Gap Analysis of Stakeholders’ Perception in Tourism Industry

Rajashri Ramesh Chavan and Sarang Shankar Bhol

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara, Maharashtra, India., Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara, Maharashtra, India.

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Gap Analysis of Stakeholders’ Perception in Tourism Industry

Rajashri Ramesh Chavan¹ and Sarang Shankar Bhola²

¹Assistant Professor, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara, Maharashtra, India.
²Associate Professor, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara, Maharashtra, India.

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

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