

# TOURIST SATISFACTION AT CULTURAL HERITAGE SITES IN WARANGAL CITY, TELANGANA STATE - A STUDY

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### ABSTARCT

Tourism is one of the fastest growing industries in the world. India is one of the few countries of the world endowed with an array of tourism resources from bio-cultural diversity to a wealth of histories and antiquities. The tourist gets an insight into the rich and diverse cultural heritage of India. Cultural and heritage attractions have the value in devising market strategies that better suit the needs of the cultural and heritage tourist. Warangal is the second largest populated city in Telangana state and has a great historic past.

Satisfaction is a final product of one's decision making process. This research paper is designed to give an overview of potential Cultural Heritage tourist sites in Warangal city along with contemporary developments. This Paper aims to cover the feeling and understanding of the value of the stay such as knowledge and experience gained, value of the destination, worth of each rupee spent. An attempt has been made to assess the level of satisfaction of tourists at two particular cultural heritage destinations. This aspect helps the tourism planners and local governments to take strategic measures to improve the tourism business.

**Key Words:** Tourism, Cultural Heritage, Warangal City, Tourist, Satisfaction.

### INTRODUCTION:

Tourism is a pleasure activity in which money earned in one's normal domicile is spent in the places visited. Tourism is an activity involving a complex mixture of material and psychological elements. The psychological factors include a wide spectrum of attitudes and expectations. Satisfaction is an excellent predictor of tourist behavior as it influences the choice of destination, consumption of products and services. Tourist satisfaction is a pulling power to attract and also the main element of tourist behavior. Tourist satisfaction is related to the mental state of the tourists rather than the physical state. Tourist satisfaction refers to the feeling of pleasure that is generated after visiting the particular tourist place. Tourist measures the satisfaction level by comparing the expected services that is received at tourist place. If tourists are satisfied with their visits then it will lead to repeat in the visit and a positive image spread through word of mouth and also there will be hike in the number of tourists for visiting a particular tourist place.

Visiting historic and cultural sites is one of the most popular tourist activities today. As a result, nations are paying attention to one of the fastest growing niche market segments in the travel industry today-heritage tourism. The National Trust of Historic Preservation defines heritage tourism as “travelling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. Cultural Heritage refers to the cultural aspects like heritage sites, monuments, folklore, traditional activities and practices, language etc. that are considered vital to be preserved for the future generation. It gives people a connection to certain social values, beliefs, religions, and customs. It allows them to identify with others of similar mindsets and backgrounds. Cultural heritage can provide an automatic sense of unity and belonging within a group and allows us to better understanding previous generations and the history of where we come from.

Cultural-heritage tourism falls in the special class of tourism based on the search for new, deep and fulfilling cultural experiences, which may be aesthetic, intellectual or psychological. Cultural-heritage tourism is recognized as a potent force for preserving, maintaining and conserving the aboriginality of the place. Cultural-heritage tourism in India can be developed as one of the most powerful engines of economic growth, employment generation, community development, preservation and conservation of cultural heritage. There is a need to accord the highest priority by the policy makers of India as well as all other agencies involved in cultural-heritage and tourism. It has been observed heritage tourism provides unique, educational experiences for visitors in authentic settings so heritage tourists typically seek out sites, attractions, and amenities offering a wide range of experiences. The Telangana state as social, cultural, and historical entity it has a glorious history of at least two thousand five hundred years or more. The purpose of this research paper is to find out satisfaction of tourists with different attributes at heritage destinations of Warangal city so that tourists could be the repeat tourists in future.

### **REVIEW OF LITERATURE:**

Tourist satisfaction is a personal judgment and understanding of tourists' satisfaction is necessary for evaluating the performance of destination, improving products and services offered, promoting tourism offerings effectively to target markets, gaining better destination image, and determine repeat visits and predisposition for recommending the destination to others (Kozak & Rimmington, 2000; Yuksel, 2001). Satisfied tourists normally recommend better tourist destinations to others or express their appreciation about the destination and are keen to visit again and vice-versa (Baker & Crompton, 2000; Kozak & Rimmington, 2000; Bigne, Sanchez, & Sanchez, 2001; Chen & Tsai, 2007; Meng et al., 2008). S.P Bansal and Prashant Kumar Gautam (2007) investigate the issue of travelling choice of tourists. Vinay Chauhan and Suvidha Khanna (2007) attempted to investigate the satisfaction of the tourist's vis-à-vis the tourist infrastructure which includes accommodation, transportation, communication, drinking water, and civic amenities. Warangal region has been a very important centre for culture and political activities ever since the beginning of the historical period. During the Kakatiya rule, the region was acknowledged as a significant centre of cultural accomplishment and learning. Temple Art and Architecture also made a significant progress during this time. Andhra Pradesh Darshini, written by Krishna Rao & B. Murthy (1978), M. Rama Rao's Kakatiya Sanchika (1935), Prof. P. Hymavati's Kakatiya Vaibhava Thoranalu (2005). Today Warangal city with its historical monuments, forts and temples with excellent architectural styles has been attracting pilgrims, historians, and archaeologist's at large scale. P.V.P Parabrahma Sastry, (1978), The Kakatiyas, Radhakrishna Sarma. M, (1972), Temple of Telangana, Dr. E. Siva Nagi Reddy, Andhra Pradesh Tourism, Vanarulu (1998), Report of Andhra Pradesh Tourism Development and Management Plan (2001), Associated Guide-Andhra Pradesh, APTDC (2012).

**OBJECTIVES:**

The broad objectives of the study are presented in the following specific operational form.

1. To study the Brief historical and cultural heritage scenario of Warangal City.
2. To know the cultural heritage significance of study areas.
3. To find out the overall satisfaction of the tourists about the heritage tourist destinations.
4. To evaluate views of the tourist stay in Warangal city.
5. To recommend measures to improvise the tourist satisfaction.

**METHODOLOGY:**

This research work is basically exploratory in nature. The aim of this research is to collect detailed information about expectations and related satisfaction of tourists visiting Warangal city. It has been endeavor of the researcher to make an empirical study by analyzing and critically examining the relevant statistical collection from primary and related information from secondary sources. The collection of primary data includes Questionnaire; Discussions; and observations to find out tourist satisfaction level on prominent heritage sites in Warangal city.

**STUDY AREAS AND SAMPLE SIZE:**

Warangal city is home to many Pilgrim and Heritage centers. There are two heritage sites as study areas, i.e., The **Thousand Pillar Temple**, located in Hanamkonda, was built in 1163 AD by the Kakatiya King Rudra Deva and **Warangal Fort**, located in Warangal which was built during 13<sup>th</sup> Century by King Ganapathi Deva. These two heritage sites are the master pieces of rich architectural and sculptural features in the city. A sample size of 50 tourists from each study area is taken on convenient cum judgment basis. These two heritage sites are chosen because they have been recognized as potential in terms of huge tourist's arrivals in the Warangal city. For the purpose of analyzing the collection of data, statistical techniques of Mean and Standard Deviation have been used. Chi-square test has been applied in order to study the uniformity in the view of the various respondents.

**HYPOTHESES:**

On the bases of the objectives of the study the designed hypothesis are as follows:

H01: It is presumed that tourists are not satisfied in the Thousand Pillar heritage tourist site.

H02: It is presumed that tourists are not satisfied at Fort Warangal heritage site.

H03: Tourists are not happy during their stay in Warangal city hotels.

**HISTORICAL AND CULTURAL HERITAGE SCENARIO OF WARANGAL CITY:**

Warangal, the erstwhile capital of the great Kakatiya kingdom which was ruled during 12<sup>th</sup> to 14<sup>th</sup> century, is presently a bustling cultural centre in Telangana State. The city has the historical legacy of being known as Orugallu or Ekashilanagaram mainly due to the existence of a huge hillock seems to be carved out of a single stone. The Kakatiyas who ruled for more than 200 years, left behind many grand monuments, architectural marvels and many such ancient structures. Warangal, the second largest populated city in Telangana, located at nearly 146 km from Hyderabad city, Warangal is well connected through road and rail. Warangal is the second largest city in Telangana after Hyderabad, spreading across 406.87 km (157 sq mi) with a population of 811,844 (2011 Data). The city is famous for its beautiful Lakes, Forts, Architectural Monuments, Musical Garden, Rock Garden, Vana Vigyana Kendra, Regional Science Centre, which is a fine blend of new and old and has been attracting large scale of tourists around the year. Keeping in view the magnificent heritage glory, Ministry of Tourism, Government of India has been awarded Warangal as "Best Heritage City Award" during 2011-12, 2013-14 and 2015-16 in last five years. This city has been chosen for the HRIDAY – Heritage City Development and Augmentation Yojana scheme by the Government of India. It was also selected as a *smart city* in the "fast-track competition", which makes it eligible for

additional investment to improve urban infrastructure and industrial opportunities under the Smart Cities Mission. In January 2015, Government of Telangana accorded "Greater" status to the municipality and thus becoming *Greater Warangal Municipal Corporation* for the better infrastructural facilities and services to the people.

## **CULTURAL & HERITAGE SIGNIFICANCE OF STUDY AREAS:**

### **1. Thousand Pillar Temple:**

The Thousand Pillar Temple is a historic Hindu temple located in Hanamakonda Town, Telangana, India. It is dedicated to Lord Shiva, Lord Vishnu and Lord Surya. The Thousand Pillar Temple is one of the very old temples of South India that was built by the kakatiyas. It stands out to be a masterpiece and achieved major heights in terms of architectural skills by the ancient Kakatiya vishwakarma sthaphathis. It is believed that the Thousand Pillar Temple was built by King Rudra Deva in 1163 AD.

**Image – 1**  
**Thousand Pillar Temple**



**Source:** Self taken Photograph

The Thousand Pillar Temple is constructed on a platform that is raised to one meter height from the ground level. The temple is provided with a number of pillars which are intricately carved and adorned. Rock cut elephants and perforated screens in the temple are characteristic of the then prevailing dynasty. The total number of tourist's arrival was merely 8228 during 2013 which rose to 15728 in 2017. So as a whole, this heritage monument has witnessed the remarkable increased with regard to tourist's arrival as following table -1.

**Table – 1**  
**Tourist Arrivals (2013-2017)**

Year	Number of Tourists		Total	Annual Growth Rate (%)	
	Domestic	Foreign		Domestic	Foreign
2013	7942	286	8228	--	--
2014	9104	374	9478	7.75	9.78
2015	10461	489	10950	9.05	12.78
2016	12294	672	12966	12.22	20.33
2017	14925	803	15728	17.54	14.56

**Source:** O/o Conservation Assistant, Thousand Pillar Temple, ASI, Warangal

**OVERALL TOURIST SATISFACTION:**

To evaluate the tourist satisfaction on this heritage site, few questions have been asked to respondents through Questionnaire and collected the gross root level of data. The respondents given their view and expressed their satisfaction about “the historical and cultural heritage” scored 227 points. Five point scaling have been used in the following table-2 i.e., HS-Highly Satisfied, S-Satisfied, MS-Moderately Satisfied, DS-Dissatisfied, HDS-Highly Dissatisfied.

**Table-2**  
**Tourist Satisfaction on Thousand Pillar Temple Heritage Tourist Centre**

Particulars	HS (5)		S (4)		MS (3)		DS (2)		HDS (1)		Total No.	Total Score	Rank
	Number	Score	Number	Score	Number	Score	Number	Score	Number	Score			
Availability of Tour Operators	12	60	20	80	08	24	06	12	04	04	50	180	09
Health Care Assistance	11	55	23	92	04	12	05	10	05	05	50	174	13
Tour Operators Communication Sk	08	40	09	36	21	63	07	14	05	05	50	158	19
Climate	07	35	23	92	12	36	06	12	02	02	50	177	12
Road Links	13	65	22	88	05	15	08	16	02	02	50	186	05
Local Traffic	04	20	09	36	24	72	08	16	05	05	50	149	20
Car Parking	05	25	23	92	08	24	11	22	03	03	50	166	17
Available Tourism Information	07	35	25	100	10	30	06	12	02	04	50	181	08
Historical Cultural Heritage	32	160	13	52	05	15	0	0	0	0	50	227	01
Souvenirs	06	30	20	80	13	39	07	14	04	04	50	167	16
Sanitation Standards	12	60	26	104	08	24	04	08	0	0	50	196	03
Accommodation	05	25	24	96	10	30	08	16	03	03	50	170	14
Shopping Centers	05	25	24	96	08	24	11	22	02	02	50	169	15
Greenery Surroundings	08	40	23	92	12	36	07	14	0	0	50	182	07
Restaurants	09	45	21	84	14	42	06	12	0	0	50	183	06
Tourist Guide Services	07	35	28	112	15	45	0	0	0	0	50	192	04
Currency Exchange Centers	07	35	23	92	12	36	06	12	04	04	50	179	10
Kindness of Tour Operators	06	30	10	40	24	72	07	14	03	03	50	159	18
City Intercom Transportation	24	120	11	44	10	30	05	10	0	0	50	204	02
It gives me sense of joy that I have Decided to visit again	03	15	31	124	07	21	09	18	0	0	50	178	11

**Source:** Field Survey

H01: It is presumed that tourists are not satisfied in the Thousand Pillar heritage tourist site.

**Chi Square Test:**

Pearson Chi Square	Table Value	Calculated Value	df	P Value	Remark
	30.01	21.38	0.05	0.000	Highly Significant

It is noted that in the above table the Calculated Value is 21.38 which is less than the Table Value 30.01 and hence the result is highly significant. The null hypothesis 'tourists are not satisfied in the Thousand Pillar heritage tourist site is rejected. From the analysis it is concluded that the tourists are quite satisfied with rich architectural styles and overall image of Thousand Pillar heritage tourist centre in Warangal city.

**2. Warangal Fort:**

The existence of Warangal Fort in the present-day Indian state of Telangana traced back to at least the 13th century CE. Although precise dating of its construction and subsequent enhancements are uncertain, historians and archaeologists generally accept that an earlier brick-walled structure was replaced with stone by Ganapatideva, who died in 1262, and that his successors Rudramadevi and Prataparudra added to its height and added gateways, square bastions and additional circular earthen walls prior to the latter's death in 1323. This places the construction towards the end of the Kakatiya period. There were later modifications between the 15th and 17th centuries, comprising principally the addition of barbicans to the four gates in the stone wall and the creation of gates in the outer earthen wall. Remnants of the structure can be seen today near to the town of Warangal, which was the Kakatiya capital. The Archaeological Survey of India has listed the remains as a Monument of National Importance. The Sound and Light Show is an additional attraction in this monument, which has been organizing in both Telugu and English languages in two shows. According to following table-3, the statistical figures analysis indicates & highlight that the total number of tourists who visited this heritage site during 2013 was 6,234 tourists which has further increased to 12,918 tourists in 2017.

**Table – 3**  
**Tourist Arrivals (2013-2017)**

Year	Number of Tourists		Total	Annual Growth Rate (%)	
	Domestic	Foreign		Domestic	Foreign
2013	5842	392	6234	--	--
2014	7106	517	7623	10.53	12.05
2015	8613	706	9319	12.56	18.09
2016	10107	849	10956	12.45	14.03
2017	11934	984	12918	15.23	13.05

**Source:** O/o Conservation Assistant, Warangal Fort, ASI, Warangal

Image – 2  
Warangal Fort



Source: Self taken Photographs

### **OVERALL TOURIST SATISFACTION:**

To evaluate the tourist satisfaction on this heritage site, few questions have been asked to respondents through Questionnaire and collected the grass root level of data. The respondents given their view and expressed their satisfaction about “the historical and cultural heritage” scored 222 points. Five point scaling have been used in the following table-4 i.e., HS-Highly Satisfied, S-Satisfied, MS-Moderately Satisfied, DS-Dissatisfied, HDS-Highly Dissatisfied.

Table-4  
Tourist Satisfaction on Warangal Fort Heritage Tourist Centre

Particulars	HS (5)		S (4)		MS (3)		DS (2)		HDS (1)		Total No.	Total Score	Rank
	Number	Score	Number	Score	Number	Score	Number	Score	Number	Score			
Availability of Tour Operators	12	60	22	88	09	27	07	07	0	0	50	189	05
Kindness of Tour Operators	07	35	25	100	10	30	06	12	02	02	50	179	11
Tour Operators Communication Sk	08	40	10	40	17	51	07	14	08	08	50	153	19
Health Care Assistance	05	25	23	92	12	36	06	12	04	04	50	169	15
Road Links	11	55	25	100	09	27	04	08	01	01	50	191	03
Local Traffic	02	10	10	40	24	72	08	16	06	06	50	144	20
Car Parking	06	30	24	96	05	15	12	24	03	03	50	168	16
Available Tourism Information	07	35	26	104	09	27	06	12	02	02	50	180	10
Historical Cultural Heritage	31	155	10	40	09	27	0	0	0	0	50	222	01
Souvenirs	07	35	23	92	10	30	07	14	03	03	50	174	14
Sanitation Standards	08	40	27	108	09	27	06	12	0	0	50	187	07
Accommodation	06	30	29	116	10	30	05	10	0	0	50	186	08
Sound & Light Show	05	25	24	96	08	24	07	14	06	06	50	165	17

Greenery Surroundings	10	50	22	88	14	42	04	08	0	0	50	188	<b>06</b>
Restaurants	08	40	26	104	06	18	06	12	04	04	50	178	<b>12</b>
Tourist Guide Services	06	30	32	128	08	24	04	08	0	0	50	190	<b>04</b>
Currency Exchange Centers	07	35	24	96	14	42	03	06	02	02	50	181	<b>09</b>
Climate	04	20	13	52	22	66	08	16	03	03	50	157	<b>18</b>
City Intercom Transportation	06	30	24	96	11	33	07	14	02	02	50	175	<b>13</b>
It gives me sense of joy that I have Decided to visit again	08	40	29	116	11	33	02	04	0	0	50	193	<b>02</b>

**Source:** Field Survey

From the above tables 2 & 4, it is understood that the tourists are very much satisfied on both Thousand Pillar Temple and Fort Warangal heritage sites. The unique architectural features of these two heritage sites have been attracting the large number of tourists around the year. The tourists are satisfied on the Quality Roads, Shopping Centers, Available of Tour Operators, Restaurants, Available tourism information, Accommodation, Quality Price Ratio, and Greenery in Surroundings.

H02: It is presumed that tourists are not satisfied at Fort Warangal heritage site.

#### **Chi Square Test:**

Pearson Chi Square	Table Value	Calculated Value	df	P Value	Remark
	30.1	29.08	0.05	0.000	Highly Significant

It is noted that in the above table the Calculated Value is 29.08 which is less than the Table Value 30.01 and hence the result is highly significant. The null hypothesis 'tourists are not satisfied at fort Warangal heritage tourist site is rejected. From the analysis it is concluded that the tourists are quite satisfied on rich architectural styles and overall image of Thousand Pillar heritage tourist centre in Warangal city.

#### **TOURIST STAY IN WARANGAL CITY:**

Feelings and understanding of the value of tourist stay in the city hotels were evaluated by getting feedback. From the analysis it is found that the 'Overall staying in this tourist destination has been very valuable and memorable with modern comforts' scored 206 points. Based on this highest score, it has been proved that Warangal city is the preferred heritage tourist destination with good hospitality services.



**Table-5**  
**The Value Impact of Tourist Stay in Warangal City**

Particulars	HS (5)		S (4)		MS (3)		DS (2)		HDS (1)		Total No.	Total Score	Rank
	Number	Score	Number	Score	Number	Score	Number	Score	Number	Score			
Easy accessibility to hotels	16	80	21	84	13	39	0	0	0	0	50	203	<b>02</b>
Affordable room tariff in the hotels	07	35	09	36	18	54	12	24	04	04	50	153	<b>07</b>
Hygiene & Sanitation in the rooms	12	60	18	72	15	45	05	10	0	0	50	187	<b>05</b>
Feel at home in the hotels	18	90	15	60	12	36	05	10	0	0	50	196	<b>03</b>
Maintenance of Hotels	14	70	20	80	06	18	08	16	02	02	50	186	<b>06</b>
Staying at this tourist destination is worth every rupee	20	100	14	56	08	24	05	10	03	03	50	193	<b>04</b>
Overall, tourist stay in city hotels has been very valuable & memorable with modern comforts	18	90	23	92	06	18	03	06	0	0	50	206	<b>01</b>

**Source:** Field Survey

From the above table it is observed that the tourists are quite satisfied with the hotel stay in Warangal city. They also expressed the hotel maintenance and hygienic standards have exceeded their expectations and will recommend the hotels of this historic Warangal city to their friends, relatives and colleagues.

H03: Tourists are not happy during their stay in Warangal city hotels.

**Chi Square Test:**

Pearson Chi Square	Table Value	Calculated Value	df	P Value	Remark
	12.6	24.68	0.05	0.000	Not Highly Significant

It is noted that in the above table the Calculated Value is 24.68 which is higher than the Table Value 12.6 and hence the result is not highly significant. The null hypothesis 'tourists are not happy and experiencing pleasant movements in Warangal city hotels is rejected. From the analysis it is concluded that the tourists are quite satisfied on Warangal hospitality and tourists are not experiencing any difficulties in the Warangal city hotels.

**RESEARCH FINDINGS:**

This present study has spoken about the tourist satisfaction of Warangal city heritage sites. Measuring tourist satisfaction level is important while it can serve as a barometer to ascertain 'quality' of tourism offerings and services. The results provide insights on various attributes that have a strong influence on tourists' satisfaction.

1. The results showed that the perceived overall expectations of tourists on heritage tourist destinations (Thousand Pillar Temple and Warangal Fort) are unique and quite satisfied on the rich architectural styles of the monuments.

2. Majority of the tourists are very much satisfied about the Transportation facilities, Tourism information, Restaurants, and available of tour operators in Warangal city.

3. Most of the tourists felt satisfied about the well maintained green areas and foreign currency exchange centers in the city. They felt good and every rupee paid in this destination is worth. They are delighted about these tourist destinations and decided to come again in future.
4. Most of the tourists have dissatisfaction about the tour operator's communication skills, Local traffic, Health Care Assistance and Kindness of tour operators.
5. Majority of the tourists expressed their satisfaction on Warangal city hotels. Tourists are quite satisfied on easy access to hotels, good hygiene and sanitation conditions in rooms and well maintenance of hotels.

### **SUGGESTIONS:**

1. English language training is required to Tour Operators for their effective professional services.
2. A special tourist police force can be set up and the police personnel may be employed at bus stops, railway stations and at the tourist spots to ensure security for the tourists.
3. In the local Restaurants food is not hygienic. Need to improve the standards.
4. The traffic and parking facilities have to be well maintained.
5. The hotel room tariffs are unaffordable. Need budget hotels in Warangal city for the middle income group tourist.
6. Need of One day/Half day Warangal city package tour for the convenience of the tourists.

### **CONCLUSION:**

The tourist satisfaction depends upon the expectations and perception. Warangal is the second largest city in Telangana with grand historical past. The main historical heritage monuments 'Thousand Pillar Temple' and 'Fort Warangal' has the architectural potentiality in terms of attracting large scale of tourists around the year. In this study, various elements have been evaluated like value of stay at destinations, destinational environment, infrastructure facilities and other services were analysed. From the analysis, it is concluded that the tourists were satisfied on the architectural richness of Thousand Pillar temple and Fort Warangal. Few suggestions have been given by the tourists in order to improve the tourists satisfaction. By effectively implementing the suggestions provided by the visitors, it will not only improve the tourist's satisfaction but also increase the local revenue.

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