ATTITUDE OF MIDDLE EAST BASED NON RESIDENT INDIANS TOWARDS STADIUM SERVICES IN INDIA DURING INDIAN PREMIER LEAGUE CRICKET EVENT 2013

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ABSTRACT
With IPL gaining ground in India and tourist momentum on a rise, there is a need to analyse the attitude of NRIs based in Middle East towards stadium services offered during the IPL and keeping this in view the researcher presents the analysis of response of 261 respondents classified on various parameters towards the stadium services using ANOVA. It has been found that factors like time it takes to enter the stadium, security check and convenience aspect, behaviour of Indian viewers, ease in online booking of tickets and availability of quality food stuff and communication signage & live streaming of action are relatively more significant and witness higher variation.

KEYWORDS: IPL, NRIs, Sports Tourism, Stadium Services