

TRAVELERS SATISFACTION TOWARDS TOURIST DESTINATIONS (AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO THE NILGIRI)

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ABSTRACT

The objective this research paper is develops a destination loyalty theoretical model by using tourist perception, destination image and tourist satisfaction. These study analysis components, attributes, factor influencing the destination image and examine the tourist satisfaction and determinants of destination loyalty. This is a conceptual paper attempts at evaluating recent empirical on destination image, tourist satisfaction and loyalty. The conceptual framework model is developed on the basis of existing theoretical and empirical research in the field of destination marketing. The models include four constructs. Tourist Perception constructs has been influenced by factors like Travel Environment, Natural Attractions, Entertainments and Infrastructure, Destination Safety & Cleanness, Friendly Local Community & Clam Atmosphere The satisfaction construct has been influenced by factors like Entertainments, Destination Attractions and Atmosphere, Accommodation, Food, Transportation Services and Shopping

Key words: Perception, Image, Satisfaction, Loyalty, Attributes and Determinants.

1. INTRODUCTION ABOUT THE STUDY

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 material one is accommodation, the attractions and entertainment available. The psychological factors include a wide spectrum of attitudes and expectations. This shift has emphasized more on nature based tourism products and activities leaving the tourism planners and stake holders confused, considering the sensitiveness of nature and its usage for touristic activities. Tourism importance has been increasing day by day; allocation of funds for tourism development has increased and resulted in different outcomes such as infrastructure development and streamlining tourism activities.

Tourism in India

Tourism has been a major social phenomenon for India society all the time. It is driven by the natural urge of every human for new experiences, and the desire to be both educated and entertained. The motivations for tourism also including religious and business interests, the developing and inclination towards education has also promote to the growth of tourism. Tourism India is expanding by leaps and bound across its boundaries generating foreign exchange earnings besides providing job opportunities to the teaming millions of people of visiting destinations. India, known for a kaleidoscope of tourist attractions, received more than 7.68 million international tourists and catered around 1282 million domestic tourists to all states in the year 2014.

2. OBJECTIVES OF THE STUDY

- The identify the level of satisfaction towards tourism spot with special reference to Nilgiris.
- To evaluate the problems faced by the tourist while they visiting the tourism spot Nilgiris.
- To offer valuable suggestions from the study.

3. SCOPE OF THE STUDY

Tourism can grow, in an environment of peace and stability where the traveler is sure of safety, security, prompt services, hassle-free journey and no attempt for extortion or cheating. The problems of tourists and their level of satisfaction are analyzed in this study. Hence this study may be useful to the local authorities, the Government and the tourism agencies to take suitable measures to improve tourism industry.

4. LIMITATIONS

- The data are collected from the respondents of a particular place.
- Due to time constraint only limited samples are taken for the study.
- There may be certain percentage of respondent's bias.
- Some of the conclusions are based on the estimates, assumptions, observations and informal interviews.

5. REVIEW OF LITERATURE

- **Munir.(2018)** Investigated whether travelers were satisfied with their visit to Malaysia and also highlighted factors that contribute to tourist satisfaction. The results showed that the overall tourist satisfaction gave a mean score of 3.74. Among the factors that attracted tourists to visit the country were beautiful scenery, customs and culture, hospitality of the service providers, the quality of food and the friendliness of the local population.

- **Ivyanno and Nila. (2017)**Examined the influence of service quality and tourist satisfaction on the future behavioral intentions of domestic local tourists to the Borobudur temple using the SERVQUAL model and multiple regression analysis. The study found that service quality has a positive influence on tourist satisfaction. In other words, maintaining service quality is important to maximize tourist satisfaction.

- **Mukhles. (2016)** Concerning tourist satisfaction examined the impact of the quality of the tourism product on overall tourist satisfaction, and measured tourists' perceptions concerning the quality of tourism services provided at the Petra historical site. The findings noted that service quality, including destination facilities, destination accessibility and destination attraction, directly impacted tourist satisfaction.

- **Takeshi Kurihara, Naohisa Okamoto. (2015)** This paper has discussed the tourism environment evaluation from the viewpoint of the qualitative approach given by the foreign visitor's evaluation and the quantitative approach which is calculated by the principal component analysis based on the objective data. Foreign visitors highly prioritized safety followed by transportation & price among the eight items making up the tourism environment. Japan ranked fourth among the 14 countries in the total tourism environment score ranking. Although Japan has strength in safety, cleanliness, & transportation, it has weaknesses in multilingual writing, price & communication compared with a score of other countries.

- **Alegre and Garau. (2014)** Examined dissatisfaction at a sun and sand tourist destination, namely the island of Majorca in the Balearic Islands. The following attributes were rated in terms of satisfaction; climate, cleanliness and hygiene, scenery, peace and quiet, accommodation, safety, historic sites or places, presence of friends and family, interaction with other tourist, night life, sports activities, tourist attractions, prior visits to the destination, ease of access, facilities for children, easy access to information, local cuisine, local lifestyle, and affordable prices.

6. RESEARCH METHODOLOGY

Research Methodology is the systematic, theoretical analysis of the methods applied to a field of study

Data Sources

PRIMARY DATA: The data were collected through structured questionnaire (interview method). SECONDARY

DATA: The secondary data were collected from official records and magazines.

Area of Study

The resort is at a height of 2200 meters surrounded by many peaks like Doddabetta, Snow down, Church Hill, Fern Hill and Cairn. These hills act as limits for the physical development of the resort and also to preserve its natural environment. This attracts all types of tourists both from India and abroad. It is popular among the honeymooners and holiday users.

Study Areas and Sample Size

A sample size of 225 tourists from the study area that is pilgrimage places, hill stations, wildlife sanctuaries, national parks, adventure spots of Nilgiris is taken on convenient cum judgment basis. These places are chosen because they hold the perennial positions in terms of tourist's arrivals in the state.

Statistical Tools used in the Dissertation

- Simple percentage analysis
- Rank analysis
- Chi-square analysis

H1: Tourist level of perception towards the quality of accommodation is dependent on the nature of accommodation Preferred by them.

Travelers Satisfaction towards Tourist Destinations (An Empirical Study with Special Reference to the Nilgiri)

Table 1.1 Tourists Level of Satisfaction towards Various Tourist Destinations in Nilgiris

Parameters	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied	Sum	Mean	Rank
Surroundings	110 (48.89)	110 (48.89)	0 (0.00)	0 (0.00)	5 (2.22)	995	4.42	1
Climates	115 (51.11)	80 (35.56)	23 (10.22)	5 (2.22)	2 (0.89)	976	4.34	2
Hotel services	24 (10.67)	115 (51.11)	75 (33.33)	8 (3.56)	3 (1.33)	824	3.66	3
Local Transportations Service	12 (5.33)	95 (42.22)	88 (39.11)	21 (9.33)	9 (4.00)	755	3.36	5
Infrastructure	37 (16.44)	109 (48.44)	52 (23.11)	13 (5.78)	14 (6.22)	817	3.63	4
Tourists Guide	43 (19.11)	71 (31.56)	52 (23.11)	34 (15.11)	25 (11.11)	748	3.32	6

Source: Primary Data

Interpretation

From the above table discusses on the tourists' level of satisfaction towards the various tourist destinations in Nilgiri, it has been inferred that most of the respondents have exhibited high level of satisfaction towards the peaceful surroundings of the tourist destination. This variable is ranked in first place with the mean score of 4.42. Similarly the respondents have been found to be pleased with the climates and hotel services of the tourist destination. These factors are ranked in second and third place with the mean score of 4.34 and 3.66 respectively. Subsequently the respondents have also opined that the infrastructure, local transportations service and tourists guide availability and roles are upto their satisfaction level in tourist place. These factors are ranked in fourth, fifth and sixth place with the mean score of 3.63, 3.36 and 3.32 respectively.

H2: There exists association between the nature of challenges tourist faced and their occupational status.

Table 1.2 Associations between Occupations and Challenges Faced By Tourist

Occupation	Challenging Problems					Total
	Accommodation	Transportation	Cost	Language difficulties	Others	
Government Employee	3(1.30)	5(2.20)	4(1.80)	0(0.00)	6(2.70)	18(8.00)
Private Employee	3(1.30)	19(8.40)	13(5.80)	3(1.30)	5(2.20)	43(19.10)
Professionals	4(1.80)	20(8.90)	17(7.60)	3(1.30)	8(3.60)	52(23.10)
Business Trader	0(0.00)	10(4.40)	3(1.30)	2(0.90)	0(0.00)	15(6.70)
Others	12(5.30)	45(20.00)	13(5.80)	4(1.80)	23(10.20)	97(43.10)
Total	22 (9.80)	99(44.00)	50(22.20)	12(5.30)	42(18.70)	225(100)

Source: Primary Data

Interpretation

The study analysis confined that problems faced by the tourist various according to their occupation status. As occupational status of individual is considered as the barometer of their socio-economic status. Generally it is believed that any service needs various among various income and socio-economic class of population.

Table 1.3 Result of Chi-Square Association between Occupations and Challenges Faced by Tourist

Chi-square value	DF	Table value	Remark
25.037	16	26.296	Accepted

Level of Significance: 5 per cent of

Interpretation

From the above table it has been inferred that the calculated chi-square values are less than the table values 26.296 at 5 per cent of level of significance. Therefore, the hypothesis framed stands accepted and it is concluded that there exists association between the nature of challenges tourist faced and their occupational status.

Table 1.4 Nature of Problems Faced by the Tourist at the Tourist Spot (S)

Sl. No	Problem in Nilgiris	No. of Respondents	Percentage
1.	Transportation(Road)	50	22.22
2.	Traffic	75	33.33
3.	Lack of security	34	15.11
4.	Food accommodation	33	14.67
5.	Guide support	33	14.67
	Total	225	100

Source: Primary Data

Interpretation

From the above data table it has been inferred that majority of 33.33 per cent of sample respondents had faced the traffic problem in Nilgiri tourist spot. Out of 225 respondent surveyed, 22.22 per cent of sample respondents had faced e transportation problem, 15.11 per cent of respondents faced the lack of security issues across Nilgiri's tourist spot and rest of 14.67 per cent of sample subjects faced the food accommodation problem and lack of tourist guide issues.

7. FINDINGS**Ranking Analysis**

From the above table discusses on the tourists' level of satisfaction towards the various tourist destinations in Nilgiri, it has been inferred that most of the respondents have exhibited high level of satisfaction towards the peaceful surroundings of the tourist destination. This variable is ranked in first place with the mean score of 4.42.

Chi-Square

Therefore, the hypothesis framed stands accepted and it is concluded that there exists association between the nature of challenges tourist faced and their occupational status.

Travelers Satisfaction towards Tourist Destinations (An Empirical Study with Special Reference to the Nilgiri)

Simple Percentage Analysis

From the above data table it has been inferred that majority of 33.33 per cent of sample respondents had faced the traffic problem in Nilgiri tourist spot.

8. SUGGESTION

- Frequency of bus service to the Nilgiris may be increased through public transport system and steps may be taken to improve the roads.
- Toilet facilities must be enhanced and dustbins provided wherever needed. Steps should be taken to keep the surrounding clean and tidy. During rainy season the puddles should be cleared off to avoid hindrance to traffic.
- 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.

9. CONCLUSION

In terms of the current status of satisfaction, the score of the dimension of physical and mental relaxation was the highest. In the dimension of physical and mental relaxation, the score of stress relieving was the highest; the results showed that the tourists were satisfied with the effect of stress relieving. In addition, the difference in demographic variables has a significant effect, namely, age, level of education; occupation and monthly income have a significant effect on tourist satisfaction. It was seen that the sampled tourists had lower expectations and lower satisfaction levels for local means of transportation, cultural and artistic activities, communication with the local population, sports activities, and conformity to hygienic rules, cleanliness, availability of tourist information

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