

Research Article

Benchmarking of Andhrapradesh and Mardin

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Abstract

Analyzing strengths, weaknesses, performances and ideologies of two organizations is the process for benchmarking. Benchmarking is essentially the procedure of measuring the execution of one's organization against the best in the same or other industry (Stevenson 1996). It helps the organization in implementing the best practices and also accelerates the rate of change and provides realistic improvement goals. Benchmarking enables to scrutinize our own process and learn from others. Benchmarking now a days has been a widely used management tool to identify who is best and what makes them successful, in both manufacturing and service companies. It is being used as extension of existing total quality management program. This article discusses on different accepts of bench marking and analysis between two touristic destinations, namely Mardin(Located in Turkey) and Andhra pradesh(Located in India).

Keywords: Benchmarking, Mardin, Andhrapradesh, India, Turkey.

1. Introduction

Quite often, the benchmarking concept is understood to be an act of Imitating or copying. But in reality this proves to be a concept that helps in Innovation rather than imitation, as stated by Thompson and Cox (1997). However, benchmarking offers firms a tangible method to evaluate

Performance (Kazmi, 2007). In spite of the wide utilization of benchmarking procedures in quality, showcasing, back, engineering improvement in the assembling business, benchmarking is still an obscure notion in the administration business, especially in the tourism field. Tourism still represents one of the largest economic sectors and is widely recognized as an important factor in regional development (Commission of the European Communities, 2010). Just like any other economic sector, tourism also faces competitive pressures which are rising substantially in today's globalized society (Kozak, 2004). Tourist destination benchmarking presents particular management challenges (M. Kozak, M. Rimmington 1999).

The awareness of benchmarking gives an establishment for building operational plans to meet and surpass the standard and promote knowledge of business improvement opportunities. As per the practitioners and also scientific communities benchmarking can generate improvements breakthroughs that lead to insight the need for long term planning.

2. What is benchmarking

Despite of wide use of benchmarking strategies in quality,

marketing, finance, technology innovation in manufacturing industry, benchmarking is still an obscure idea in the service industry, especially in the tourism field.

Many researchers have stated benchmarking in different aspects which helps in benchmarking the tourism destination in different criteria's.

2.1 Definitions of benchmarking by different Authors

Author	Definition	Year	Focus of definition
Spendolini	Benchmarking is a continuous systematic process for evaluating the products, services and work of organizations that are recognized as representing best practices for the purpose of organizational improvement	1992	Internal and functional focused
McNair & Leibfried	Benchmarking is an external focus on internal activities, functions, or operations in order to achieve continuous improvement.	1992	Internal and functional focused
Garvin	Benchmarking is a disciplined process that begins with a thorough search to identify best-practice-organizations, continues with the careful study of one's	1993	Functional and comparative Focused

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	own practices and performance, progresses through systematic site visits and interviews, and concludes with an analysis of results, development of recommendations and implementation.		
Watson	Benchmarking is a continuous search for, and application of, significantly better practices that lead to superior competitive performance.	1993	Internal focused
Stevenson	Benchmarking is simply the process of measuring the performance of one's company against the best in the same or another industry	1996	Internal focused
Emulti&Kathawala	Benchmarking is a quality tool that can help in this process and it can be used in a variety of industries, both services and manufacturing	1997	Functional focused
Palmer	Benchmarking can be defined as a process by which companies set standards for themselves, based on a study of best practices elsewhere.	2001	Functional focused
Wöber	The aim of benchmarking is generally to improve one's own performance.	2002	Internal focused

However, for smaller companies benchmarking may be too time-consuming or too expensive (Micklewright, 1993). As the reason tourism industry containing many small businesses would not consider benchmarking.

The strategy used here will show that small companies can take a benchmarking strategy without the fear of expenses or sharing information with perceived competitors.

Benchmarking methods fall into four main categories: internal, competitive, functional and generic (Camp, 1989, Zairi&Leonard, 1994). These can be defined as follows:-

Competitive benchmarking: it is an examination with an immediate competitor. It is the direct and easy way of benchmarking.

Internal benchmarking: The search for best practices internally.

Functional benchmarking: Which looks at specific functions with similar functions that are best in class' (usually non-competitive).

Generic benchmarking: This considers processes that extend across functional barriers and organization sectors given by M. Cano (2001)

3. Process of Benchmarking

Benchmarking is a structured system that requires your organization to move through an arrangement of steps so as to complete a benchmarking process. Identifying who you should compare your organization to be one of the most important steps. The steps that are involved in the process of benchmarking are (Source: Camp 1989):

- Stage 1: Planning
 1. Identify what is to be benchmarked.
 2. Identify comparative companies.
 3. Determine data collection method and collect data.
- Stage 2: Analysis
 4. Determine current performance 'gap'.
 5. Project future performance levels.
- Stage 3: INTEGRATION
 6. Communicate benchmark findings and gain acceptance.
 7. Establish functional goals.
- Stage 4: Action
 8. Develop action plans.
 9. Implement specific action and monitor progress.
 10. Recalibrate benchmarks.
- Stage 5: Maturity
 11. Leadership Position Attained.
 12. Best Practices Fully Integrated into Process.

4. Description about Mardin

The city is spotted on the slant of a hill looking down south to the Mesopotamian plains. Mardin is on the rail and roadway tracks joining Turkey to Syria and Iraq. The city existed under the rule of the Hittites, Hurri-Mitani, Surs, Persians, Babylonians Romans, the Seljuk Turks and Arabs. Eventually, the Mardin sector of the Artuklu Kingdom called "Tabaka Ilgaziyye" was made and the city flourished throughout this time. Mardin is a 7000-year-old city that has had many diverse civilizations.

The city used to be regarded as "Marde" by the Persians, "Mardia" by the Byzantine, "Maridin" by the Arabs and "Merde-Merdo-Merdi" by the Syriac. These were converted into "Mardin" after the range was involved by the Turks. It has likewise been a city of numerous religions and languages. A Turkish official named Mardin as the "capital of religions and dialects". (Istvan EGRESI, Fatih KARA, Büşra BAYRAM, 2012) an impact of the various languages spoken in the territory and of the co-home of individuals of diverse religious category. Consequently, the region is honored with an extraordinary number of religious and social destinations. Between 1160 and 1932 the city was the seat of the Syriac Orthodox Patriarchate of Antioch. Today the Patriarch exists in Damasc.

Syria yet the presence of numerous houses of worship and religious communities in the territory of Mardin talk in the vicinity of an extraordinary Christian past. Beginning with the 12th century the territory was managed by Muslims, Artukid Turks at first, succeeded by the, Akkoyunlu Turks and at last in the sixteenth Century the region was vanquished by the Ottoman Turks. They have constructed various religious structures mosques,

medreses, tombs, and so forth making an unique Turkish-Islamic development.

Mardin region comes under the GAP venture. GPA is The Southeastern Anatolia Project (GPA) is a multi-division and mixed regional advancement effort approached in the setting of sustainable improvement. Its essential goals incorporate the change of living standards and salary levels of individuals to dispense with local advancement variations and helping such national objectives as social strength and economic growth by upgrading profit and job chances in the rural division. The project area covers 9 administrative provinces **Batman, Adiyaman Diyarbakir, Kilis, Gaziantep, Mardin, Sanliurfa, Siirt and Sirtak** in the basins of the Euphrates and Tigris and in Upper Mesopotamia.

Upon the consummation of the GAP, 100,000 hectares of land in the territory will be under cultivation society and cotton will be prepared at ventures in the Organized Industrial Site. Other guaranteeing businesses could be food stuffs, products of the soil handling and seed processing. chemical manure plants in the region will supply part of phosphate manures required in yield cultivating. Also its Organized Industrial Site, Mardin likewise has its Small Industrial Site containing 190 undertakings and fit for utilizing 1,140 persons.

The population of the province is 773,026 (Census of 2012). Derik, Dargeçit, Kiziltepe, Merkez, Mazidagi, Midyat, Ömerli, Nusaybin, Yesilli and Savur are Mardin's districts in the periphery.

As Mardin occur in Mesopotamia and in light of this, its an extremely old, authentic and fascinating place. You can see the most oldest constructions here. Mardin was previously an extremely paramount community for Christianity. Design structures having a place with distinctive ages have connected time in an extraordinary architectural integrity.. One can find special Mardin houses; churches of Behrimiz, Kırklar, Mar Mihail, Mar Yusuf, Virgin Mary and Mar Bitris; medresses of Zinciriye, Kasimiye and Marufiye; monasteries of Deyr'ul Umur and Deyr'ul Zafaran ; mosques of Çubuk, Molla Hari and Ulu and the castle as important buildings in this integrity.

The culture of Mardin bears the engraving of different antique civilizations prospering in the province. Mardin has a many historical, cultural and architectural lavishness. It is evident that this abundance has the potential of helping much to the advancement of the province and national tourism if activated and supervised properly. In later years Mardin has turned into a middle of fascination for numerous individuals from diverse parts of the world. Mardin is a city where large language and ethnic groups contact each other. Ural-Altaic languages (Kurdish-Turkish), Indo-European and Semitic languages (Arabic and Syriac) are spoken in Mardin and these languages are intertwined with each other. Turkish is used in the official relations with the government and other than this all the three languages are used in every walk of daily life. Mardin has been home for several races, ethnic groups and religious communities for centuries. Mardin has been home for several races, ethnic groups and religious communities for centuries. It is one of the important

centers of Eastern Christianity. After Venice and Jerusalem which, with their architectural, ethnographical, archeological, historical and visual values, give the impression that time has stopped there, it is the third habitable protected city and acknowledged to be completely a historical heritage.

In the year 2014 the present Mardin central area will be named 'Artuklu' because of Turkish government rules which might impact after the 2014 elections in this district.



Source: maps.google.com/maps

A outline of Mardin in geographical representation

5. Description about Andhra Pradesh

Andhra Pradesh truncated A.p., is one of the 28 states of India, arranged on the nation's southeastern coast. It is

India's fourth biggest state by territory and fifth biggest by population. Its capital and biggest city is Hyderabad. Andhra Pradesh is flanked by Maharashtra, Orissa and Chhattisgarh to its north, Karnataka to its west, Bay of Bengal to its east and Tamil Nadu to its south.

As per the Planning Commission of India, in the fiscal year 2011-12 the state was second in ostensible GDP, and in GDP for every capital it ranks fourth. Andhra Pradesh GDP in budgetary year 2011 was 567636 crore (US\$87 billion). It is verifiably called the "Rice Bowl of India" because of 77% of its production of rice.

Andhra Pradesh is advertised by its tourism section as the "Koh-i-Noor" of India. Andhra Pradesh is called as a 'Rice Bowl' of India. It has a rich and special society in India. It is a residence for numerous sorts of tourism i.e. Journey, Heritage, Adventure, Cultural, Educational, Beach, Geological, Eco-Tourism.

Andhra Pradesh is the home of numerous religious explorer centers. Tirumala Venkateswara Temple in Tirupati is as per adherents the residence Hindu god Venkateswara. Srisailem, settled in the Nallamala Hills is the residence Mallikarjuna and is one of twelve Jyothirlingas in India. Amaravati's Shiva sanctuary is one of the Pancharamams, as is Yadagirigutta, the habitation an avatara of Vishnu, Lakshmi Narasimha. The Ramappa sanctuary and Thousand Pillars sanctuary in Warangal are renowned worldwide for their sanctuary carvings. The state has various Buddhist centres at Amaravati, Bhattiprolu, Nagarjuna Konda, Nelakondapalli, Ghantasala, Dhulikatta, Thotlakonda,

Bavikonda, Shalihundam, Bojjannakonda (Sankaram), Pavuralakonda, Kolanpaka, and Phanigiri. And also the Vijayanagara Empire assembled number of landmarks, incorporating the Srisailem sanctuary and Lepakshi sanctuaries.

Araku Valley the resplendent shores at Visakhapatnam, the one-million-year-old limestone buckles at Borra, pleasant Araku Valley, slope resorts of Horsley Hills, waterway Godavari hustling through a restricted crevasse at waterfalls at Ettipotala, Papi Kondalu Kuntala and rich bio-differences at Talakona are a portion of the characteristic attractions of the state. Kailashagiri is a recreation center close to the ocean in Visakhapatnam. Visakhapatnam is home to other vacation destinations, for example the Ins Kursura S20 Submarine gallery, the longest beach street in India, Yarada Beach, Araku Valley, and Indira Gandhi Zoological Gardens.

The Borra Caves are placed in the Anatagiri Hills of the Eastern Ghats, close Vishakapatnam. They are at a height of around the range of 800 to 1300 meters and are celebrated internationally for million-year-old stalactite and stalagmite creations. They were revealed by British geologist William King George in 1807. The holes get their name from an arrangement inside the hollows that resembles the human mind, which in the nearby dialect, Telugu, is regarded as burrs. The Belum caverns were framed because of disintegration in limestone stores in the region by the pitifully acidic water of the Chitravati River a large number of years prior.

The Papi Hills are placed in Khammam locale, close Bhadrachalam. Vessel travels are accessible on the stream Godavari. The Belum Caves in Kurnool District have a length of 3,229 meters (10,594 ft), making them the second biggest regular buckles on the Indian subcontinent. The Belum Caves infer their name from Bilum, the Sanskrit word for caverns. In Telugu, the caverns are regarded as Guhalu. The hollows have long entries, roomy chambers, freshwater exhibitions, and siphons. The holes' deepest focus is 120 feet (37 m) from the passage and is known as patalaganaga.

Horsley Hills, rise 1,265 meters (4,150 ft), is a hot time of year mount resort in Andhra Pradesh, something like 160 km (99 mi) from Bangalore and 144 km from Tirupati. The town of Madanapalle untruths close-by. Major vacation spots incorporate the Mallamma sanctuary and the Rishi Valley School. Horsely Hills is the flight focus for the Koundinya Wildlife Sanctuary at a separation of 87 km.

Nirmal is celebrated internationally for its handworks and painted creations. Kuntala waterfall, at 45 metres (148 ft), is the most amazing in the state. Chandragiri Fort, Charminar, Chandragiri Fort, Chowmahalla Palace, Golconda Fort, and Falaknuma Palace are a portion of the landmarks in the state.

Venkateswara Temple in Dwaraka Tirumala, West Godavari District, Kanaka Durga Temple in Vijayawada in Krishna region, and Surya sanctuary in Arasavelli in Srikakulam District are places to see in Andhra Pradesh.

The Annavaram Satayannarayana Swami sanctuary is in East Godavari, close Kakinada. konaseema is an alternate put in East Godavari for nature partners with

picturesque greenery of lavish paddy fields and coconut forests. Up and down the banks of stream Godavari and its trenches.

The Charminar, implicit 1591 Ce, is a landmark and mosque found in Hyderabad, Andhra Pradesh, India. The historic point has turned into a worldwide symbol of Hyderabad, recorded around the most distinguished structures of India. The Charminar is on the east bank of music stream. To the northeast lies the Laad Bazaar and in the west closure lies the rock made lavishly ornamented Masjid named Makka Masjid.

The Thousand Pillar Temple located in Warangal district is one of the precise old sanctuaries of South India that was fabricated by the kakatiya. It emerges to be a show-stopper and accomplished major statures regarding engineering abilities by the old cockatoo Vishwakarma shapathis. The Thousand Pillar Temple is an example of the Kakatiyan style of structural engineering of the twelfth century. It was wrecked by the Muslims of Tughlaq line throughout their attack of South India. It includes one sanctuary and other building. There are one thousand columns in the building and the sanctuary, however no column hinders an individual in any purpose of the sanctuary to see the god in the other sanctuary. The present day specialists have taken out all the columns of the building. After they lifted all the columns they experienced an immense mass of sand. It took almost two weeks for them to take away all the sand. It was wet sand, on account of a channel association from the adjacent water form named Bhadrakali Cheruvu.



Source: maps.google.com/maps

A outline of Andhra pradesh in geographical representation

The two areas are well known for cultural tourism. As Mardin and Andhra Pradesh comprises of all old cultural legends which are of multicultural and multinational attractions of tourists. They are best known touristic goals for shopping. What's a city break without a bit of shopping, you will never be exhausted provided that you're looking to shop. There are distinctive shops with altogether different value runs sitting right alongside one another on the Street so I'd send you that way assuming that you were searching for a small amount of shopping event. In Mardin we can find silver and bronze things and Andhra Pradesh is regarded as "city of pearls".

Nourishment is additionally the principle thing that makes the voyagers visit the spot. Mardin is the horticulture based spot where we can find verity of vegetables and apples and oranges in all seasons. Grapes are the primary foods grown that develop in this locale. Historically Mardin is the main producer of sesame. Andhra Pradesh is also good in agriculture sector. There is large production of rice here. So it is called as the rice bowl of India. The Nawabi food that made in this place is very famous. Biryani is the famous dish among them and is famous tourist food in world.

There are great lodgings in this locales which furnish top class boarding to the tourists. Each year there is a vast development in the overnight stayers in both the regions. Around 6-18% development is expected in these areas.

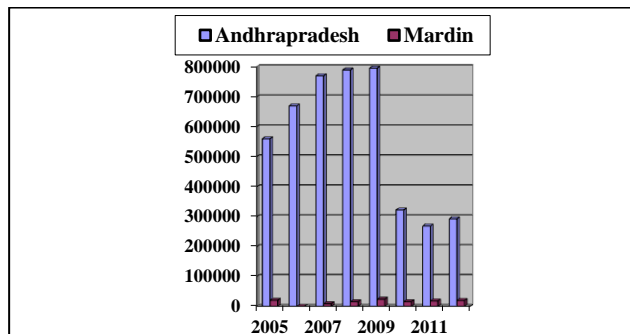
Museums, Historical centers in both this areas additionally have development in the Visitors each year. Andhrapradesh being one of the most oldest destinations, has ancient civilization. Since hundreds of years numerous kings have managed distinctive locale. The Salar Jung Museum, The Nizam's Museum, Amaravati Museum, A. P. State Museum is the Museums placed in Andhra Pradesh, each of it has its own importance and The Salar Jung Museum is the oldest and highly visited Museum of all has a varied collection of over 43000 art objects, 50000 books and manuscripts. Visiting this museum opens up the fortune midsection of fantastic cultural legacy a revealing an old puppet of Veiled Rebecca, Arabic Al Quran in Nashq (1288 Ad), jade made knives of Jehangir & Nurjahan, Famous European works of art like 'Venice', 'Soap Bubbles', Musical clock, jade created knives of Jehangir & Nurjahan, Double figure by Italian artist G.h Benzoni and so on. Mardin Museum has the most oldest historical works belonging in with the period between 4000 BC and (the) seventh century BC. It shows chunks, religion pots, tube shaped and stamp seals, Jewellery, metal drawbores, pottery, Assyrian, Urartu, Greek, Persian, resplendent, silver and copper coins Hellenistic, Roman, Byzantine, tear jugs and candles having a place with the Old Bronze Grand Seljuk, Artuklu and Ottoman periods are shown.

Tourist Data for Foreign tourists to Andhra Pradesh and Mardin

Year	Andhrapradesh	Mardin
2005	560024	20106
2006	669617	19767
2007	769724	8544
2008	789180	15206
2009	795173	23799
2010	322825	15248
2011	268736	18000
2012	292822	19562

Nature, being these regions you most likely won't hope to see numerous quiet and serene areas of nature however honestly finding them rich here. Indeed most of the streets have some sort greenery areas. Mardin has a pleasant atmosphere all round the year. The temperature ranges

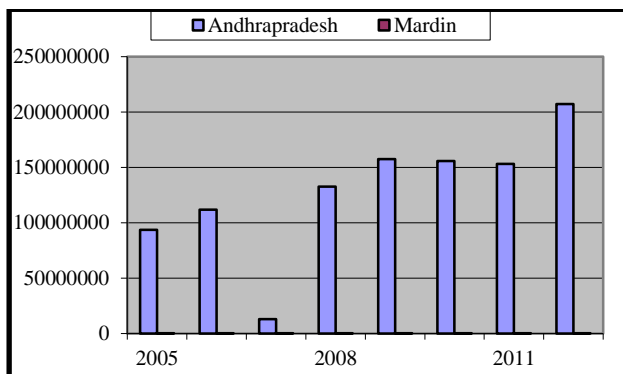
from 40–50 °c in the summer time and 10–20 °c in winter and light rains throughout August and September. In Andhra Pradesh its quite similar, throughout summer temperature varies 40–50 °c, winter and stormy seasons it varies 20–30 °c. So these are the best regions where you can have all round the year visiting.



Tourist Data for Domestic tourists to Andhrapradesh and Mardin

Year	Andhra Pradesh	Mardin
2005	93529554	5360
2006	111715376	10374
2007	127933333	8288
2008	132684906	6985
2009	157489927	10465
2010	155749584	16664
2011	153119816	11890
2012	207217952	13646

Data Source Kaynakca:TUIK and AP Tourist



A Graphically representation of Domestic tourists to Andhra Pradesh and Mardin

Concluding statements summarizing the experience of visitors

S.No.	Statement	Percentage Agree
1.	I had a great cultural experience	74
2.	I had an interesting experience	58
3.	This experience made me feel that I belong to this site, that this site is part of my heritage	47
4.	I had a spiritual experience	42
5.	The experience was emotional for me	37
6.	I had a great educational experience	37
7.	I had a great religious experience	26

Source Istvan EGRESI, Büşra BAYRAM, Fatih KARA

Conclusions

From the above statistical data and personal observations on the two touristic destinations give the following conclusions

1. Being Historical, religious and cultural place Mardin, is unable to lure the distinctive sort of visitors. Andhra Pradesh not just has chronicled, religious and cultural tourism puts it likewise have numerous other touristic places which draws in all the sorts of vacation.
2. Because of the less educational improvement in Mardin the vacationers identified this variable is extensive low, whereas in Andhra Pradesh there are numerous educational institutions making each year and is well known for It Education.
3. Both the destinations have growth in Employment opportunities.
4. Because of inside issue in Andra Pradesh about the establishment of differentiate Telangana state the Foreign and domestic visitors are progressively diminishing and Mardin spotted southeastern Turkey, the outskirt issues with Syria is influencing the Tourism.

Finally, we conclude from our study that the tourism goals ought to be incredible to all the diverse sorts of tourists however ought not be conclusion to a part of tourists. With the goal that in the event that they enhance in other said regions, there will be the development in the tourism and additionally GDP development.

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