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## **Gap Analysis of Stakeholders' Perception in Tourism Industry**

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## Gap Analysis of Stakeholders' Perception in Tourism Industry

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### ABSTRACT

*The paper mainly focused to determine the stakeholder profile and establish the perception gap between tourist and service providers mainly hoteliers and tour operators. A research framework is constructed and tested using data produced by three independent surveys of tourists and tourism service providers viz. hoteliers and tour operators from the 10-tourist sites viz. Aundh, Sajjangarh, Kas, Thoseghar, Ajinkyatara, Mahabaleshwar, Panchgani, Pratapgarh, Wai and Koyna of Satara district. The study concluded that there is a difference of opinion amongst stakeholders in case of satisfaction and importance of those 33 available tourist services and amenities in the district.*

**KEYWORDS:** Services, Perception, Gap Analysis, Tourism Industry, Maharashtra

**ARTICLE TYPE:** Research paper

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