

TOURISTS' SATISFACTION ABOUT TOURISM PLACE: A STUDY OF SINDHUDURG AND PALGHAR DISTRICTS OF MAHARASHTRA

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ABSTRACT

Tourism is now emerging service sector. The flow of tourist at tourism place is depending upon satisfaction of tourists regarding tourism place. Tourists' satisfaction regarding tourism place is very important to develop tourism business. Tourists prefer to visit again and again at such tourism places where they get more satisfaction. This paper focuses on satisfaction of tourists in Sindhudurg and Palghar districts of Konkan region of Maharashtra. This research is based on primary data collected through questionnaire from tourists. Total Sample of 180 Tourists from both (90 from each district) from 8 tourists places from two districts are collected randomly using structured questionnaire. Chi-square test is used for testing the hypothesis. The analysis shows that there is significant relationship between Place of Tourism and Customer's satisfaction from majority of factors of Tourism except attitude and behavior of local people

Keywords: Tourism, Tourists' Satisfaction, Tourism Infrastructure, Tourism Place

I. INTRODUCTION:

Tourism has become a prominent part of human life. Over the centuries, travel has developed for business, health, social and cultural reasons. Nowadays, people go to any tourist place mainly to relax and enjoy themselves. Total number domestic tourists visited to Maharashtra is 10,34,03,934 and foreign tourists visited to Maharashtra is 44,08,916 in 2015 whereas domestic tourists visited to Maharashtra is 11,65,15,801 and foreign tourists visited to Maharashtra is 46,70,049. So there is an increase in the growth rate in compare to previous year i.e., 12.68 in case of domestic tourists and 5.92 in case of foreign tourists. Tourism is now emerging service sector. Hotel business, travel agents, tour operator, restaurants, air/bus ticket booking agents etc. are allied to tourism business. Their business is depending upon the tourists. The flow of tourist at tourism place is depending upon satisfaction of tourists regarding tourism place. Tourism infrastructure, attractive sight-seeing, other infrastructure resources are required to attract large number of tourists. Here, the researcher has undertaken a study of two districts. Sindhudurg district is a tourism district declared by government whereas Palghar district has lot of potential to become a tourism district. Tourism is now well recognized as a major growth engine. Several countries have transformed their economies by developing their tourism potential. It has great capacity to create large-scale employment from the most specialized to the unskilled.

Tourism has the potential to change the economic face of a region. The benefits of planned tourism development are manifold. Promotion of Tourism would bring many direct and indirect benefits to the people

People prefer travel at such area where there is easy access to reach, safe, comfortable and satisfactory hospitality services, economically preferable and overall publicity of that spot. They may be motivated by mouth publicity from their friends, relatives and even also by tourist agencies. So, overall economic and social development of particular tourist spot is depending upon balanced regional development off course, balance in the form of Planning and allocation of budget, balance utilization of natural and manmade resources, involvement of local people etc.

II. DEFINITIONS OF TOURISM:

The term tourism is derived from the French word "Tour" which means a journey from one place to another place. It's a movement from your permanent residence to temporary a new destination. There are some experts explains the concept of tourism with the help of following definitions.

- According to Macintosh and Goeldner, "the sum of the phenomena and relationship arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors"
- The World Tourism Organisation is the lead agency responsible for the development of standardised tourism definition. This agency states that tourism is defined by "the set of activities of

a person traveling to a place outside his or usual environment for at least one night, but less than a year, and whose main purpose of travel is other than the exercise of an activity remunerated form within the place visited”

III. ORIGIN AND NEED:

Tourism is now emerging service sector. Hotel business, travel agents, tour operator, restaurants, air/bus ticket booking agents etc. are businesses to tourism development. Their business is depending upon the tourists. The flow of tourist at tourism place is depending upon satisfaction of tourists regarding tourism place. Tourists’ satisfaction regarding tourism place is very important to develop tourism business. Tourism infrastructure, attractive sight-seeing, other infrastructure resources are required to attract large number of tourists. Tourists prefer to visit again and again at such tourism places where they get more satisfaction. Tourists are expecting the basic infrastructure facilities. Here, the researcher has undertaken a study of two districts. Sindhudurg district is a tourism district declared by government whereas Palghar district has lot of potential to become a tourism district.

IV. LITERATURE REVIEW:

Harris and Leiper. (1995):In their study titled “Sustainable Tourism: An Australian Perspective,” tourist country is said to receive many benefits from tourism. Direct revenue obtained from the various expenditure made by tourists like accommodation, food, entertainment, and visit to tourist sites such as national parks, beaches, and scenic spots. The study considers economic aspect of tourism.

Pierce (1996): In his book titled “Tourism Community Relationship,” the author expresses views on tourist destinations. The study explains five broad sectors namely attractions, transport, accommodation, supporting facilities and infrastructure. He says that various attractions encourage tourists to visit the particular spot. Accommodation and supporting facilities such as shops, banks, restaurants, and hotels are very essential during their stay and the infrastructure development is very important too.

Seth P. N. (1997):In his book titled “Successful Tourism Management-Tourism Practices”, emphasizes on importance to professionalism in tourism management. The Author studied various modes of transport and the problems of road, rail and water transport. The concept of accommodation also studied by him. He also mentioned how man power training was essential in development of hotel industry.

Sinha P.C. (2002): has written the book titled “Tourism Transport and Travel Management” and deliberates on various problems regarding modern international tourism. The study analyses transport problems of tourists, various issues regarding demand and motivation for tourism travel management. The author also studied in detail the problems of various modes of transport i.e., rail, road, water and air. Socio – cultural factors which influence the tourist behaviour are also studied.

Sharma V. and Giri S. (2009):wrote a paper on “Pilgrim Tourism and Transportation – Opportunities, Problems and Challenges” in Indian Journal of Marketing. The objective of this paper was to measure the level of satisfaction of pilgrims for transport facility available during the pilgrimage. The study is focused on the level of satisfaction of pilgrims concerning the availability of transport during the pilgrimage. The authors also focused on various problems and suggested remedies to develop sustainable pilgrimage tourism.

Bhatt H. and Badan B. S. (2006): In their book titled “Sustainable Tourism” they have analysed and evaluated the methods which communities can successfully use to live tourism by carefully managing its growth so that it benefits the community and reduce the negative impact. This study also evaluates the various problems faced by tourism industry. The author recommends the government to develop a code of conduct for the use of tourist place by institutions and individuals. It should relate with the environmental and economic impact of tourism on the society.

Biju M.R. (2006): wrote a book titled “Sustainable Dimension of Tourism Management.” In this book he critically analyzed various aspects of tourism industry. The book examines the global, national and regional evolution of tourism sector. Strategic management, service quality personalization, natural environment and impact of terrorism in tourism industry are also studied in this book. Proper products planning and development of attractive tourism products develop tourism in the commercial aspect. The author states in the conclusion that in Kerala tourism is recognized as an important sector for the development of employment and source of income.

Singh K. P. and Arun Kumar. (2008): Their book titled “Tourism in India” emphasizes on all aspects related to the tourism and recreations that are useful for the development of any tourist destination in India.

Ruchi Ramesh and S. K. Singh. (2012): in their book titled, "Tourism in India Challenges and Opportunities" focused on issues related for promotion of tourism sector in India. The study revealed that all round development is extremely important for inclusive growth of the country.

Hajare P. J. (2012):He has done his Ph.D. on the topic titled "Tourism Development in Raigad District: A Geographical Analysis." The objective of the study is to make a geographical investigation of tourism in Raigad District. The researcher examined the factors which are responsible for the development of tourism. The study covers the aspects of transportation and accommodation facilities which are equally essential for the development of tourism. Socio-cultural impact of tourism at tourist places has also been examined by the researcher. He explained the problems at tourist places in Raigad District and recommended measures to solve them. The study identifies new locations with tourism potential.

Muthe P. R. (2010) In his study titled "Global Recession: Challenges and Opportunities for Indian Tourism and Hotel Industry," it is attempted to analyze the impact of global recession on service sector in India, specially Tourism and Hotel Industry country, because hotel industry and tourism industry has been playing the vital role in service sector as regards economic development of Indian economy. The researcher in this study has also focused on challenges and opportunities for tourism and hotel industry during recession period.

Parmar J. (2012)In the study titled "Tourism Development in Himachal Pradesh: Emerging Dimensions" the author says tourism industry of Himachal Pradesh is making a large contribution to economic development. The Himachal Government has plans for development of infrastructure. In this study the author has studied the trend of tourist inflow, assessment of the services available to the tourists and analyzed the attitudes of the domestic and international tourists towards these facilities at various tourism destinations.

V. OBJECTIVES OF THE STUDY:

1. To study the concept of tourism.
2. To study the tourists satisfaction regarding tourism place.

VI. HYPOTHESIS OF THE STUDY:

Null hypothesis: There is no significant relationship between Place of Tourism and Customer's satisfaction from different factors of Tourism.

Alternative hypothesis: There is significant relationship between Place of Tourism and Customer's satisfaction from different factors of Tourism.

VII. RESEARCH METHODOLOGY:

Present study is based on Primary data collected using structured questionnaire. There are 16 tourist destinations in two districts together. For study purpose 8 tourist places were selected using convenient sampling technique. All together 180 tourists were selected from tourist destinations of Sindhudurg and Palghar districts using simple random sampling. Statistical tools like arithmetic mean, median and mode are used for analysis purpose. Also chi-square of independence is used for testing hypothesis.

VIII. SCOPE OF THE STUDY:

The study covered information collected during three months from November 2017 to January 2018. The study is focused on tourists' satisfaction regarding tourism place. The researcher has selected Sindhudurg and Palghar districts for this study. Sindhudurg is Tourism district declared by government. While Palghar district also has lot of potential to develop as tourism district.

IX. DATA ANALYSIS AND INTERPRETATION:

Primary data collected from 180 tourists from tourist destinations of Sindhudurg and Palghar districts was analyzed using statistical software SPSS 21.0. To study satisfaction level of tourists regarding tourist destinations, perceptions data is collected on four point agreement scale. The codes of which are as follows.

1: Very Dissatisfied; 2: Dissatisfied; 3: Satisfied; 4: Very Satisfied

Analysis of primary data is presented in two sections

Descriptive analysis:

In the next table no. 1.1 we provide details of descriptive analysis.

Table 1.1 Descriptive statistics related to factors of Customer's satisfaction from Tourism

	N	Mean	Median	Mode	Std. Deviation
Transportation	180	2.772	3.000	3.0	.4206
Tourists site scenes	180	2.689	3.000	3.0	.6099
Tourists Places(Cultural/Historical)	180	2.400	3.000	3.0	.8092

Attitude/Behaviour of Local people	180	2.967	3.000	3.0	.2340
Parking Facility	180	2.667	3.000	3.0	.5178
Drinking water	180	1.900	2.000	2.0	.5895
Toilet blocks	180	1.883	2.000	2.0	.6005
Safety and security	180	2.589	3.000	3.0	.6144
Cleanliness	180	2.356	3.000	3.0	.7740
Guide facility	180	1.856	2.000	1.0	.8530

(Source: Primary Data)

From the table 1.1, it is observed that

1. Mean values for factors transportation, Tourists site scenes, Tourists Places (Cultural/Historical), Attitude/Behaviour of Local people, Parking Facility, Safety and security and Cleanliness are 2.77, 2.689, 2.400, 2.967, 2.667, 2.589 and 2.356 respectively. These values are close to 3 but less than 3. The corresponding median and modal value is equal to 3. This clearly indicates that most of the tourists are satisfied with these factors related to tourism places.
2. Mean values for factors Drinking water and Toilet blocks are 1.900 and 1.883 respectively. These values are less than 2. Corresponding median and mode value equals to 2. This clearly indicates that most of the tourists are dissatisfied with these factors related to tourism places.
3. Mean value for factor Guide facility is 1.856 with media 2 and mode 1. These values are less than or equal to 2 also indicates tourists dissatisfied about tourism factor Guide facility.

Inferential analysis:

The inferential statistics is used to make inferences from the given data to more general conditions. Here we present results of hypothesis testing.

Null hypothesis: There is no significant relationship between Place of Tourism and Customer’s satisfaction from different factors of Tourism.

Alternative hypothesis: There is significant relationship between Place of Tourism and Customer’s satisfaction from different factors of Tourism.

To test above null hypothesis the researcher has used chi-square test of association to check significance of relation.

Table 1.2 Results of chi-square test for Place of Tourism and Tourism Satisfaction Regarding Different Factor

Place	Factor of Tourism	Pearson Chi-Square value	Degree of freedom (df)	p value	Result Significant or insignificant	Null hypothesis retained or rejected
Place of Tourism	Transportation	38.691	1	0.000	Significant	Reject null
Place of Tourism	Tourists site scenes	74.959	1	0.000	Significant	Reject null
Place of Tourism	Tourists Places(Cultural/Historical)	128.738	1	0.000	Significant	Reject null
Place of Tourism	Attitude/Behaviour of Local people	2.206	3	0.531	Insignificant	Retain null
Place of Tourism	Parking Facility	26.759	2	0.000	Significant	Reject null
Place of Tourism	Drinking water	56.610	2	0.000	Significant	Reject null
Place of Tourism	Toilet blocks	51.709	2	0.000	Significant	Reject null
Place of Tourism	Safety and security	31.451	3	0.000	Significant	Reject null
Place of Tourism	Cleanliness	126.142	3	0.000	Significant	Reject null
Place of Tourism	Guide facility	100.889	3	0.000	Significant	Reject null

(Source: Primary Data)

From table 1.2 it is observed that

1. P value for factor Attitude/Behaviour of Local people is 0.531 (> 0.05). This indicates there is insignificant association between place of tourism and factor Attitude/Behaviour of Local people. It means satisfaction related to particular tourist place is independent of Attitude/Behaviour of Local people.
2. P values for other factors equals to 0.00 (< 0.01). This indicates there is significant association between place of tourism and all these factors of tourism. It means satisfaction related to particular tourist place is depending on these factors.

X. FINDINGS:

1. Tourists are satisfied with transportation facility, Tourists site scenes, Tourists Places (Cultural/Historical), Attitude/Behaviour of Local people, Parking Facility, Safety and security and Cleanliness at tourist's places.
2. Tourists are dissatisfied with facilities like Drinking water, Toilet blocks and Guide facility.
3. Satisfaction related to particular tourist place is depends on transportation facility, Tourists site scenes, Tourists Places (Cultural/Historical), Parking Facility, Drinking water facility, availability of Toilet blocks, Safety and security, Cleanliness, Guide facility, Overall infrastructure and Shopping facility at tourist place.
4. Satisfaction related to particular tourist place is independent of Attitude/Behaviour of Local people.

XI. CONCLUSIONS:

Tourism industry has been playing the vital role in service sector as regards economic development of Indian economy (Muthe, 2010). Also an assessment of the services available to the tourists at tourist places is very important (Parmar, 2012). In this study main focus is on satisfaction of tourists in Sindhudurg and Palghar districts of Konkan region of Maharashtra. Palghar districts is close to capital city Mumbai whereas Sindhudurg district is close to popular tourist place Goa. Sindhudurg is Tourism district and Palghar district is having potential for tourism. Study reveals that tourists are satisfied with transportation facility, Tourists site scenes, Tourists Places (Cultural/Historical), Attitude/Behaviour of Local people, Parking Facility, Safety and security and Cleanliness at tourist's places but Drinking water, Toilet blocks and Guide facility are main issues of concern. Satisfaction of tourist depends on transportation facility, Tourists site scenes, Tourists Places (Cultural/Historical), Parking Facility, Drinking water facility, availability of Toilet blocks, Safety and security, Cleanliness, Guide facility, Overall infrastructure and shopping facility at tourist place. Similar results are obtained by Hajare P. J., (2012) in their study on tourism in Raigad District. Very interestingly satisfaction of tourist is independent on Attitude/Behaviour of Local people. The main reason behind this would be that tourist's main focus is on tourist places but not on the people living in that area.

XII. SUGGESTIONS:

1. Transport connectivity and infrastructure development at tourist places are very important. Hence government authorities should take initiatives to develop road connectivity and other facilities for development of these places.
2. There is a need to promote the places which having historical/cultural importance in these district. Proper promotion and marketing strategy is required to attract large number of tourist towards the places which has historical/cultural importance.
3. Proper drinking water facilities is main problem at these places. Hence government and local authorities must focus to resolve this problem.
4. Government should focus on development and proper maintenance of toilet blocks at tourism places.
5. Cleanliness and safety along with security is essential at tourist places. Government should take proper steps in this regard.
6. As there is need for guiding facility, local authorities should take initiatives to encourage local guides.

XIII. DISCLAIMER:

This research paper is based on minor research project submitted to University of Mumbai for the year 2017-2018.

XIV. ACKNOWLEDGEMENT:

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