefanou et al., 2003). Moreover, there is a strong evidence that customer retention and profitability are correlated (Payne et al., 1999). However, CRM goes a step further. CRM has been defined as a management approach that involves identifying, attracting, developing and maintaining successful customer relationships over time in order to increase satisfaction, loyalty and retention of profitable customers (Bradshaw and Brash 2001, Massey et al., 2001). In addition, Fjermestad and Romano (2003) maintained, and most of the authors and the practitioners accepted, that successful CRM requires attracting and keeping economically valuable customers, while repelling and eliminating economically invaluable ones.

Organizations have identified the need to become more customers facing and they have started to expend more effort in finding new ways to create value for their customers. Concerning the hotel sector, the number of hotels investing in the development of structured CRM programs has increased over the last years (Songini, 2001). Piccoli et al. (2003) stressed that the hotel sector has the greatest potential of all industries with regards to CRM application. All hotels are collecting information about their customers at reservation, check-in, check-out, and sometimes during their stay. The point is the ability of hotels to facilitate the collection of, and access to, customer information and further to exploit data mining capacities of CRM (Min et al., 2002).

At this point, we should underline that company relationships with customers can be greatly improved by employing information technology (IT), which can facilitate and enhance customer relationships in various ways, but mainly enables companies to attain customization. CRM applications take full advantage of technology innovations with their ability to collect and analyze data on customer patterns, interpret customer behavior, develop predictive models and so on. As a consequence, in many cases, CRM was deployed as a technology solution that extends separate databases and sales force automation tools to bridge sales and marketing functions (Peppers and Rogers, 1999). The point is that still many companies have difficulty in implementing an effective CRM system because they allow software vendors to drive their approach to customer management (Rigby et al., 2002) or because they deploy CRM as a technological solution which can facilitate some particular marketing functions (Kotorov, 2003).

Obviously, data collection and maintenance has been identified as a critical component of CRM. However, the key issue for CRM success is not the role of ICT, but marketing variables. Unfortunately, it appears that there has been little consideration of the impact could have variables such as satisfaction/dissatisfaction, complaining behavior, behavioral loyalty - including volume and frequency of purchase over time-, on hotels CRM strategy. Even though, many studies in marketing field and CRM in particular have shown that customer satisfaction is a critical point in achieving a competitive advantage leading to brand loyalty, repeat sales (Oliver, 1999; Parasuraman and Grewal, 2000) and finally to customer retention, emphasis has been given in acquiring additional customers.

It should be noted moreover that customer complaining is strongly related to the notion of customer dissatisfaction (Stefanou et al., 2003). The degree of customer satisfaction is one determinant affecting consumer complaining behavior. This has wide-spread implications and includes the dilution of brand loyalty (Andreassen, 1999), drop in repurchase intentions (Tax et al., 1998) and spread of negative word-of-mouth (Lam, 2003). Particularly, in the hotel industry, guests' complaints seem to be inevitable (Ngai et al., 2007). Furthermore, in the hotel sector again, where guests are usually from different cultures, it is very essential for hotel management to know how culture affects consumer complaining behavior, in order to respond in such a way that dissatisfaction is reduced and repeat business is encouraged (Fornell and Westbrook, 1984; Nyer, 2000, Zineldin, 2006). Therefore, guest complaints should be encouraged so that hotel management could have the opportunity to improve consumer perception of service quality. Complaints are useful sources of information that help marketers identify sources of dissatisfaction (Nyer, 2000). However, there is a lack of entailing the customer complaining behavior variable in the CRM systems applied and especially in the CRM softwares.

Concluding, it should be underlined that the philosophical bases of CRM are relationship marketing, customer satisfaction and retention, life time value and customer profitability created through business process management. This is one of the main reasons that CRM projects fail. However, it is strongly argued that CRM applications can assist company management to improve company's profits if some key factors are followed (Sarmaniotis and Stefanou, 2005).

III. METHODOLOGY

A questionnaire has been used in order to collect data for the hotels that were constituted the sample of our survey. The measures included has been either constructed in the literature or developed by the authors. in order to achieve the objectives of the research. Specifically, a tentative measure consisting of attitudes towards customer-centric orientation of the hotels' management is constructed. Particularly, the latter has been used by the authors in a previous research in the hotel sector. This tentative measure consists of 19 Likert-scaled variables with agree/disagree answers. The measure was developed considering analogous sentences found in the literature (Luck and Lancaster, 2003; Lo et. al., 2010). Additionally, some sentences were developed by considering experts' opinions.

Demographics of the hotels and of the person interviewed are collected. Moreover, the degree of adoption of the CRM philosophy is measured. In addition, the existence of a Hotel CRM software is investigated. Basically, we are interested in investigating whether some marketing variables are included in the CRM software package and system. It is worth to mention that CRM software packages lack marketing variables which is highlighted in the literature as a drawback for the success of CRM.

Finaly, statistical tests such as chi-square and one-way ANOVA were used to find out if there were statistical significant relationships among variables.

The sample consists of 57 hotels (pensions excluded) of Thessaloniki area including all hotel categories and sizes.

IV. RESULTS AND DISCUSSION

A. Demographics

72% of the interviewees were males and 28% were females. The majority were either owners of the enterprises or hotel managers. 58.9% worked in the same hotel for more than 5 years, whereas 12.5% for 3-5 years, 19.6% for 1-3 years and 8.9% for less than a year. Long-lasting work at the same hotel probably means that the respondent had a better and a clearer view about potential CRM implementation and practices adopted by the hotel. Regarding the education level, 51.8% of the respondents have a bachelor's degree, 10.7% a master's degree and 25% have graduated from high school.

Considering the hotel category, 21.1% of the hotels were of 5 stars (Deluxe/Luxury), 17.5% of 4 stars, 54.4% of 3-2 stars and finally 7% had less than 2 stars. Hotels were also categorized by their bed capacity. Specifically, 40.4% of the sample had more than 101 beds, 24.6% from 51 to 100 beds and 35.1% less than 50 beds. However, as it is mentioned below, low bed capacity does not necessarily leads to the rejection of the CRM system on the part of the hotel. In terms of number of employees, 19.3% of the hotels in the sample employ more than 50 employees, 24.6% 21-50, 15.8% 11-20 and 40.4% employ less than 10 people.

B. Marketing Variables and CRM

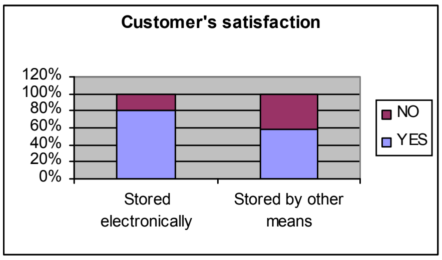
A research objective was to measure whether hotels implement a CRM system and what is the philosophy of the management (consumer-centric or not). In order to measure this orientation a tentative multi-item measure was constructed called "Attitude Towards

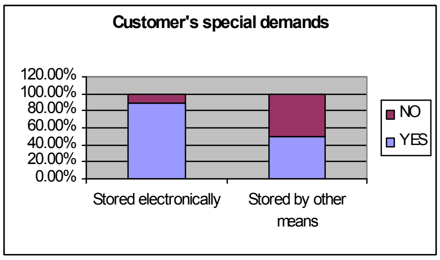
Customer-Centric Orientation (ATCCO)" of the hotel management. A Likert-scaled group of sentences was used in order to measure the ATCCO of the firm, in a successive phase of data collection through the procedure of measurement construction. These items give a new variable, which is the summation of the values of the nineteen sentences. In this research the descriptive statistics of the ATCCO are shown the table below.

Table 1. Descriptive statistics of the Attitude Towards Consumer Centric Orientation variable

	N	Minimum	Maximum	Mean	Std. Deviation	
ATCCO	54	59.00	95.00	77.2778	8.26316	
Valid N (listwise)	54					

In this survey the hotels were questioned whether they record some marketing variables (such as customer's satisfaction, complaining, or special customer demands) electronically or by other means. The hotels, which recorded customer-related data, without electronic means, were a minority. Nevertheless, when an electronic-CRM system existed, the majority replied that those variables were stored for further processing. Thus, the necessity to support electronically the CRM system is obvious. Related findings are shown in the diagrams below.





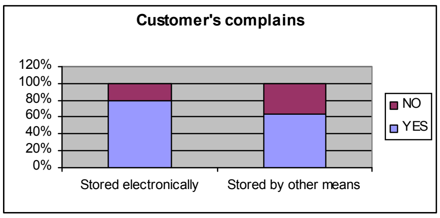


Figure 1. Clustered bar charts of three measured marketing variables versus the utilized means to record them.

Performing chi-square analysis it is depicted that there are relationships between variables like customer's satisfaction, special demands and complaints on the one hand and the existence or not of a separate marketing department on the other.

Table 2. Significance measured between marketing variables and the existence or not of a separate marketing department

Variables	Asymptotic significance
Recording customer's complains	0.005
Recording customer's special demands	0.010
Recording customer's satisfaction	0.005

In order to identify relationships between ATCCO and other nominal or ordinal variables, one-way ANOVA significance test was employed. Results showed that there is a relationship between ATCCO and the number of employees ($p<0.05$). Moreover, there is a relationship between ATCCO and the degree that the CRM software is exploited ($p<0.05$).

The adoption of a brand loyalty strategy from the hotel management is also used as a measure of the customer-centric orientation of the latter. The loyalty strategy is measured employing a group of variables used to collect information about the motivations that the hotel offers to their customers in order to increase their loyalty. The higher the motivations offered, the stronger the brand loyalty strategy of the hotel is. In the diagram below it can be seen that more than 47% of the hotels in our sample have a moderate, intensive or very intensive brand loyalty strategy.

As cited above, the majority of the respondents had a positive ATCCO. Nevertheless, a few hotels installed some type of CRM software (17.9%). Concerning the existence or not of a separate marketing department it is found that the overwhelming majority does not have a marketing department. However, it has been found that CRM software installation is related to the existence or not of a separate marketing department ($p<0.05$). Enterprises that do not have a separate marketing department do not have an electronic CRM system at all. It appears therefore, that marketing and CRM information technology are connected closely.

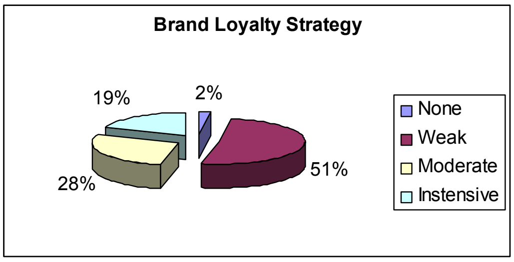


Figure 2. Pie chart that depicts the brand loyalty strategy of the hotel management.

Most of the hotels that have utilized a CRM software responded that they utilize it extensively. It is worthy to mention that 94.4% of the sample that apply a customer relationship management system (or philosophy) believe that have a large long-term financial profit out of it.

V. CONCLUSIONS

In this paper, through a survey conducted in Thessaloniki area hotels, it was firstly found that the majority of them adopt CRM philosophy. The possible adoption of CRM orientation by hotels' management was measured through a tentative measure constructed by the authors. It was found moreover that this variable, labeled "attitude towards customer-centric orientation (ATCCO)", is related to the number of the employees of the hotels. Another finding was that, when an electronic-CRM system existed, the overwhelming majority of the hotels recorded customer-related variables. Besides, results showed that a satisfactory minority of the hotels recorded customer-related data without electronic means. Additionally, half of the respondents stated that the company followed moderate, intensive or very intensive brand loyalty strategy.

As to the deployment of a CRM software, unfortunately only around 18% of the respondents replied that the hotel has installed a type of a CRM software.

Further research should be directed towards the improvement of the proposed, tentative measure of attitude towards customer centric-orientation, a research topic the authors are currently working on. More emphasis should be given on examining marketing variables in CRM research. Finally and obviously, more research is needed to analyze CRM implementation characteristics in hotels in Greece and particularly in Northern Greece hotels.

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WINTER TOURISM IN GREECE AND SEGMENTATION: THE CASE OF SKI CENTERS

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Abstract

The segmentation of the ski centre market constitutes a crucial factor for the marketing efforts of the ski centres. In the present research the market segmentation is conducted through the use of a sample of 116 people questioned based on the restrictive factors for the participation and the visit in a ski centre. The employment of the essential statistical tools results in a sample which can reveal the main restrictive factors as well as the characteristics of the two market segments formed.

Introduction

Greece, even though it is more well known as a summer destination, has the potential to develop winter tourism with the right strategy and communicative policy, so as to extend the touristic period. Although Greece is lucky to have more than 2000 islands, and a coastline of 13676 kilometres, it is mainly mountainous. Greece is 80 percent mountainous, with its highest point, at Mount Olympus. Only 25 percent of the land surface is arable, and another 40 percent serves as pasture. 42 mountains in the country have more than 2000 meters altitude, including the variety of the geographical characteristics and the wide spectrum of flora and fauna.

Greece satisfies the preconditions for the development of winter tourism, at least as far as natural beauty and wealth are concerned. Due to these features several types of winter tourism have developed in Greece during the last decade, and one of them is ski centres. In Greece there are twenty ski centres and about 65 mountain shelters. The number of visitors in ski centres is almost 250.000 each year (Masmanidis et al, 2006).

The large number of ski centres has reinforced the competition for the attraction of potential customers. It should be mentioned that, apart from the internal competitiveness , some other Balkan (Bulgaria, Yugoslavia, FYROM) and European countries (Austria, Switzerland) have been focused on trying to gain a share from the Greek market. Greece is interested in the extension of the touristic period throughout the year by building the necessary facilities which can attract tourists not only within its borders, but even from the international markets (Vassiliadis et al, 2004). Competitiveness increases as the ski centre aims at maintaining the old visitors while attracting new ones (Flagestad and Hope, 2001). Alexandris et al.,2006 underlines that the increasing competitiveness and the increasing expectations by the customers, have characterized the quality of services as a basic factor for the formation of a competitive advantage in the sector of ski centre services.

In Greece some researches have taken place regarding the segmentation of ski centre market. Some have used the visitors' medium annual frequency of arrival (Vassiliadis et al, 2006), others the *Confirmatory Factor Analysis (CFA),*(Andronikis et al, 2008) and others the Servqual analysis (Masmanidis et al, 2006) to create a segmentation research study for the Greek ski centers. The present research describes groups of visitors in the Greek ski centres, aiming at the inference of conclusions for administrative applications through the examination of the restrictive factors in demand. It examines the suitability of the restrictive factors in the case of the procedure for the description of market segments concerning the visitors in Greek ski centres.

Theories on Restrictions

The theory of the restrictions has been formed as a mechanism for the comprehension of the obstacles in the participation in a specific activity (Kouthouris and Alexandris, 2005; Vassiliadis and Masmanidis, 2004; Vassiliadis et al, 2004). That is why the most researches on the restrictive factors (Williams and Lattey, 1994; Aas, 1995; Gilbert and Hudson, 2000; Williams and Dossa, 1995; Vassiliadis et al, 2006; Andronikis et al, 2008; Masmanidis et al, 2006) use some type of activity as a dependent variable. Gilbert and Hudson (2000) employed qualitative and quantitative methods in order to specify the restrictions which result in the lack of participation in ski centres in Great Britain. They arrived at the conclusion that the ones who do not ski are more influenced by personal (or internal) restrictions, such as expense, fear for injury, fear for the cold, than the skiers. A little earlier the hierarchical model had been developed by Jackson, Crawford and Godbey (1991) where the main sources which restrict the participation in an activity can be intrapersonal, interpersonal or structural.

Alexandris et al ,(2007) attempted to explain the relation between the motive, the negotiation and the participation in ski centres. The aim of their study was to explain the negotiation strategies employed by the skiers to overcome the influence of the restrictions and to check to what degree the negotiation interferes in the relation between the motive and the skills intent. According to the results of that research in Greece a) the internal and the external motives have statistically a significant relation with the intention to continue the involvement in the ski activity , b) the managing of time and the improvement of the skiing skills are decisively involved in the intention prediction and c) the negotiating dimensions influence partially the relation between internal motive and intention.

Siomkos et al, 2005 studied the preferences of the Greek visitors in ski centres and concluded that the visitors evaluate especially positive the easy access to the ski centre, the prices of the lifts and food, as well as parking. Moreover, they found out that the visitors emphasize good service, the range of sports and the variety of the ski trails.

Due to the gap in the relevant literature we decided to conduct a study throughout Greece where we tried to examine the restrictive factors in the development of ski tourism as well as the segments of the market formed due to these factors.

Case Study

The research was conducted with the use of a structured questionnaire related with the examination of the views of the ski centre visitors. The evaluation of the views was based upon thirty restrictive factors- clauses (Gilbert and Hudson, 2000; Crawford, Jackson and Godbey, 1991). The measurement of the factors was on a five-degree Likert climax. The pilot questionnaire was tested on a sample of thirty people and the clauses which were not easily comprehended were corrected. The final questionnaire included information about the aim of the study, the demographic characteristics of the visitors, their lifestyle, their behaviour, the level of their satisfaction and the interpersonal, the intrapersonal and the structural restrictions. The research was conducted during the winter period 2001-2002. Totally 1316 questionnaires were distributed. They were handed out by groups of trained university students supervised by the researchers in twelve out of the twenty ski centres in the country.

The stratification analysis resulted in two groups of visitors who display significant differences between them mainly at the restrictive variables of Demand for Sports Services and Recreation Services in the ski centres. These variables cover all the three types of restrictive factors and they are the following, presented according to importance: available time, dangerousness of the activity, family commitments, long preparation procedure, expense, difficulties in learning, lack of belief in one's skills, other alternative recreation activities, fear of the ski lift and "I do not like challenging my natural abilities".

The research problem is based on the analysis of the following variables:

- Monthly personal income
- Annual frequency of visitors
- Intention for future visit
- Degree of visitor satisfaction
- Restrictive factors (intrapersonal, interpersonal, structural)

In our case the sample was not homogeneous regarding the original population, therefore, for the description of the groups of visitors non parametric statistical analysis was followed. First, K-Means Cluster analysis procedure was conducted and then Crosstabs procedure.

Results

For the clarification of the number of the groups examined by the K-means technique the hierarchical analysis preceded, on random population samples. After 10 analyses of samples chosen randomly in 30% (-400 observations) of the analysis population, the tree diagrams presented two groups with significant differences (distances).

Cluster	1	123
	2	102
Valid		225
Missing		1091

Table 1: Number of Cases in Each Cluster

The stratification analysis with the technique of spotting K observations, has showed that out of the total population of 1316 observations, 225 observations did not contain lacks in data and revealed two crucial in number groups of visitors (Table 1).

For the description of the two groups , there has been an examination of the differences between the mediums of each variable per group of analysis. According to the results of the fluctuation analysis (Table 2) the statistical index F is higher in the variables «Don't have enough time to go» (F_{29}=92.869), «It is dangerous» (F_5=87.720), «Too many family commitments» (F_{16}=83.706), «Too much planning involved» (F_{28}=71.742), «Don't have enough money» (F_{24}=61.203), «Harder to learn than other sports» (F_4=60.605). In these variables the average values display great differences between the groups in relation to the others. Thus, in these variables there are the greatest differences between the groups of visitors. Therefore, we have analysed the two groups on the basis of the restrictive factors that seem to provide a better explanation for their individualities.

According to the results, two market segments are formed. The first one could be characterized as "slightly dependent on restrictive factors" and the other as "highly dependent on restrictive factors". In the first group the majority are men: average age 30 years, high monthly income (>1000) and ten years of experience in skiing activities. The individuals of this group tend to visit the ski centres at the weekends more that four times annually. Most of them have a bachelor's degree and they are self employed. Their degree of satisfaction is rather high and the majority expresses their wish for visits in the near future. This segment of the market does not spend the night in the ski centres and organizes their visit on their initiative, while the kilometric distance is not a restrictive factor. Most of them exercise more than twice a week, while the majority visits ski centres abroad as well. They do not seem to be restricted by the time available, the dangerousness of the activity, the fear of the lift, the expense, the difficulties in learning, the other alternative activities; in general they seem to believe in themselves and their skills.

Table 2. Fluctuation analysis

	Variable	Cluster Mean Square	Error Mean Square	Df	F
F1	Anticipation of expense	34.517	.769	223	44.895
F2	Afraid of injury	28.171	.728	223	38.688
F3	Will get cold and wet	14.772	.566	223	26.088
F4	Harder to learn than other sports	43.368	.716	223	60.605
F5	It is dangerous	48.783	.556	223	87.720
F6	Scared of lifts	36.553	.641	223	57.015
F7	Afraid of heights	20.570	.621	223	33.116
F8	Don't fancy the physical challenge	38.007	.708	223	53.683
F9	Self-conscious or embarrassed	33.826	.566	223	59.790
F10	It would be too stressful	20.276	.585	223	34.654
F11	Others don't have the money	30.041	.801	223	37.499
F12	Others don't have the time	39.786	.812	223	48.977
F13	Cant find others to go with	38.215	.845	223	45.200
F14	It is an elitist sport	34.128	.861	223	39.632
F15	Partner is not interested	41.423	.994	223	41.680
F16	Too many family commitments	57.353	.685	223	83.706
F17	Others to good to take me	18.167	.648	223	28.029
F18	Will embarrass myself in front of others	15.939	.595	223	26.808
F19	Family are too young	10.589	.832	223	12.734
F20	Not chic and glamorous enough	14.336	.780	223	18.371
F21	Clothing and equipment too expensive	27.281	.918	223	29.708
F22	Lack of low-cost, all-inclusive	31.966	.950	223	33.637
F23	Prefer to take a holiday elsewhere	25.894	.644	223	40.208
F24	Don't have enough money	47.300	.773	223	61.203
F25	Slopes are you overcrowded	33.454	1.067	223	31.354
F26	Concerned about the lack of snow	38.499	.987	223	38.997
F27	Too much hassle buying or renting	32.368	.818	223	39.551
F28	Too much planning involved	57.921	.807	223	71.742
F29	Don't have enough time to go	66.449	.716	223	92.869
F30	Too many other leisure commitments	43.352	.734	223	59.097

In the second segment of the market there are more men of 32 years as their average age, a monthly income lower than 1000 euro and experience in skiing activities shorter than 10 years. The people included in this group visit the ski centres mainly at the weekends with an average rate of visit less than twice a year. Most of them have a bachelor's degree and their degree of satisfaction is quite high; half of them express their wish for future visits. Most of them do not spend the night in the centres and organize their visit on their own initiative, while the kilometric distance constitutes a restrictive factor. Most of them do not exercise more than twice a week and they do not often visit ski centres abroad. They seem to be restricted especially by the time available, the dangerousness of the activity, the family commitments, the preparation procedures, the cost and the other alternative activities. They do not seem to be restricted by the fear of the lift, the difficulties in learning and in general by the lack of confidence in themselves and their skills.

Conclusions

The types of slightly and highly dependent on restrictive factors visitors have crucial differences mainly due to restrictive factors. In particular, the most significant are the description criteria which belong to the category of structural resgtrictions: 1. available time, 2. long preparation procedure, 3. cost and 4. other alternative recreation activities. The intrapersonal restrictive factors are next : 1. dangerousness of the activity, 2. difficulties in learning, 3. lack of confidence in one's skills, 4. fera of the lift and 5. "I do not like to challenge my natural abilities". The interpersonal criteria come third in significance of the description of differences between the groups and they are represented by only one restrictive factor 1. family commitments.

Consequently, for the maintenance or the increase in the number of visitors in both market segments the marketing strategies which will be adopted should consider the individual characteristics of the two groups of visitors. More specifically, the responsible management executives after the description of the average visitor of each market segment , should promote the suitable mixture of marketing which will be adapted to the wishes and restrictions of each one of the two segments. This would result in the possible increase in the consumption of services and products in the mountain destinations.

At the research the sample of analysis regards only the visitors who answered the questionnaires fully during the days of the research. Therefore, the analysis is indicative and it may not represent the total annual population of visitors in the ski centres of the country.

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CLIMATE CHANGE: NONE IS SERIOUS TO TACKLE IT

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Abstract

Climate change has become the most challenging problem and task for every one living on the land escape of the earth. The most unfortunate thing is that neither the developed countries nor the developing economies are serious on this task and as a result, on concrete solution has come so far. There has been more myth rather reality. As the time running very fast, it has become imperative for those economies which are major player in the issue of climate change must come forward with a concrete solution to this problem at all costs. Otherwise, the globe will have to face irrecoverable damages and every one will have to bear the unimaginable loss of humanity and materials. The present paper analyses the major issues relating to solution to most vital and strategic challenges of the present Century.

Key Words: Kyoto Protocol, Bali Action Plan, Copenhagen Accord, global community, Mitigation, and Cancun summit.

Global warming has come up the biggest and most critical challenge of 21st Century. . For the last 25 years i.e. from 1985, global warming summits have been taking place. But the real breakthrough has not been come up and the same has become a distant dream. Copenhagen or COP 15 Accord made some head way and as a result; global leaders took note of it. But the same was not considered as a decision and hence, there was no legal binding on the members in respect of cut in global carbon dioxide emissions (chart). Keeping in mind the out come of Copenhagen Summit, it was believed that Cancun summit would give some concrete solution to the problem of global warming or climate change. The Cancun summit out come is mixture of optimism, consensus and compromises. Now in Durban (South Africa) in December 2011 what would happen and come out would largely depend upon the attitude and approaches of Developed and Developing nations. The most unfortunate thing is that the countries are not taking it as seriously as it should be. There is no doubt that if this is not taken seriously then in coming times the world become hell. ***The current disaster in Japan must be a lesson for developed nations and they must realize that the same disaster could happen to other parts of the world***

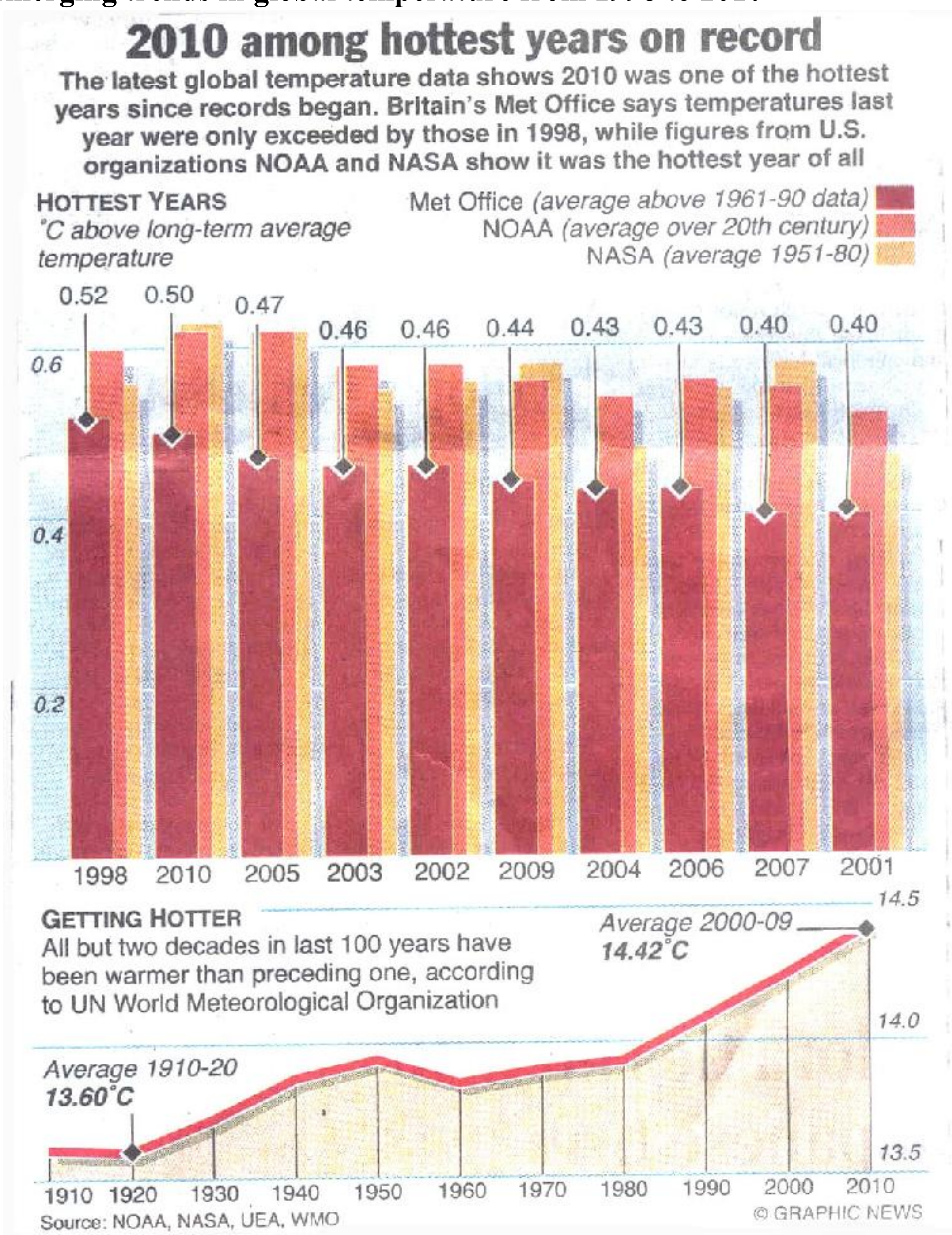
The globe is entering in era wherein the environment would get intertwined in a spiral of decline and degradation affecting the availability and access to water, food, and energy in a big way. According to a study, world over people would consume 10 per cent more water per year than nature could replenish ***[Mehta 2011]***. Increase in global warming has been melting glaciers and receding snowlines. Accordingly, seventy rivers have stopped flowing into the sea and as a result, aquifers are depleting. {**TOI**}

Persisting trends:

There has been three warmest years namely- 1998, 2005 and 2010 (chart 1). Since the beginning of the record of the global temperature, 2010 was one of the hottest years. The agencies of the UK and USA have also confirmed. The UK's Met Office revealed that temperatures exceeded in 2010 than that of 1998. Similarly, the US agencies namely- NOAA and NASA opined that the year 2010 has witnessed the highest temperature and hence is being considered as the hottest year {**Hindu**}.

Chart 1

Emerging trends in global temperature from 1998 to 2010



The United Nations Agency on Weather (UNAW) has pointed out that the globe is slowly but surely heating up. In 2010, the average global temperatures were 0.53 Celsius more than the recorded world temperature between 1961 and 1990. World Meteorological Organization (WMO) has observed that the year 2010 statistics confirms the globe significant long-term warming trend and the ten warmest years after records began as back as 1954 have all occurred since 1998 [***Jarraud 2011]***.

Emergence of worries:

The rising trend in global warming in terms of temperatures over the last Century i.e. 20th (average global temperature was 13.88 degrees Celsius) is creating more and alarming worries for climate experts. According to many atmospheric scientists, the major contributory factor has been a continuous rise in carbon dioxide and gases released into air because of burning of gasoline through engines and also due to the other industrial processes {**GHCN**}. As a result of these, the gases tend to trap heat in the atmosphere such as a greenhouse.

The worst impact has been witnessed in many countries of the world namely- Russia (heat wave); Pakistan (monsoon flooding); Sri Lank and Philippines; Brazil and Australia (heavy floods). In the beginning of 2011, Australia has again witnessed floods.

The year 2010 was also considered as the wettest. Since rain and snowfall patterns varied greatly world over, the atmospheric scientists are of the firm view that there is an immediate need for undertaking more researches to establish and confirm a link between the warmer temperatures with the unusual moisture {**GWA**}.

Why do we care?

Mankind has added enough greenhouse gases in the atmosphere to raise temperature to a dangerous level and emissions are set to keep rising, particularly from poorer economies for at least the short-term. We are already committed to what scientists believe would be serious impacts from rising temperatures such as more floods, droughts, heat waves and rising seas.

Global temperatures may be 4oC hotter by the mid-2050, if current greenhouse gas emissions trends continue. According to an UN Report climate change outpacing worst-case scenario forecast in 2007 by the UN's Intergovernmental Panel on Climate Change (IPCC)'.In the words of another study 'results are showing similar patterns (to the IPCC) but also show the possibility that more extreme changes can happen'.

Cost of Climate Change:

How much money is needed the most pertinent question that is a matter of concern for developed and developing nations. According to an estimate, the total cost involved into facing the chronic issue of climate change is US $ 1.1 trillion. The classification of cost for different components of climate change is given in table I.

Table I

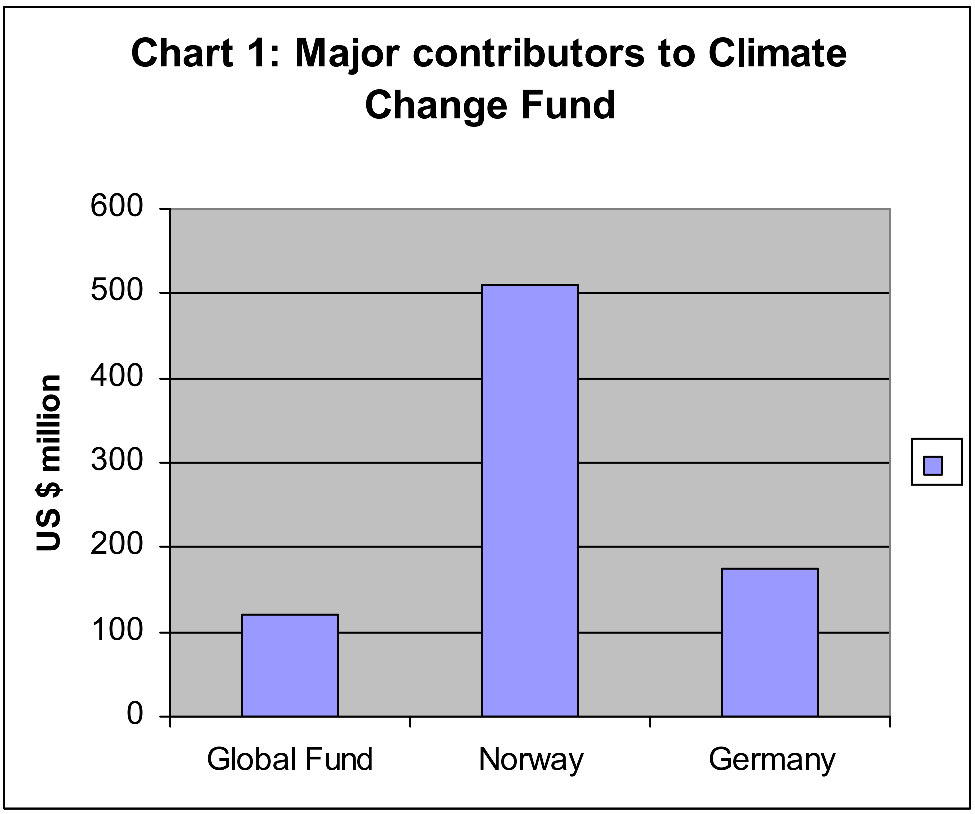
Money needed for different components of climate change 2010 to 2050

Reduced to after fuel, efficiency savings	US $ 53 billion
By 2030 for early weather warnings, flood prevention	US $ 100-150 billion
Climate funds rich should pay developing countries by 2020	US 147 billion

Source: Reuters.

Contribution of funds by different sources:

Funds already available for meeting the challenge of climate change and global warming stood at US $ 6.9 billion. The largest contribution has been made out by the World Bank amounting US $ 5.1 billion. Funds already made available by different countries can be seen from Chart 1.



Source: prepared by the author.

Delegates at the start of climate negotiations at Bangkok (Thailand) were told that the world expects action as they struggle to break the deadlock in talks for tougher pact to fight global warming. Agreement on climate funds and who will pay is an important or strategic segment to get a deal to fight climate change in Copenhagen (Denmark) in coming December 2009.

Proposal on how to raise funds:

The following are the major proposals for agreement in coming climate change negotiations:

a) US 4 15-25 (Norwegian) billion set quotas of greenhouse gas emissions permits for developed nations for 2013-2020 of which 2 per cent would be sold to them to raise funds.

b) US $ 10 billion (Mexican) international fund form all nations, based on their responsibility for causing climate change, national wealth and population.

c) US $ 55 billion (European Commission), expansion of carbon markets so rich earn rights to pollute by paying for emissions cuts in less developed countries.

d) US $ 28 billion (Least developed economies), Levy on international jet and shipping fuels.

Serious matter:

Rich or developed economies are fudging from their pledges. There has been an alarming gap between the commitment and resources provided. In December 2009, in Copenhagen the promise was made for '**fast start finance**' for meeting the cost of global warming. But the same is completely missing as one year has passed out. There is a pass off existing funding to the wrong recipients and hence, concrete steps have not been taken in the direction of reduction in carbon dioxide and gases.

At the UN Climate Change Summit at Copenhagen, developed nations has committed to provide an amount of US $ 30 billion between 2010 and 2012 for extending immediate help to poor countries and also those economies who are worst affected by global warming. These funds were committed as additional resources especially for small island states, African countries and the other least developing economies. Now more 14 months have passed out the commitments are yet to be materialized and there is doubt that disbursement touch two digit figures.

The matter is of worry that developed nations are attempting to sneak in their existing **aid to large developing economies as a part of fast start finance package**. For instance, the United States has earmarked an amount US $ 26 million to India. Similarly, European Union has earmarked aid to Brazil as part of the same. This failure to provide on fast start finance is the biggest disappointment after the grand bargain at Copenhagen.

The emerging economies namely-Brazil, South Africa, Russia, India and China have pointedly said that there is no point in initiating negotiations and discussion in regard to creation of Green Climate Fund unless and until a considerable or noticeable finances are made available under the fast start finance scheme.

Another matter of concern is the **future of Kyoto Protocol and its Second Commitment period** which would be the focal point in Durban in December 2011.These critical issues are on way to Durban.

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Global Warming and India:

India is one of the most affected countries due to global warming in the world. On the conservative projection, in India crop productivity could be declined by 20 per cent in years to come. Similarly, an increase of 8 to 10 per cent in the intensity of monsoon would result a rise in risk of floods and crop loss. May to October 2011 could see an up to rise of 20 per cent {**ST**}.

Temperatures in India are set to increase; way increase than what India has registered in the past 130 years. The monsoon too is going to change; it would rain as much; perhaps more, but in short, intense bursts, heightening the risk of floods and crop failure.

According to a study, day temperatures would be higher and there would be less respite from the heat at night. The band of high temperature days would get longer than now, and these unusual changes may result into more hear-waves deaths, apart from negative impact on crops. The average annual temperatures across India could increase by 2 degree Celsius by the middle of the Century and 3.5 degree Celsius by the end of the present Century (21^{st}) ***[patwardhan & Kumar 2011].***

If greenhouse gas emissions are not declined or managed properly, in India, the average daily maximum temperatures before the onset of monsoon will be routinely nearly 45 degree Celsius. And rains across India could go up by margin of 8 to 10 per cent by the end of 21^{st} Century. This could result into a higher intensity, raising the risk of floods and bad crops ***[Goswami 2011].***

A Case of Basmati Rice:

One of the examples of global warming impact is the enormous effect could be on the fragrant basmati rice famous world over. Basmati rice may lose not just aroma, the famously long grains may get shorter. In an experiment at Indian Agricultural Research Institute; when temperature during September comes to 26 degree Celsius, when the basmati rice begins to flower and , 15 to 20 days afterwards ***[Pathak 2011],*** when the grain begins to fill out, extra heat prevented the food stored by the crop traveling to the grain. Consequently, it failed to grow to the required or right length. The heat also destroyed fatty acids stored in the grain, a pre-requisite for basmati rice to give off its distinctive fragrance when cooked. It is believed that global warming may have enormous implications and impact on India's most popular basmati crop which stood at 4.5 million tones. Hence, it is imperative to find out the solution to this crop. The best solution to this crop would be to bring planting dates forward, so that high or unusual temperatures in September do not affect the crop in big way. The other alternative solution would be to develop a new, heat-resistant basmati variety, though they generally have smaller yields [***Singh 2011***].

The impact of these changes in global warming could be disastrous unless Indian Government pushes adaptation policies and plans. Even adapting, such as introducing heat resistant seeds, would not be able to completely counter the impact and implications of the changes.

Inferences drawn:

It is rightly said elsewhere that no water, no future, no food, no future, no energy no future; no environment, degraded future. Environment is impacted by every thing that happens in the other sectors of the economies and in turn it is impacted by them. There is an inextricable linkage. The gravity of the crisis stems from the very fact that natural balance between them has been disrupted. Copenhagen (December 2009) and Cancun (December 2010) notwithstanding, most people now accept that unless and until this balance is restored, the reality of sustainable development of the globe in general and India in particular **would remain a chimera or distant dream**.

In India, the existing situation clearly needs a comprehensive and cohesive strategy and the strategy should be framed within a holistic framework. There is an urgent demand that institutions be established to transform the strategy into reality or practice. The basic crux of the issue is such requirement push against conventional wisdom and vested interests. Hence, it is difficult **to transform the same from myth into reality.** But fact remains that nature would not wait one human's inertia. The crisis of **global warming would deepen further over time; the risks of a no future would become alarmingly a reality.**

CONCLUSION:

Climate change is one of the biggest challenges for entire globe. But developing economies and especially emerging economies like India and China are greatly affected. Hence, the need of the hour is to tackle the challenge with "utmost sincerity". The effects are of far reaching consequences. If human civilization is to be saved then there is no option before any country just to cooperate positively and constructively in save the earth from further decay. Cost-bearing should be logical keeping in mind the capacity of the every nation to contribute. Global decisions should strictly adhere to. The need of the day is to have collective approach to tackle the challenge. The possible replacement of the existing Kyoto Protocol by a new treaty suggested by the US must be deliberated, negotiated and finalized with all care and cautiousness as the same may have far reaching effects, consequences and implications for every country and continent. The decision should not be in haste. The future of Climate change issue is basically depending upon the out come of negotiations that have to be taken place in Durban, South Africa in December 2011.

Strategy for meeting the Challenge:

There is an immediate need **of new political will and strategy.** This has become imperative on the part of every one that the second commitment period has to be agreed upon before the expiry of the first commitment period i.e. 2012. The emerging economies namely- Brazil, South Africa, Russia, India and China should come up with a proposed framework for the second commitment period and emphasis must be from everyone. The **second Kyoto commitment period must reflect what science is telling us** and everyone needs to be work together.

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AN INVESTIGATION OF E-SHOPPING QUALITY DETERMINANTS AMONG STUDENTS AT A HIGHER LEARNING INSTITUTION

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Abstract

This study aims to investigate e-shopping quality determinants among students at a higher learning institution in Malaysia. Data was collected from 200 students and analyzed using multiple regressions. Results revealed that privacy/security emerge as the most important determinant of e-shopping quality among students followed by web site design. E-shopping quality does not determine by customer service and atmospheric/experiential factor. The e-retailers may improve or upgrade their e-shopping websites by understand which of the web site attributes influence consumers' beliefs about online shopping. This study provides important implications for e-tailors whose web site developers must keep in mind that customers are not only web users with trust/safety and information needs, but also shoppers with service and experiential needs.

Keyword(s): ***E-shopping Quality, Web site Design, Privacy, Security, Atmospheric, Experiential***

1. Introduction

Electronic shopping (e-shopping), also known as online shopping, is the process of buying goods and services from merchants who sell on the Internet. Website service quality is the customer's perception of the shopping website's ability to respond to customer's needs, be concerned about customers and provide a quality shopping environment. Shopper can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Information processing in online shopping environments has presented a challenge, depending upon an individual's level of knowledge, experience and cognitive ability (Li, 2010). The non-store retailer offers an increased level of consumer service that consists of greater product assortment, ease of orders, increased geographical scope, at-home delivery and liberal return polices. Generally, non-store consumers receive more information on features, benefits, and options than store shoppers do. Online shoppers cannot inspect the service environment and see or touch the products. There is more risk when purchasing products from an online store than from a physical store (Chiou & Pan, 2009).

The knowledge this study generates will be useful to e-tailers in two ways. First, the e-retailers can improve or upgrade their e-shopping websites by understand which of the web site attributes influence consumers' beliefs about online shopping. Second, e-tailers could learn more about how to entice purchasers to shop online more frequently, particularly the impact of consumer beliefs about online shopping on attitude and intention, and entice non-purchasers to initiate their first transaction online. The findings should be useful in the development of guidelines for online stores to obtain higher customer satisfaction, greater customer loyalty, and sales. Hence, this study aims is to investigate e-shopping quality determinants among students at a higher learning institution in Malaysia.

2. Literature Review

2.1 E-shopping Quality

E-shopping quality refers to overall consumer perceptions of the excellence and effectiveness of an e-tailer's product and or service offering through its virtual store. Both the quality of web site features or interface performance and the quality of features going beyond web site interface influence a consumer's perception of Internet shopping (Ahn, 2003; Wolfinbarger & Gilly, 2003). From the consumers' perspective, online shopping refers to a number of experiences including information search, web site browsing or navigation, ordering, payment, customer service interactions, delivery, post-purchase problem resolution, and satisfaction with one's purchases (Ha & Stoel, 2008). High quality e-shopping sites may result in the perception that one's e-shopping experience is fun and enjoyable where they do not have to drive, walk, search for merchandise, wait in lines, or carry large items.

2.2 Privacy/Security

Privacy refers to the degree to which the online shopping web site is safe and protects the customers' information. Consumers will hesitate to shop online if they do not feel assured that their credit card information is secure and protected from potential hackers (Collier & Bienstock, 2006). Prior research in the online shopping context indicates that consumers' perceptions of privacy have a significant and positive effect on their trust in the online vendor (Bart, Shankar, Sultan, & Urban, 2005; Liu, Marchewka, Lu, & Yu, 2005; Román, 2007). Thus, we propose the following hypothesis:
H1: E-shopping quality has been influence positively by perceived privacy or security.

2.3 Web Site Design

Web design is a process of conceptualizing, planning, and building a collection of electronic files that determine the layout, colours, text styles, structure, graphics, images, and use of interactive features that deliver pages to your site visitors. Professional Web design helps to make business appear credible online (http://www.networksolutions.com/education/what-is-a-web-site-design). A website is an address which can be server and location on the World Wide Web that contains web pages and can be accessed by anyone on the internet. (http://www.rocketface.com/designing_a_website.html). The quality of web site features or interface performance and the quality of features influence a consumer's perception of Internet shopping. The web site needs to be designed to suit the customer needs and satisfaction. Customers who get treatment and any satisfaction from e-shopping will able help to build a loyalty and quality to the brand. Therefore, we posited that:
H2: E-shopping quality has been influenced positively by perceived web site design.

2.4 Customer Service

Customer service is a function of how well an organization is able to constantly and consistently exceed the needs of the customer. Customer service is a wide variety of activities intended to ensure that customers receive the goods and services they require to satisfy their needs or wants in the most effective and efficient manner possible. (http://marketinginformationcentre.ca/marketing_definitions_%28c-d%29.htm).
Customer satisfaction is the feeling that a product or service has met the customer expectation. Customer service is normally an integral part of a company's customer value proposition. Customer service adds value to a product and builds enduring relationship is include all the interactions between a consumer and a provider at the time of sale, and thereafter. E-shopping quality always link to the customer services. Customer service refers to the degree to which the online shopping website is a chance to let the customer to trust them beside to satisfy

their needs. According to Lee, Pi, Kwok, & Huynh (2007), some variables and customer service are related to satisfaction in traditional stores may not be relevant in online stores, such as interpersonal interaction and the physical environment. In the online shopping, the consumer cannot face to face to meet the producer and enjoy the full customer service beside scare to belief the online website. Thus we hypothesize that:
H3: E-shopping quality has been influence positively by customer service.

2.5 Atmospheric/Experiential

Atmospheric may affect the consumer whether want to decide online shopping or not. Experiential means that one of the five things that makes adult learning different from pedagogy is that adults learn better when they can experience what they are learning. Experiential learning refers to the types of education that allow adults to be active, to do whatever it is they are learning. A consumer determined the quality of an e-shopping by considered atmospheric or experiential because of the expectation that they from the e-shopping might need to meet their needs. In order to emphasize it, the atmospheric of a website, buying process and experience of e-shopping is critical. The customer that goes through might learn something different that would bring effects on e-shopping quality. Accordingly, we hypothesized that:
H4: E-shopping quality has been influence positively by atmospheric/experiential.

3. Methodology

Two hundred questionnaires were completed by students 200 students at a higher learning institution in Malaysia with 80% response rate following simple random sampling technique; a technique that each element in the population has a known and equal probability of selection. Respondents answered by agreeing or disagreeing with the statement using a Likert scale from 1 = strongly disagree to 7 = strongly agree. Questionnaire items, as stated in Appendix 1, were adapted from Ha & Stoel (2008). A seven-point Likert scale ranging from 1 – strongly disagree, to 7 – strongly agree was used for the questions to indicate a degree of agreement or disagreement with each of a series of statements related to the stimulus objects. The data were analyzed using multiple regression analysis via the Statistical Package for Social Sciences (SPSS) program version 17.0 for windows, with the aim of studying the relationships between the independent variables and the dependent variable.

4. Data Analysis

Profile of Respondents

The descriptive statistics of the sample are listed in Table 1. Of the 200 participants, 27.5% are males, 72.5% are females, and 85% are between 20-40 years old. Most of them are young people. More than 50% of the respondents have a bachelor's degree or higher education level. Table 2 depicts respondent's e-shopping experiences. 63.5% express that they have e-shopping experience. More than 60% of them prefer to purchase apparel fashion via the Internet and only 8.5 % attracted for jewellery. 13% is the frequent buyer. Further investigation of the descriptive finding reveals that enjoyment led the factor that made e-shopping is more acceptable among the consumers, followed by quality element. They are encouraged to purchase online because of two main reasons: (1) secure and trust, and (2) convenience. 77% has spent more than RM 101 for e-shopping transaction and chosen e-banking as form of making payment.

4.1 Reliability

The research instrument was tested for reliability using Cronbach's coefficient alpha estimate. The degree of consistency of a measure is referred to as its reliability or internal consistency. A value of 0.70 or greater is deemed to be indicative of good scale reliability (Hair, Black, Babin, Anderson, & Tatham, 2010). The Cronbach's alpha for the five factors range from 0.811 to 0.973, suggesting that the constructs measures are deemed reliable (Table 3).

4.2 Correlation Analysis

Correlation analysis is performed is to examine the level of strength between the relationships of all the variables that have been stated. Table 4 summaries the results. As cited in Wong and Hiew (2005), the correlation coefficient value (r) range from 0.10 to 0.29 is considered weak, from 0.30 to 0.49 is considered medium and from 0.50 to 1.0 is considered strong. However, according to Field (2005), correlation coefficient should not go beyond 0.8 to avoid multicollinearity. Since the highest correlation coefficient is 0.711 which is less than 0.8, there is no multicollinearity problem in this research.

4.3 Multiple Regression Analysis

Multiple regression analysis was conducted to test the significance of each hypothesis in the research. Four hypotheses were proposed and results were enumerated in Table 5. The significant level was set at 0.05. Among the factors shown in the table, web site design and privacy/security have positive effects on e-shopping quality and are significant at the 0.05 level. Variances in e-shopping quality and independent variables are 86%. Detail findings are presented below.

Hypothesis 1 postulates the relationship between perceived privacy/security and e-shopping quality. Results show that e-shopping quality is significantly affected by perceived privacy/security (β=.13, t-value=2.24), shopping enjoyment (β = 0.415, t-value = 3.722). Thus, Hypothesis 1 is supported. Ones found that the web site has adequate security features. Therefore, they feel like their privacy is protected at the visited site and feel safe in their transactions.

Hypothesis 2 explicates the relationship between perceived web site design and e-shopping quality. Significant relationship exists in Hypothesis 2. Hence, e-shopping quality is affected by perceived web site design (β = 0.279, t-value = 2.577, p<0.05). The organization and layout of the web site facilities searching for products. The site gives enough information to identify the item to the same degree as if in the store as it allows browser to go exactly to what they want quickly.

Hypothesis 3 posited that e-shopping quality has been influence positively by customer service. Results revealed insignificant result (β = 0.071, t-value = 0.647, p>0.05). Thus, Hypothesis 3 is not supported where respondents find that customer service does not influence e-shopping quality. They have less concern that their inquiries are answered promptly and customer service personnel are always willing to help out. The empirical result by Shih (2004) shows that the web security did not direct affect the e-shopping quality.

The final hypothesis, Hypothesis 4 proposed that e-shopping quality has been influence positively by atmospheric/experiential. Atmospheric/experiential exhibited insignificant relationship with e-shopping quality (β = 0.150, t-value = 1.477). Its p-value is > 0.05, posited that Hypothesis 4 is also not supported. Whether experiential purchases, as opposed to materialistic purchases, are likely to increase well-being but these increases are likely to be due to increased satisfaction of psychological needs and/or decreased social comparison not the e-shopping quality. Participants indicated that experiential purchases represented money better spent, brought more happiness to them, and brought more happiness to others (Howell & Hill, 2009).

5. Conclusion and Recommendations

In a nutshell, results revealed that privacy/security has a significant relationship with the e-shopping quality and emerge as the most important determinant of e-shopping quality among students followed by web site design. Nonetheless, e-shopping quality does not determine by customer service and atmospheric/experiential factor. As indicated by the study, the majority of the consumers today are very concerns about the web site design while shopping on the Internet; thus customers need to adapt by learning the changes made to the website. If the quality of online shopping can be assured, people will certainly shop online. The e-shopping quality need to be addressed by all parties including the government, vendors, and organizations. This research can provide knowledge to know which website attribute influence consumer's belief about online shopping. Furthermore, the current findings will help developers design web sites by providing insights on how comprehensive their web site in terms of business activities to make the web site successful. This study surveys students at a higher learning institution in Malaysia that impedes the generalization of findings to older online consumers. Additionally, taking the number of factors in the research model into consideration, this study does not have adequate sample size to generalize the findings. It is recommended that further research should be conducted on a larger population since this study was conducted based on the findings taken only from 200 respondents.

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Table 1 *Demographic Profile of Respondents*

Demographic	Criteria	Frequency	Percentage
Gender	Male	55	27.5
	Female	145	72.5
Age	Less than 20	21	10.5
	20-40	170	85.0
	40-60	7	3.5
	More than 60	2	1.0
Education Level	SPM	15	7.5
	STPM	83	41.5
	Bachelors	102	51.0
	Masters	17	8.5
	Others	6	3.0

Table 2 *E-Shopping Experiences*

Question	Criteria	Frequency	Percent
What product do you purchase online?	Apparel Fashion	123	61.5
	Jewellery	24	8.5
	Reading Materials	53	3.0
Have you experience any e-shopping experience?	Yes	127	63.5
	No	73	36.5
Approximately how frequently you have purchased anything through e-shopping?	Frequent	26	13.0
	Seldom	110	55.0
	None	64	32.0
What makes e-shopping more acceptable among the consumers?	Quality	68	34.0
	Enjoyment	79	39.5
	Trust	53	26.5
What factors that encourage consumers to purchase online?	Secure and Trust	72	36.0
	Convenience	71	35.5
	Variety	57	28.5
How much do you spent for e-shopping?	Less than RM100	46	23.0
	RM101-RM350	109	54.5
	More than RM351	45	22.5
How do you make payment for e-shopping?	Credit Card	46	23.0
	e-banking	109	54.5
	Debit Card	45	22.5

Table 3 *Reliability Test*

Variable	No of item	Cronbach's Alpha
Web Site Design	4	0.973
Customer Service	6	0.842
Privacy / Security	9	0.902
Atmospheric / Experiential	5	0.811

Table 4 *Correlations Analysis between Variables*

	1	2	3	4
(1) Web Site Design	1			
(2) Customer Service	0.709(**)	1		
(3) Privacy /Security	0.695(**)	0.711(**)	1	
(4) Atmospheric /Experiential	0.653(**)	0.646(**)	0.685(**)	1

** Correlation is significant at the 0.01 level (2-tailed)

Table 5 *Influence of the Independent Variables on Dependent Variable*

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Web Site Design	0.201	0.078	0.279*	2.577	0.011
Customer Service	0.054	0.084	0.071	0.647	0.519
Privacy/Security	0.273	0.073	0.415*	3.722	0.000
Atmospheric/ Experiential	0.105	0.071	0.150	1.477	0.141
Multiple R			0.294		
R^2			0.86		
Adjusted R^2			0.67		
F			4.597		
Sig. F			0.001		

Note: * denotes a significant value as p<0.05

Appendix 1 *Measurement of Items*

Web site design
The site doesn't waste my time
I can go to exactly what I want quickly
The organization and layout of the web site facilities searching for products
The site gives me enough information so that I can identify the item to the same degree as if I am in the store

Customer Service
The company is ready and willing to respond to customer needs
The web site has reasonable shipping and handling costs
Customer service personnel are always willing to help you
Inquiries are answered promptly
When you have a problem, the web site shows a sincere interest in solving it

Privacy/security
I feel like my privacy is protected at this site
I feel safe in my transactions with this web site
I feel I can trust this web site
The web site has adequate security features
The company behind the site is reputable

Atmospheric/experiential
It is really fun to shop at this web site
The site almost says, “come in and shop”
Buying at this web site is exciting for me

IMPACT OF UNEMPLOYMENT ON SUICIDE ATTEMPTS AND OTHER SOCIAL EVILS: EVIDENCE FROM CAPITAL CITY OF PAKISTAN

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Abstract

The purpose of this research is to identify the some main causes of unemployment in our country and its impact on behaviour of young generation, suicide attempts and drug addiction. Five point Likert Scale questioner is designed to record the response from students of NUMAL and International Islamic University Islamabad. In the end some suggestions are also proposed in this regard.

Key Words: Unemployment, Suicide attempts, Drug Adiction.

1. Introduction:

It is the most ablaze issue of today society that the men and women are being found attempt suicides, taking drugs and destroying their lives by other horrible methods. The main cause of such a miserable behaviour is the unemployment. The effects are not limited to the poor countries and underdeveloped countries the countries like U.S.A and England are also suffering from the problem of non availability of jobs in the country. The most effected group is the fresh graduates, because when the go to the market for jobs they face unexpected conditions and social pressure to become independent and serve their families also grounds for enhancement of frustration. That ultimately boosts the evils like suicide and drugs addiction. The factors which have made it most critical and extreme are the unbalance of trade and the terrorism in Asia. Particularly in Pakistan that is due to Pak-Afghan war which has terribly boosts the reduction of trade and ultimately that bring the era of recession. The world economic crisis also seems responsible for such conditions and caused for flaming such social evils in young generation.

2. Research Methodology

Target population related in this study consists of all the educated individuals living in Islamabad. Sampled population consists of persons in NUML Islamabad and Islamic International University, Islamabad. Sample size is 100 and personal interview technique and questioner are used as tool for data collection. By using this method we clearly explained to the respondents the objectives of survey and the exact nature of data requirements and persuaded them to give us the required information.

2.1. Demographics

Table 2.1

Gender of Respondent

		Frequency	Percent
Valid	Male	52	52.0
	Female	48	48.0
	Total	100	100.0

Table 2.2

Age of the respondents

		Frequency	Percent
Valid	18-25	74	74.0
	26-40	20	20.0
	Above 40	6	6.0
	Total	100	100.0

Table 2.3

Education of respondents

		Frequency	Percent
Valid	Inter	5	5.0
	Bachelors	18	18.0
	Masters	77	77.0
	Total	100	100.0

Table 2.4

Respondent are Employed are not

		Frequency	Percent
Valid	Yes	42	42.0
	No	58	58.0
	Total	100	100.0

3. Data Analysis

3.1. Hypothesis 1:

H_0: p = .5, 50% unemployment is due to political instability.

H_1: p ≠ .5, 50% unemployment is not due to political instability.

Table 3.1

Binomial Test

		Category	N	Observed Prop.	Test Prop.	p- value (2-tailed)
Lack of Political Rules	Group 1	Yes	69	.69	.50	000
	Group 2	No	31	.31		
	Total		100	1.00		

Calculated value of Z = 3.8, p-value = 000,

Conclusion: Since p-value<α, so we reject H_0 and conclude that 50% unemployment is not due to political instability.

3.2. Hypothesis 2:

H0: p = .6, 60% people think that lack of home base industries causes unemployment.
H1: p ≠ .6, 60% people think that lack of home base industries does not causes unemployment

α = .05

Table 3.2

Binomial test

		Category	N	Observed Prop.	Test Prop.	P-value (2-tailed)
Lack of home base industries	Group 1	Yes	54	.54	.60	0.484
	Group 2	No	46	.46		
	Total		100	1.00		

Calculated value of Z = 1.20, p-value = 0.484,

Conclusion: Since p-value >0.05, so we accept H_0 and conclude that 60% people think that lack of home base industries causes unemployment.

3.3. Hypothesis 3:

Ho: There is independence between family relations and drug addiction causes unemployment.

H_1: There is no independence between family relations and drug addiction causes unemployment.

α = 0.05 is used.

Test Statistics:

χ^2 - Test is used.

$$\chi^2 = \sum\left(\frac{(o_i - e_i)^2}{e_i}\right), \text{ where, } \chi^2 \sim \chi^2_{(r-1)(c-1),\alpha(1),}$$

Critical region:

If p-value $\leq \alpha$ (=0.05) then we reject H_o, otherwise we do not reject

Unemployment and drug addiction * disturbance in family terms Cross tabulation

Table 3.3

Count

		disturbance in family terms			Total
		Agree	Agree of Some Extent	Disagree	
unemployment and drug addiction	Agree	31	10	5	46
	Agree of Some Extent	18	24	7	49
	Disagree	1	4	0	5
Total		50	38	12	100

χ^2 =13.343, r = 3, c = 3, d f =4

p –value=0.010

Conclusion: As p-value$\leq$0.05, so we reject H_o and conclude that there is no independence between family relations and drug addiction causes unemployment.

3.4. *Hypothesis 4:*

Ho: There is independence between privatization and nationalization causes

H_1: There is no independence between privatization and nationalization causes unemployment

$\alpha = 0.05$

Test Statistics:

χ^2 - Test is used.

$$\chi^2 = \sum\left(\frac{(o_i - e_i)^2}{e_i}\right), \text{ where, } \chi^2 \sim \chi^2_{(r-1)(c-1),\alpha(1),}$$

Critical region:

If p-value $\leq \alpha$ (=0.05) then we reject H_o, otherwise we do not reject

Computations

Privatization of Respondent * Nationalization of Respondent Cross tabulation

Table 3.4

Count

		Nationalization of Respondent		Total
		Yes	No	
Privatization of Respondent	Yes	9	27	36
	No	17	46	63
Total		26	73	99

χ^2 =0.047, r = 2, c = 2, d f =1

P-value=0.829

Conclusion: As p-value>0.05, so we accept Ho and conclude that there is independence between privatization and nationalization causes unemployment.

4. *Conclusion and Recommendations*

The intention to do this research was to provide qualitative data on psychological impact of unemployment. From the collected data analysis we concluded that the unemployment is one of the major problems of the society. Pakistan is an agricultural country 60% of population belongs to that and major portion of the economy depends on this sector. Many factors are responsible for the backwardness of this sector. Non availability of new machines and if some have such machines they don't have such people who can operate it. Pakistan is the one of the countries which has largest population growth rate and as compare to that the industrial development is not such to compete that. They are unable to create new jobs in the market which creates unemployment and mental pressure on the generation. The world has become global village and had shown unbelievable progress in the IT and mechanical field. The new and modern machines are being used by the countries like Australia to increase their agricultural production. Pakistan also has some such machines but the no availability of technical skills and persons having knowledge to operate cause for the backwardness of this sector and grounds for unemployment. The industrial sector is also as not strong to provide and accommodate the new ones which bring unemployment. Unemployment cause for the bad reputation of the country the bad governance and ineffectual education class is responsible for the unemployment. The results shows the youngsters who are not happy with their jobs were identical in term of mental health level form the unemployed youngsters.

The development of agricultural sector by introducing g new machines, land reforms and providing technical skills to the person this sector can be improved and have the potential to create new jobs. Such steps will also be helpful for improvement of industrial sector because agricultural sector is the source of inputs for the industrial sector. The role of the government also cannot denied in the improvement by providing fertilizers and seeds on the lower costs to the farmers for the improvement of agricultural sector. Zakat is the best system for the equal distribution of the money in the country. And the last the government should aware the people about the growing rate of the population and should educate them about family planning program that will enable them not for their better lives but will also secure their children future.

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