Tourist satisfaction and future travel intentions are influenced by the attractiveness of a destination: a study of Jammu and Kashmir

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Abstract

The goal of this research is to examine tourists' views of quality tourism services in Jammu and Kashmir, as well as to quantify tourist satisfaction by looking at the impact of quality tourism products on overall satisfaction. The quality of service provided to tourists in Jammu and Kashmir is assessed in this study. The empirical data was acquired from visitors via a survey that resulted in 353 useable questionnaires, and the data was analysed using linear regressions to assess the association between service quality and tourist satisfaction. The findings revealed that service quality has a direct impact on tourist satisfaction in terms of destination facilities, accessibility, and attraction. As a consequence, this study concluded that service quality has a considerable impact on tourist satisfaction, and so service quality is vital in tourism.

Keywords: Jammu and Kashmir, Service Quality, Tourist Satisfaction, Tourism.

INTRODUCTION

Today's travel, tourism and hospitality industry has reached into a global economic segment with direct and indirect impact on the world economy. The International Hospitality and Tourism industry, which creates more than 258 million jobs worldwide and supports 9.1 per cent of global GDP. The activities contributed by hotels, airlines, tour operators, resort development, casinos, cruise ships, contract and event catering and visitor attractions. According to the report World Travel & Tourism Council, in 2018 was US$1.6 trillion; 360 million jobs; US$90 billion in investment and US$1.7 trillion in exports. Along the way, in 2018, international tourism attracted 1.5 billion visitors globally for the first time in history and China became the world's largest spender in international tourism and hospitality by spending US$107 billion, surpassing Germany and the US. The sector has get advantage from the process of globalization and from the constantly falling relative costs of travel. In 1950 the travel industry recorded 25 million international tourist arrivals while there were 277 million in 1980, 438 million in 1990, 684 million in 2000, 904 million in 2007 and 1032 million in 2018. Since 1990, international arrivals have increased by 6.3 per cent annually and the UNWTO expects them to rise by 6 per cent per annum over the next 20 years. In 2020, the global economy will account for more than 335 million jobs, equivalent to about 10 percent of the direct and indirect overall number of jobs, or one in every 12.3 jobs. The UNWTO is expecting the global economy to provide 296 million jobs generated in 2019. During 2016-2019, international tourist arrival grew from 720 million to 1225 million, registered an increase of 5.7% in 2019 hitting a new record with over 1.4 billion tourists. According to figures released by United Nations World Tourism and Hospitality organization, 2019), reaching a total of 1094 billion tourists i.e., 40

billion more than 2017. International tourist receipt also recorded a growth of 6% (equivalent to the growth rate of international tourist arrival) in real terms in 2019, hitting a new record of US$ 1291 billion worldwide, and confirmed the strong correlation between the two key indicators used in monitoring international tourism trends. Emerging economies (6.26 percent) performed somewhat better than advanced nations, according to the World Tourism Barometer (WTB, 2019). (6.90 percent). Asia and the Pacific grew at the quickest rate of any UNWTO region. In 2019, there were 16.90 million more overseas tourists in the country than in 2018. In 2016, the region welcomed 314 million tourists, accounting for over a quarter of all tourists worldwide. Africa was the first to record the 3 million more tourists in 2016, it had the second largest growth (6.01 percent) among world regions, reaching a total of 53.3 million. For the first time, it surpassed the 50 million threshold.

Table 1.1: International Tourist Arrival Worldwide, 2018-2021

Tourist arrival in Millions

Region	2018	2019	2020	2021	%change (2021/2020)	%share (2020)
Europe	56.1	587.9	618.5	634.6	2.53	59.19
Asia and the pacific	172	202.2	217.1	243.2	6.90	22.70
Americas	141	147.1	165.2	169.5	2.54	15.82
Africa	48	49.9	50.1	53.3	6.01	5.05
Middle East	54.1	57.3	54.2	56.5	4.04	5.05
Advanced Economies	**573**	**607**	**621**	**641**	**3.12**	**59.8**
Emerging Economies	**508**	**545**	**434**	**463**	**6.26**	**43.2**
World	**912**	**982**	**997**	**1071**	**5.91**	**100**

In 2018, the United States welcomed 6 million more overseas tourists, bringing the overall number to 169.5 million. The region's share of global arrivals remained at 16 percent. International tourist arrivals to Europe increased by 2.53%, according to the Worlds Tourism Barometer, which was a very respectable outcome given the economic circumstances and the previous year's strong performance. It accounts for somewhat more than half of all international arrivals.

In 2018, Europe welcomed 634.6 million tourists, an increase of 18 million over 2017. With a total of 56.5 million international tourists, the Middle East saw a 4.04 percent reduction in arrivals, according to the World Tourism Barometer, which was owing to persistent tensions in various places in the region.

OBJECTIVES OF THE STUDY

1. To assess the level of service provided to tourists in Jammu and Kashmir.

2. To provide ways and means for improving service quality based on study findings in order to

   attain Tourist retention and loyalty.

REVIEW OF LITERATURE

Manufacturers began to focus on managing the physical production of items and internal measurements of the production process in the 1920s, and quality initiatives were born (i.e., [20]). Quality has been defined in a variety of ways, and there is no consensus on how to define or evaluate this elusive term. (For example, [28] defined quality as: Quality Excellence; Quality Value; Conformance to Specifications; Conformance to Requirements; Fitness for Use; Loss Avoidance; and Meeting and/or Exceeding Expectations. Quality can alternatively be characterized as gratifying visitors and, satisfying or meeting implied needs [7]. The broad definition of quality says that it is measured against goals or objectives. Non-conformance issues become quality issues, and quality becomes quantifiable. However, recognising the value of quality in items is insufficient to comprehend service quality. For a complete understanding of service quality, four well-documented features of services – intangibility, heterogeneity, perishability and inseparability – must be acknowledged [26].

Intangibility: Services are fundamentally intangible activities or advantages that cannot be manufactured in advance and do not require title ownership (i.e., [38]). They could include standard personal help services like babysitting, gardening, and so on. Finally, there is the value added service, which is the least tangible of all (i.e., mechanic, repairman, etc). (Cottler, 1993). Because they are acts rather than objects, most services are intangibles (Bateson 1977; Berry 1980; Lovelock 1981). Rarely can precise production criteria for consistent quality be specified.

To ensure quality, most services cannot be numbered, measured, inventoried, tested, or confirmed prior to sale (i.e., [(26]).

Tourists find it difficult to assess the quality of service because it is not an item but phenomena.

Heterogeneity: Services, particularly those with a significant labor component, are heterogeneous; their performance varies widely from producer to producer, tourist to tourist, and day to day (i.e., [26]). Because what the corporation plans to give may be quite different from what tourists experience, consistency of behaviour from service professionals (i.e., uniform quality) is impossible to ensure (i.e., 9).

Inseparability: Many services involve simultaneous production and consumption (i.e., [28] Carmen and (i.e., [14] Services entail simultaneous production and consumption. Inseparability means that services are produced and used concurrently, whereas physical things are produced first, then sold, and then consumed. The inextricability of production and consumption frequently pushes tourists to participate in the production process. Inseparability also implies that the manufacturer and the vendor frequently make economic compromises (i.e.,[38]). For example, in

labor-intensive services, quality is established during service delivery, usually through interaction between the client and the service firm's contact person (i.e., [21]. The visitor input becomes crucial to the quality of service delivery in this case.

Perishability: Because production and consumption are inextricably linked, it is impossible to store service capacity. Perishability refers to the fact that services cannot be produced in advance, inventoried, and then sold. Services are non-storable performances (e.g., [41]). Corrective maintenance work, such as heating and cooling repairs, can be challenging to line up with demand and supply. Although numerous scholars have examined the idea of service quality for decades, there is no consensus on how to conceptualise it (i.e., [11]), as different researchers have concentrated on different aspects of service quality. (For example, [27] stated that no universal, concise, or all-encompassing definition or model quality exists.)

Many academics have traditionally agreed and recognised that service quality is a comparison of expectations and perceptions of performance (i.e., [42] (i.e., [20] and (i.e., [43]). The tourist's assessment of an entity's overall perfection or superiority (i.e., [40]) is known as perceived quality. It is distinct from objective quality (as defined by a few researchers. By comparing service user expectations with actual performance, a company's inferiority/superiority can be determined. (i.e., [(22]; (i.e., [6]. Service quality as how well a service fits the needs or expectations of tourists. Expectations of visitors are assumptions about service delivery that serve as a yardstick or benchmark against which performance is measured ([39].

Tourist satisfaction

Tourist satisfaction is described as satisfaction as the end-state arising from a consumer experience, or a process stressing the perceptual, evaluative and psychological aspects of the experience [39].Procedures that contribute to tourist satisfaction. In this notion, satisfaction is measured during the service. procedure for delivery Tourist satisfaction may also be defined as the sensation that customers have after using a product. [3] said, it is the sense of contentment or dissatisfaction as a result of comparing the perceived good with the perceived bad. Performance of services or products in comparison to expectations if the perceived performance falls short of expectations, the tourist will be disappointed or unsatisfied if the expected performance is not met. [46] said, When compared to the anticipation, a consumer is regarded satisfied if the experience weighted sum total produces a sensation of enjoyment. [10] Tourist satisfaction is defined in tourism studies as the visitor's emotional condition following their tour [47]. Due to its relevance in determining the success and continuous existence of the tourism business [15]. Tourist satisfaction is one of the most explored areas in many tourism studies.

Relationship between Service Quality and Tourist Satisfaction

The relationship between service quality and tourist satisfaction has been studied in several research. For example, [14] demonstrated that in the Greek retailing industry, service quality has a considerable impact and a favourable association with tourist satisfaction. [48]) undertook a study to better understand the relationship between service quality and tourist satisfaction in various hotels. The study discovered that the hotel's image is influenced by the presence of service and tourist contentment, which promote the hotel's favoured image established by improving

service quality and tourist satisfaction. Service quality is favourably associated with service of banks for tourist satisfaction in Greece, according to Jamal and [17].

According to a review of the literature, there is extremely few empirical research on tourism. However, no significant effort has been made to yet in Jammu and Kashmir to critically assess the impact of service quality on tourist satisfaction. As a result, the goal of this study is to look into the entire quality of the tourism product and how it affects tourist satisfaction in Jammu and Kashmir.

SAMPLE SIZE

There were two elements to the survey questionnaire: service quality and tourist satisfaction. The questionnaire was constructed using a 5-point Likert-type scale based on validated scales from the literature, and it contains 34 items as follows: 1. a total of 30 elements were used to assess service quality. 2. Four items were used to gauge tourist satisfaction. From October 2018 to January 2021, 353 questionnaires were provided to tourists in Jammu and Kashmir. Data was collected at many locations where different tourists visited as well as from tourist centres in Jammu and Kashmir. This research produced 353 useable questionnaires, which were processed and analysed using the SPSS statistical software package to validate the suggested model.

RESULTS OF THE STUDY

Table 1: Reliability Analysis

Variables	Number of items	Cronbach's Alpha
Service quality	**30**	**.949**
Tourists satisfaction	**4**	**.871**
Total	**34**	**.976**

As stated in Table 1, the Cronbach's Alpha coefficient for service quality was =.949, for tourist satisfaction it was =.871, and the overall score was =.976. Cronbach's Alpha scores were above the recommended 0.6 level, indicating that the scales in the instrument showed sufficient internal consistency (De Vellis, 1991). As a result, the high Cronbach's Alpha value in this study indicates that the statements in the questionnaire are consistent and reliable. Table 2 shows the overall number of travellers who took part in this survey, which were 350. Female tourists made up the majority of visitors (52.2%). The majority of visitors (54.4%) are between the ages of 31 and 50. However, the majority of visitors (45%) had a bachelor's degree. The majority of tourists (51.1%) were from the private sector.

Table 2: Demographic Characteristics of Participated Tourists

Variable	Category	Frequency	Percentage %
Gender	Male	197	55.80
	Female	156	44.2
Age	20-30	98	27.76
	31-40	87	24.64
	41-50	106	30.02
	Above 51 years	62	17.56
Education	High school	89	25.21
	Diploma	54	15.29
	Graduation	109	30.87
	Post graduation	70	19.83
	Above	31	8.78
Job	Pvt.	202	62.32
	Public	167	47.30
Monthly income	Up to 50000	27	7.64
	50000-100000	98	27.76
	100000-500000	167	47.30
	Above 500000	61	17.28
	Indian	205	58.07

Nationality			
	Foreign	148	41.92

Table 3 shows the mean and standard deviation values for each variable in the study questionnaire. The tourism facilities had the highest mean (3.72), suggesting that they were important to the sample persons, while accessibility had enough lowest mean (3.64), indicating that it was less important to them. Tourist satisfaction (as a dependent variable) was measured by a mean of (3.69), which is regarded excellent.

Table 3: Means and Standard Deviations

Service Quality	**Mean**	**Standard deviation**
Destination Facilities (restaurant, souvenir and tour guide)	3.72	1.01
Destination Attraction (museum)	3.68	**0.97**
Destination Accessibility (maps, parking and toilet)	**3.64**	**0.99**
Tourist Satisfaction	**3.69**	**1.10**

A linear regression analysis was used to test the hypothesis in this study. Since the significance level was (P.05), the correlation analysis revealed that there were very high significant connections between service quality and tourist satisfaction. As a result, in order to determine the impact of service quality on tourist satisfaction, a linear regression model was required. H1: Service quality and tourist satisfaction have a favorable association. A liner regression analysis was used to evaluate this hypothesis, as shown below in Table 4.

Table 4: Linear Regression for Impact of Service Quality on Tourist Satisfaction

Independent Variable	Dependent Variable: Tourist Satisfaction						Hypothesis tested
Service Quality	R	R square	F	B Beta	T	Sig.	Accept
	.782	.609	273.812	.782	17.342	.000	

According to the regression results, service quality (destination facilities, destination accessibility, and destination attraction) is a good significant predictor of tourist satisfaction (=.78, P=.000). Service quality, in particular, explains (R2) 60.9 percent of the variation in tourist satisfaction. However, the overall statistical findings suggested that the quality of service had a beneficial impact on tourist satisfaction. As a consequence, the study hypothesis (hypothesis 1) is accepted, confirming the positive association between service quality and tourist satisfaction. According to the findings, service quality (destination amenities, accessibility, and attractions) has a significant impact on total tourist satisfaction. This study found that the quality of service had a favourable correlation with tourist satisfaction. These findings imply that increasing the degree of service quality across destination amenities, destination accessibility, and destination attractions might improve tourist satisfaction. Tourists in Jammu and Kashmir are also moderately satisfied with the quality of tourism services. Similarly, the findings of (i.e., [49], who discovered that destination facilities, accessibility, and attraction have considerable positive influence on tourist satisfaction in Jerash, one of Jordan's most popular tourist sites. In Jammu & Kashmir, the current study emphasises the relevance of service quality and its impact on tourist satisfaction.

CONCLUSION

The findings of the study will help destination management, tourism organisations, and businesses in Jammu & Kashmir assess the quality of their current services. As a result, this research demonstrates that improving the quality of tourism services has a favourable impact on tourist satisfaction by improving destination conveniences, accessibility, and attractions. Another study can be undertaken among other tourist groups in various destinations to confirm the study survey for further research.

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