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# Study of Communication Techniques used by Service Providers in Tourism Industry with Special Reference to MTDC

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## ABSTRACT

Service providers are supporting hands for MTDC Resorts. Mainly three types of service providers are there 1) Food provider 2) Dry clears 3) Tourist Guide. Present research paper studies the communication techniques used by service providers in tourism industry.

**Keywords:** Service providers, communication techniques, smartphone, social media.

## I. Introduction

Service providers are supporting hands for MTDC Resorts. Mainly three types of service providers are there 1) Food provider 2) Dry clears 3) Tourist Guide. Food providers provide food to tourist. Dry clears provide laundry facility to tourist. Tourist guide provides assistance to tourist for information of cultural, historical and heritage interpretation. Present Research paper contains presentation and analysis of data. This is an effort to suffice the objectives set for this research.

## II. Objectives

1. To examine use of Internet, use of mobile, smart phone and social media by service provider
2. To study ways of communication used by service providers to approach the tourists.
3. To find the problems and drawbacks of existing communication techniques used by service providers.

## III. Data Analysis and Interpretation

This paper presents and interprets the survey data collected from seventy five service providers of MTDC of different MTDC resorts and hotels. The structured questionnaires for service provider of MTDC are prepared. Interpretation is done according to response of questionnaire given by service providers.

## Use of Internet by service provider

Table No 1  
Use of Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	75	100.0	100.0	100.0

The above table shows that the no service provider uses internet.

## Use of Mobile by service provider

Table No 2  
Use of Mobile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	55	73.3	73.3	73.3
	Always	20	26.7	26.7	100.0
	Total	75	100.0	100.0	

The above table shows that 73.3% service provider uses mobile frequently and 26.7% uses mobile always.

## Use of Smart Phone by service provider

Table No 3  
Use of Smart Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	75	100.0	100.0	100.0

The above table shows that the no service providers were using smart phone.

## Use of Social Media by service provider

Table No 4  
Use of Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	75	100.0	100.0	100.0

The above table illustrates that the no service providers were using Social Media.

*Ways of communication used by service providers to approach the tourists*

	Use of Phones	Use of Computer Application	Use of Personal visit	Use of Personal Contacts	Use of Advertisement for communications
N	75	75	75	75	75
Valid	75	75	75	75	75
Missing	0	0	0	0	0
Mean	4.25	1.00	4.95	1.00	1.00
Median	4.00	1.00	5.00	1.00	1.00
Mode	4	1	5	1	1
Std. Deviation	.438	.000	.226	.000	.000

**Table No 6**  
Use of Phones for communications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	75	100.0	100.0	100.0
Frequently	56	74.7	74.7	74.7
Always	19	25.3	25.3	100.0
Total	75	100.0	100.0	

**Table No 7**  
Use of Computer Application for communications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	75	100.0	100.0	100.0
Never	75	100.0	100.0	100.0

**Table No 8**  
Use of Personal visit for communications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	75	100.0	100.0	100.0
Frequently	4	5.3	5.3	5.3
Always	71	94.7	94.7	100.0
Total	75	100.0	100.0	

**Table No 9**  
Use of Personal Contacts for communications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	75	100.0	100.0	100.0
Never	75	100.0	100.0	100.0

**Table No 10**  
Use of Information brochures for communications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	75	100.0	100.0	100.0
Never	75	100.0	100.0	100.0

**Table No 11**  
Use of Advertisement for communications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	75	100.0	100.0	100.0
Never	75	100.0	100.0	100.0

From the above table it is clear that ways of communication used by service providers to approach the tourists are either personal visit or phone calls. Phones are used frequently (74.7% service providers) whereas 25.3% were using it always. Personal visit are used always by 94.7% service providers. Computer Application, Personal Contacts, Information brochures and Advertisement are never used by service providers. Mode of payment for service used by service providers.

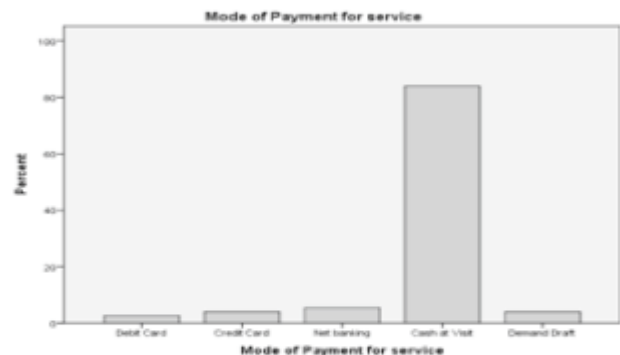
Service provider can use mode of payment as Debit Card, Credit Card, Net banking, Cash at Visit or Demand Draft.

**Table No 13**  
Mode of Payment for service

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	75	100.0	100.0	100.0
Debit Card	2	2.7	2.7	2.7
Credit Card	3	4.0	4.0	6.7
Net banking	4	5.3	5.3	12.0
Cash at Visit	63	84.0	84.0	96.0
Demand Draft	3	4.0	4.0	100.0
Total	75	100.0	100.0	

The mode of payment for service used by service provider gives likert scale model value is (4). It shows that the most popular mode of payment is Cash at Visit (84.0%) which is clearly shown in graph.

**Graph No 1: Mode of Payment for service**



#### IV. Service Providers opinion

1. No service provider uses internet. ( Table No 1 )
2. 73.0% service providers use mobile frequently. (Table No 2)
3. No service providers use smart phone. ( Table No 3)
4. No service providers use Social Media. ( Table No 4)
5. Ways of communication used by service providers to approach the tourists are either personal visit or phone calls. Phones are used frequently whereas some use it always. Personal visits are used always by service providers. Computer Application, Personal Contacts, Information brochures and Advertisement are never used by service providers. ( Table No 5 to Table No 11 )
6. The most popular mode of payment for service used by service providers is Cash at Visit (84.0%).( Table No 12 to Table No 13)

#### V. Suggestions

Service providers play significant role in tourism industry. Hence the Proper authentications of service providers are required in order to maintain the security as well as the standard of MTDC resorts.

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