



# A Study of Satisfaction level among foreign and domestic Tourist with the help of Tourism Marketing Mix with Special Reference to Prayagraj

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## **Abstract:**

This study examines the satisfaction levels of foreign and domestic tourists in the city of Prayagraj, with a focus on the influence of the tourism marketing mix. The tourism marketing mix consists of various elements such as product, price, place, promotion, people, process, and physical evidence, which collectively shape tourists' experiences and perceptions. The objective of this research is to understand how these marketing mix elements contribute to the satisfaction levels of tourists in Prayagraj, both from foreign and domestic backgrounds. The study findings reveal that the tourism marketing mix elements significantly impact the satisfaction levels of both foreign and domestic tourists. The quality of the tourism product, competitive pricing, convenient access to attractions, effective promotional activities, knowledgeable and friendly staff, efficient processes, and well-maintained physical infrastructure emerged as key factors influencing satisfaction.

## **Keywords:**

*Satisfaction level, foreign tourists, domestic tourists, tourism marketing mix, Prayagraj, product, price, place, promotion, people, process, physical evidence, survey, interviews, tourism industry, tourism officials, quality, pricing, access, promotion, staff, infrastructure.*

## **Introduction**

Tourism is a crucial contributor to the economic and social development of many destinations worldwide. In recent years, the city of Prayagraj has emerged as a prominent tourist destination in India, attracting both foreign and domestic tourists. To ensure the growth and sustainability of tourism in Prayagraj, it is essential to understand the factors that influence tourist satisfaction and their experiences. The satisfaction of tourists plays a pivotal role in the success of any destination. Satisfied tourists are more likely to revisit the destination, recommend it to others, and

contribute positively to its overall image and reputation. Therefore, it becomes imperative for destination marketers and policymakers to identify the key drivers of tourist satisfaction and focus on enhancing them.

The tourism marketing mix, consisting of product, price, place, promotion, people, process, and physical evidence, serves as a strategic framework for destination marketers to design and implement effective marketing strategies. These elements collectively shape the experiences and perceptions of tourists and contribute to their overall satisfaction. While several studies have explored the satisfaction levels of tourists in various destinations, there is a limited understanding of the satisfaction levels among foreign and domestic tourists in Prayagraj, specifically with respect to the influence of the tourism marketing mix. Examining this relationship is crucial to identify the specific areas where improvements can be made to enhance tourist satisfaction and strengthen the competitiveness of Prayagraj as a tourist destination.

By conducting a comprehensive study on the satisfaction levels of foreign and domestic tourists in Prayagraj and their perception of the tourism marketing mix, this research aims to bridge the existing knowledge gap and provide valuable insights for destination marketers, policymakers, and tourism stakeholders.

### **Tourism in Uttar Pradesh**

Uttar Pradesh, located in the northern part of India, is a state known for its rich cultural heritage, historical significance, and religious diversity. With a plethora of magnificent monuments, pilgrimage sites, and natural attractions, Uttar Pradesh has emerged as a prominent tourism destination, captivating the hearts of travelers from all around the world. Let's delve into the enchanting world of tourism in Uttar Pradesh and explore the wonders it has to offer.

One of the most iconic attractions in Uttar Pradesh is the majestic Taj Mahal, a UNESCO World Heritage Site and one of the Seven Wonders of the World. Situated in Agra, the Taj Mahal stands as a symbol of eternal love and architectural brilliance. Its exquisite marble structure, intricate carvings, and perfectly manicured gardens attract millions of tourists each year, making it a must-visit destination for history enthusiasts and romantics alike. Another prominent tourist destination in Uttar Pradesh is Varanasi, one of the oldest continuously inhabited cities in the world and the spiritual capital of India. Varanasi, located on the banks of the sacred River Ganges, is renowned for its ancient temples, bustling ghats, and mesmerizing Ganga Aarti ceremonies. The spiritual aura, the sight of pilgrims taking a holy dip in the river, and the vibrant evening rituals create an unforgettable experience for visitors seeking spiritual enlightenment and cultural immersion.

For those interested in exploring the architectural marvels of Uttar Pradesh, the city of Lucknow is a treasure trove. Lucknow, the capital city, showcases a fusion of Persian, Awadhi, and British architectural styles. The grandeur of monuments such as the Bara Imambara, Chota Imambara, and Rumi Darwaza leaves visitors in awe of the artistic brilliance of the bygone era. Lucknow is also famous for its lip-smacking Awadhi cuisine, known for its rich flavors and delicacies like kebabs and biryanis, making it a paradise for food lovers. Moving towards the western part of

Uttar Pradesh, one encounters the city of Mathura, the birthplace of Lord Krishna, revered by millions of devotees worldwide. Mathura and nearby Vrindavan are known for their vibrant Holi celebrations and numerous temples dedicated to Lord Krishna. The atmosphere during festivals is filled with joy, devotion, and colors, attracting both domestic and international tourists seeking a spiritual and cultural experience.

In addition to these renowned destinations, Uttar Pradesh is dotted with several other attractions that cater to different interests. The holy city of Ayodhya, associated with the birthplace of Lord Rama, attracts devotees and history enthusiasts. The wildlife enthusiasts can explore the Dudhwa National Park, home to diverse flora and fauna. The historical city of Allahabad, now known as Prayagraj, is famous for its Triveni Sangam, the confluence of the holy rivers Ganges, Yamuna, and the mythical Saraswati. This city also hosts the Kumbh Mela, the largest religious gathering on Earth, attracting millions of pilgrims from across the globe. The tourism industry in Uttar Pradesh has witnessed significant growth over the years, with the government's efforts to promote tourism infrastructure and initiatives. The state offers a range of accommodation options, from luxury hotels to budget-friendly guesthouses, ensuring a comfortable stay for travelers. Additionally, the accessibility of Uttar Pradesh through well-connected airports, railways, and road networks makes it easily reachable for tourists from various parts of the country and abroad.

### **Tourism in Prayagraj**

Prayagraj, formerly known as Allahabad, is a city of historical and cultural significance situated in the Indian state of Uttar Pradesh. Located at the confluence of the holy rivers Ganges, Yamuna, and the mythical Saraswati, Prayagraj holds immense spiritual importance for Hindus. Apart from its religious significance, Prayagraj has emerged as a vibrant tourism destination, attracting visitors from all over the world. Let's explore the tourism potential and attractions that make Prayagraj a captivating place to visit.

The Kumbh Mela, one of the largest religious gatherings on Earth, is the highlight of tourism in Prayagraj. Every twelve years, millions of pilgrims gather at the Triveni Sangam, the sacred confluence of the rivers, to take a holy dip and seek spiritual purification. The atmosphere during the Kumbh Mela is filled with devotion, colorful processions, religious discourses, and cultural performances. This unique event showcases the rich cultural heritage and religious traditions of India, attracting both domestic and international tourists.

Prayagraj is also known for its numerous historical and architectural wonders. The Allahabad Fort, built by Emperor Akbar, stands majestically on the banks of the Yamuna River. Its impressive architecture, with intricately designed walls and grand gateways, reflects the grandeur of the Mughal era. Inside the fort, visitors can explore the Patalpuri Temple, believed to be the underground abode of Lord Rama, and the Akshaya Vat, an ancient sacred banyan tree.

Another architectural marvel in Prayagraj is the Anand Bhawan, the ancestral home of the Nehru-Gandhi family. Converted into a museum, it offers insights into the lives and contributions of India's prominent political figures,

including Jawaharlal Nehru and Indira Gandhi. The museum houses a vast collection of photographs, personal belongings, and historical artifacts, providing a glimpse into the freedom struggle and the country's political history.

For nature enthusiasts, Prayagraj offers serene and picturesque spots. The Khusro Bagh, a beautiful garden with mausoleums of the Mughal emperor Jahangir's family, is a tranquil place to relax amidst lush greenery and splendid architecture. Additionally, the Alfred Park, now known as Chandra Shekhar Azad Park, provides a peaceful retreat with its sprawling lawns, fountains, and a statue of the revolutionary freedom fighter Chandra Shekhar Azad.

Prayagraj is also home to educational institutions of great repute, including the Allahabad University and Motilal Nehru National Institute of Technology. These institutions attract students from various parts of the country, contributing to the city's vibrant and intellectual atmosphere.

To enhance the tourism experience, Prayagraj offers a range of accommodations, from luxury hotels to budget-friendly guesthouses and ashrams. The city also boasts a variety of culinary delights, with its street food culture and traditional sweets being a major attraction for food lovers. Visitors can savor the famous "kachori-sabzi," "petha" (a sweet delicacy), and the delectable "gulab jamun."

In recent years, the government and tourism authorities have taken significant initiatives to promote and develop tourism in Prayagraj. These efforts include improving infrastructure, enhancing connectivity, organizing cultural festivals, and creating awareness about the city's historical and religious significance. The Prayagraj Ardh Kumbh Mela in 2019 witnessed extensive development, including the construction of temporary accommodations, better sanitation facilities, and improved transportation systems to cater to the large influx of tourists.

### **Tourism Marketing Mix**

Tourism Marketing Mix refers to a strategic framework that combines various elements to effectively market and promote tourism products and destinations. It is derived from the traditional marketing mix concept but adapted specifically for the tourism industry. The tourism marketing mix consists of several interconnected components, each playing a crucial role in attracting tourists, creating memorable experiences, and ultimately influencing their satisfaction levels. The key elements of the tourism marketing mix are as follows:

- **Product:** The product element refers to the tangible and intangible offerings that make up the tourism experience. It includes attractions, accommodations, transportation, activities, events, and services provided to tourists. The product aspect focuses on developing unique and compelling offerings that meet the needs and desires of the target market.
- **Price:** Price encompasses the monetary value that tourists pay for the tourism product or service. It involves determining the appropriate pricing strategy, considering factors such as costs, competition, demand, and

perceived value. Pricing decisions should strike a balance between affordability for tourists and profitability for tourism providers.

- **Place:** Place refers to the distribution channels and physical locations where tourists can access and experience the tourism product. It involves selecting and managing the right distribution channels, such as travel agencies, online booking platforms, and tour operators, to ensure convenient and efficient access for tourists. The physical infrastructure and accessibility of the destination also play a crucial role in the place element.
- **Promotion:** Promotion involves the communication and marketing activities aimed at creating awareness, generating interest, and persuading tourists to choose a specific destination or tourism product. It includes advertising, public relations, sales promotion, digital marketing, social media campaigns, and other promotional strategies. Effective promotion helps to build a positive image, differentiate the destination, and attract the target market.
- **People:** People refer to the individuals involved in the tourism experience, including tourism professionals, staff, tour guides, and local communities. The people element emphasizes the importance of providing excellent customer service, building positive relationships with tourists, and ensuring their satisfaction. Well-trained and knowledgeable staff contribute to a memorable and enjoyable tourism experience.
- **Process:** Process refers to the procedures, systems, and interactions involved in delivering the tourism product or service. It encompasses the entire customer journey, from pre-booking to post-visit activities. Efficient processes, such as easy booking procedures, seamless transportation, smooth check-ins, and timely customer support, contribute to a positive and hassle-free experience for tourists.
- **Physical Evidence:** Physical evidence includes the tangible aspects that tourists encounter during their tourism experience. It includes the physical environment, infrastructure, facilities, signage, cleanliness, and overall aesthetics of the destination. Positive physical evidence contributes to creating a favorable impression and enhancing the overall satisfaction of tourists.

These elements of the tourism marketing mix are interconnected and should be integrated and aligned to create a cohesive and effective marketing strategy. By carefully considering and managing these elements, tourism marketers can enhance the attractiveness of destinations, meet the needs of tourists, and ultimately drive tourism growth and satisfaction.

### **Factors affecting Satisfaction level among foreign and domestic Tourist**

- **Quality of Tourism Product:** The quality of the tourism product, including attractions, accommodations, services, and activities, significantly influences tourist satisfaction. High-quality offerings that meet or exceed expectations contribute to a positive experience.

- **Price and Value for Money:** Pricing plays a crucial role in shaping tourist satisfaction. The perceived value for money, which considers the price paid in relation to the quality and benefits received, affects satisfaction levels. Fair pricing and perceived value contribute to higher satisfaction.
- **Accessibility and Convenience:** The ease of access to tourist attractions, transportation options, and overall convenience during the travel experience influence satisfaction. Convenient transportation links, well-connected infrastructure, and efficient travel processes contribute to higher satisfaction levels.
- **Cultural and Authentic Experiences:** Tourists often seek authentic and culturally immersive experiences. The opportunity to engage with local culture, traditions, customs, and cuisine contributes to higher satisfaction levels, as it creates memorable and meaningful experiences.
- **Customer Service and Hospitality:** The quality of customer service and hospitality provided by tourism staff and service providers significantly impacts satisfaction. Friendly, attentive, and knowledgeable staff contribute to positive experiences and higher satisfaction levels.
- **Safety and Security:** Tourists prioritize safety and security when choosing a destination. A safe and secure environment, effective security measures, and reliable information about potential risks contribute to tourist satisfaction.
- **Communication and Language Support:** Effective communication and language support services are essential for tourists, especially for foreign visitors. Clear and accurate information, multilingual staff, and translation services contribute to higher satisfaction levels.
- **Information and Trip Planning:** The availability and quality of information regarding the destination, attractions, activities, and local services influence satisfaction. Tourists value accurate and comprehensive information that helps them plan their trips effectively.
- **Environmental Sustainability:** Increasingly, tourists are concerned about the environmental impact of their travels. Destinations that prioritize sustainable practices, conservation efforts, and responsible tourism contribute to higher satisfaction among environmentally conscious tourists.
- **Infrastructure and Facilities:** Well-developed infrastructure, including transportation networks, accommodation options, public amenities, and tourist facilities, contributes to higher satisfaction levels. Well-maintained facilities and convenient amenities enhance the overall tourist experience.

These factors interact and influence each other to shape tourist satisfaction levels. Tourism destinations and providers should focus on understanding and addressing these factors to enhance the satisfaction of both foreign and domestic tourists and promote sustainable tourism growth.

## Review of Literature

**Ahmed, Y. & Helhel, Y. (2022).** Studied “The Satisfaction Level of Tourism Marketing Mix Components in Aden City: The Perspective of Residents” and concluded that tourism, which is currently lagging in Aden's tourist industry. To improve the perception of Aden as a destination, the tourism strategy should be evaluated comprehensively and upgraded based on marketing mix elements. To enhance services in both sectors, cooperation between the public and private sectors must be undertaken, and a responsible attitude towards service quality must be established. According to their availability and effectiveness, local, governmental, and even public representatives must be included in the entire marketing of Aden as a tourist destination. Infrastructure has to be improved and political disagreements and disturbances need to be put aside in order to accommodate the enormous number of visitors visiting Aden, especially during the summer months.

**Hasan, Md & Islam, Mohammad. (2020).** Studied “The Effect of Marketing Mix (7Ps’) on Tourists’ Satisfaction A Study on Cumilla” and concluded that although Cumilla is rich in tourist attractions including historical monuments, archaeological sites, and natural beauty, its advertising efforts are quite inadequate, and the majority of survey respondents are unhappy with the way this location delivers its tourism services. Because of this, despite having a lot of tourism-related aspects, this location struggles to draw tourists. Tourist satisfaction with Cumilla is now rated as "somewhat dissatisfied," but it has the potential to rise to the next 'high' level with the right management of marketing initiatives and tour operations.

**Rahman, M. et al. (2019).** Studied ‘Effective Factors of Service Marketing Mix on Tourist Satisfaction: A Case Study’ and concluded that the level of complaints will decline as a result of the rising trend of satisfaction. However, visitor satisfaction cannot be attained unless visitors believe that the value of the services they got exceeds their investment in them. As a result, a conceptual model has been created as a significant result of this research to explain the connections between variables. However, it made an effort to look at how pleasure and unhappiness affected the travel business and politicians. We came to the conclusion that, with the exception of advertising, all factors significantly affect how satisfied tourists.

**Azhar, M. & Jufrizen, J. (2019).** Studied “The role of marketing mix and service quality on tourist satisfaction and loyalty at Samosir” and concluded that Tourist satisfaction in the Samosir Region was positively and significantly impacted by the marketing mix. Tourist satisfaction will therefore rise with greater marketing mix execution. Tourist satisfaction in the Samosir Region was significantly and positively impacted by the quality of the services provided. As a result, visitor satisfaction will rise the greater the service quality that visitors perceive. Tourism loyalty in the Samosir Region was positively and significantly impacted by the marketing mix. Thus, stronger visitor loyalty results from improved marketing mix execution. In the Samosir Region, customer service quality has a favourable and considerable impact on visitors' loyalty. Therefore, customer loyalty will increase the better the service quality that visitors perceive.

**Azhar, M. & Jufrizen, J. (2018).** Studied “The role of marketing mix and service quality on tourist satisfaction and loyalty at Samosir” and concluded that in order to reap benefits like lower marketing costs, transaction costs, customer turnover costs, increased cross-selling to increase the customer share, and more positive word-of-mouth recommendations, it is important for the tourism agents in the Samosir Region to keep up tourist satisfaction. It is recommended to the relevant institutions to enhance the service by offering enough public amenities so that tourists would be more devoted to visiting tourism destinations and the anticipated number of visitors would rise. In order to better suit the utilised idea, the next indication might be expanded, particularly in relation to the marketing mix factors and service quality.

### Research Gap

The majority of existing studies tend to focus on either foreign or domestic tourists, rather than comparing both segments. A comparative analysis of satisfaction levels between these two groups would provide valuable insights into any differences or similarities in their perceptions and preferences. Understanding the unique needs and expectations of foreign and domestic tourists can help tourism marketers develop tailored marketing strategies and initiatives. Conducting a study that specifically explores the satisfaction levels of both foreign and domestic tourists in Prayagraj, with a focus on the Tourism Marketing Mix elements, would contribute to bridging this research gap. This research could provide practical recommendations for destination management organizations and tourism stakeholders to enhance visitor satisfaction, attract more tourists, and promote Prayagraj as a preferred tourism destination.

### Objective

The objectives of this study are twofold: firstly, to assess the overall satisfaction levels of foreign and domestic tourists in Prayagraj, and secondly, to analyze the influence of the tourism marketing mix elements on their satisfaction levels.

**Sample Size:** A sample size of 300 tourists has been randomly selected from Prayagraj.

**Table 1**

#### Tourist

Nationality	Frequency
Indian	288
Foreign	12
<b>Total</b>	<b>300</b>



The data indicates that the majority of tourists in this context are Indian, with 288 individuals. Indian tourists are those who are residents of India and are visiting Prayagraj for tourism purposes. The comparatively smaller group consists of foreign tourists, with only 12 individuals. Foreign tourists are visitors from other countries who are exploring Prayagraj.

**Table 2****Gender**

<b>Gender</b>	<b>Frequency</b>
Male	178
Female	122
<b>Total</b>	<b>300</b>

The given data represents the frequency of tourists based on their gender in a specific context. In this case, we have 178 male tourists and 122 female tourists, resulting in a total of 300 tourists. The data shows that a larger proportion of the tourists in this context are male, with 178 individuals. Male tourists refer to visitors who identify as male and are visiting the destination for tourism purposes. On the other hand, there are 122 female tourists, indicating a smaller but still significant number of female visitors.

**Table 3****Age**

<b>Age</b>	<b>Frequency</b>
Below 20	43
20-40	87
40-60	81
Above 60	89
<b>Total</b>	<b>300</b>

The data shows that there is a varied distribution of tourists across different age groups.

- Below 20: There are 43 tourists in this age group, indicating that a portion of the tourists are younger individuals.
- 20-40: This age group has the highest frequency, with 87 tourists. It suggests that a significant number of tourists fall within the young adult age range.

- 40-60: There are 81 tourists in this age group, indicating that a substantial number of middle-aged individuals are visiting the destination.
- Above 60: This age group also has a significant number of tourists, with 89 individuals. It suggests that a considerable portion of older adults are part of the tourist population.

**Table 4****Qualification**

<b>Education</b>	<b>Frequency</b>
Senior Secondary	34
Graduation	98
Post Graduation	81
Professional	87
<b>Total</b>	<b>300</b>

- Senior Secondary: There are 34 tourists in this category. These individuals have completed their secondary education and may have pursued vocational or technical courses beyond that level.
- Graduation: This category has the highest frequency, with 98 tourists. Graduates have completed their undergraduate education, obtaining a bachelor's degree in their respective fields.
- Post Graduation: There are 81 tourists in this group. Post-graduates have pursued further education beyond the bachelor's level and have obtained a master's degree or equivalent.
- Professional: This category consists of 87 tourists who possess professional qualifications. These qualifications may include certifications, diplomas, or degrees in fields such as medicine, engineering, law, or management.

**Table 5****Income**

<b>Income</b>	<b>Frequency</b>
Below 20,000	28
20,000-40,000	88
40,000-60,000	97
Above 60, 000	87
<b>Total</b>	<b>300</b>

- Below 20,000: There are 28 tourists in this income bracket. These individuals have an income below 20,000 units (currency not specified).
- 20,000-40,000: This category has the highest frequency, with 88 tourists. Tourists in this income range earn between 20,000 and 40,000 units.
- 40,000-60,000: There are 97 tourists in this group. These individuals have an income between 40,000 and 60,000 units.
- Above 60,000: This category consists of 87 tourists who have an income above 60,000 units.

**Table 6****Reliability Analysis**

<b>Tourism Marketing Mix</b>	<b>Mean</b>	<b>Cronbach's Alpha</b>
Product	1.5874	0.748
Price	1.6247	0.852
Place	1.9586	0.984
Promotion	1.2478	0.843
People	1.6247	0.973
Process	1.0245	0.854
Physical Evidence	1.9278	0.877

The provided data represents the mean scores and Cronbach's Alpha values for different components of the Tourism Marketing Mix. Let's discuss each component:

- **Product:** The mean score for the product component is 1.5874. This component focuses on the tourism offerings, services, and experiences provided to tourists. A higher mean score suggests a more favorable perception of the product's quality, uniqueness, and relevance to the tourists' needs and preferences. The Cronbach's Alpha value of 0.748 indicates a satisfactory level of internal consistency or reliability for the items measuring the product component.
- **Price:** The mean score for the price component is 1.6247. This component relates to the cost or pricing strategy associated with tourism products or services. A higher mean score indicates a positive perception of the pricing, suggesting that the tourists find the prices reasonable and aligned with the value they receive. The Cronbach's Alpha value of 0.852 reflects a high level of internal consistency or reliability for the items measuring the price component.
- **Place:** The mean score for the place component is 1.9586. This component refers to the physical location, accessibility, and distribution channels of tourism products or services. A higher mean score indicates a

favorable perception of the destination or the ease of accessing and experiencing the tourism offerings. The high Cronbach's Alpha value of 0.984 indicates excellent internal consistency or reliability for the items measuring the place component.

- **Promotion:** The mean score for the promotion component is 1.2478. This component involves marketing and communication efforts to promote tourism products or services to the target audience. A higher mean score suggests a positive perception of the promotional activities, indicating that the tourists find the information and marketing messages effective and appealing. The Cronbach's Alpha value of 0.843 reflects a satisfactory level of internal consistency or reliability for the items measuring the promotion component.
- **People:** The mean score for the people component is 1.6247. This component focuses on the interactions between the tourists and the individuals involved in delivering tourism services, such as staff, guides, or local residents. A higher mean score suggests a positive perception of the people aspect, indicating friendly, helpful, and knowledgeable personnel. The high Cronbach's Alpha value of 0.973 indicates excellent internal consistency or reliability for the items measuring the people component.
- **Process:** The mean score for the process component is 1.0245. This component relates to the procedures, efficiency, and effectiveness of the processes involved in delivering tourism services. A higher mean score indicates a favorable perception of the process, suggesting that the tourists find the service delivery smooth, timely, and well-organized. The Cronbach's Alpha value of 0.854 reflects a satisfactory level of internal consistency or reliability for the items measuring the process component.
- **Physical Evidence:** The mean score for the physical evidence component is 1.9278. This component refers to the tangible or visible elements that support the delivery of tourism services, such as infrastructure, facilities, or tangible souvenirs. A higher mean score indicates a positive perception of the physical evidence, suggesting that the tourists find the infrastructure and facilities well-maintained, visually appealing, and enhancing their overall experience. The Cronbach's Alpha value of 0.877 reflects a satisfactory level of internal consistency or reliability for the items measuring the physical evidence component.

The mean scores and Cronbach's Alpha values provide insights into the perceptions of tourists regarding different components of the Tourism Marketing Mix. These findings can help tourism authorities and businesses assess the strengths and areas for improvement in their marketing efforts. By focusing on enhancing the components with lower mean scores and maintaining the positive aspects, they can further enhance the satisfaction and experiences of tourists in Prayagraj.

Table 7

## Chi-Square Analysis

Tourism Marketing Mix	Chi-Square Value	Sig.
Product	147.33	0.001
Price	158.47	0.001
Place	122.60	0.000
Promotion	153.21	0.001
People	178.92	0.001
Process	183.05	0.000
Physical Evidence	197.85	0.000

The provided data includes the Chi-Square values and their corresponding significance levels (Sig.) for different components of the Tourism Marketing Mix. Let's discuss each component:

- **Product:** The Chi-Square value for the product component is 147.33, and the significance level (Sig.) is 0.001. This indicates a statistically significant relationship between the product component and the satisfaction level among tourists. In other words, there is evidence to suggest that the perception of the product significantly influences tourists' satisfaction levels.
- **Price:** The Chi-Square value for the price component is 158.47, and the significance level is 0.001. This suggests a statistically significant relationship between the price component and tourists' satisfaction level. It implies that the pricing strategy and perceived value for money have a significant impact on tourists' satisfaction levels.
- **Place:** The Chi-Square value for the place component is 122.60, and the significance level is 0.000. This indicates a statistically significant relationship between the place component and tourists' satisfaction level. It suggests that factors such as the destination's physical location, accessibility, and distribution channels significantly influence tourists' satisfaction levels.
- **Promotion:** The Chi-Square value for the promotion component is 153.21, and the significance level is 0.001. This reveals a statistically significant relationship between the promotion component and tourists' satisfaction level. It suggests that effective marketing and communication efforts significantly contribute to tourists' satisfaction levels.
- **People:** The Chi-Square value for the people component is 178.92, and the significance level is 0.001. This indicates a statistically significant relationship between the people component and tourists' satisfaction level.

It suggests that the interactions and experiences with staff, guides, and local residents significantly impact tourists' satisfaction levels.

- **Process:** The Chi-Square value for the process component is 183.05, and the significance level is 0.000. This reveals a statistically significant relationship between the process component and tourists' satisfaction level. It implies that efficient and well-organized service delivery processes significantly contribute to tourists' satisfaction levels.
- **Physical Evidence:** The Chi-Square value for the physical evidence component is 197.85, and the significance level is 0.000. This indicates a statistically significant relationship between the physical evidence component and tourists' satisfaction level. It suggests that the quality and visual appeal of infrastructure, facilities, and tangible elements significantly influence tourists' satisfaction levels.

The Chi-Square values and significance levels provide evidence of the relationships between different components of the Tourism Marketing Mix and tourists' satisfaction levels. These findings indicate the importance of considering and managing these components effectively to enhance tourists' satisfaction in Prayagraj. By focusing on improving the components with lower Chi-Square values and ensuring positive aspects, tourism authorities and businesses can optimize their marketing strategies and offerings to provide a more satisfactory and fulfilling experience for tourists.

## Conclusion

In conclusion, the study focused on examining the satisfaction level among foreign and domestic tourists with the help of the Tourism Marketing Mix, with a special reference to Prayagraj. The data provided insights into the frequencies of tourists based on their nationality, gender, age, education, and income.

The findings revealed that the majority of tourists in Prayagraj were Indian nationals, followed by a smaller number of foreign tourists. This highlights the significance of catering to the needs and preferences of both domestic and international visitors to ensure their satisfaction. The analysis of various demographic factors such as gender, age, education, and income shed light on the diverse characteristics of the tourist population. These factors play a crucial role in shaping tourists' expectations, spending patterns, and experiences. Understanding these demographic profiles is essential for tourism authorities and businesses to tailor their offerings and marketing strategies accordingly.

The study also examined the satisfaction levels in relation to different components of the Tourism Marketing Mix, namely product, price, place, promotion, people, process, and physical evidence. The mean scores and Cronbach's Alpha values provided insights into the perceived quality and effectiveness of each component. Additionally, the Chi-Square values and significance levels revealed the significant impact of these components on tourists' satisfaction levels. Overall, the findings emphasize the importance of a comprehensive and integrated approach to tourism marketing, where all elements of the Tourism Marketing Mix are carefully managed and optimized. By considering factors such as product quality, pricing strategies, destination accessibility, effective promotion,

excellent service delivery, and appealing physical evidence, tourism stakeholders can enhance tourists' satisfaction and overall experiences in Prayagraj.

The insights from this study can guide tourism authorities and businesses in developing targeted marketing campaigns, improving infrastructure and services, and fostering a positive environment that meets the diverse needs and expectations of tourists. By continuously monitoring and evaluating the satisfaction levels among tourists, Prayagraj can further enhance its reputation as a preferred tourist destination and contribute to the growth and development of the tourism industry.

### Suggestions

- **Enhance Product Offerings:** Continuously improve and diversify the tourism products and experiences in Prayagraj. Develop unique and culturally immersive activities, events, and attractions that cater to the interests of both foreign and domestic tourists.
- **Competitive Pricing Strategy:** Conduct market research to determine optimal pricing strategies that provide value for money. Consider offering different pricing tiers or packages to accommodate various budgets and attract a wider range of tourists.
- **Improve Destination Accessibility:** Enhance transportation infrastructure, including airports, roads, and public transportation, to ensure easy and convenient access to Prayagraj. Collaborate with transportation providers to offer affordable and efficient travel options for tourists.
- **Effective Promotion:** Implement targeted and well-crafted marketing campaigns that highlight the unique features and attractions of Prayagraj. Utilize a mix of traditional advertising, digital marketing, social media, and collaborations with travel influencers to reach a wider audience and generate interest.
- **Enhance Customer Service:** Invest in training programs for tourism professionals to improve their communication skills, cultural sensitivity, and knowledge about Prayagraj. Encourage friendly and welcoming interactions with tourists to create a positive and memorable experience.
- **Streamline Processes:** Streamline administrative processes and procedures to ensure efficient and seamless service delivery. Minimize wait times, simplify ticketing processes, and provide clear information to facilitate a hassle-free experience for tourists.
- **Develop Tangible Infrastructure:** Improve the physical evidence of Prayagraj's tourism offerings, such as infrastructure, accommodation, and facilities. Maintain cleanliness, aesthetics, and accessibility to create a pleasant and visually appealing environment for tourists.
- **Cultural Exchange Programs:** Facilitate cultural exchange programs and activities that allow foreign tourists to interact with the local community and experience the rich cultural heritage of Prayagraj. This can include workshops, homestays, and opportunities to participate in local festivals and traditions.

- Sustainable Practices: Promote sustainable tourism practices to preserve Prayagraj's natural and cultural resources. Encourage responsible tourism behavior among tourists, such as minimizing waste, respecting local customs, and supporting local businesses.
- Visitor Feedback Mechanism: Establish a robust feedback mechanism to collect and analyze tourist feedback. Regularly monitor satisfaction levels, identify areas for improvement, and promptly address any issues raised by tourists. This helps in continuously enhancing the tourism experience in Prayagraj and building a positive reputation among tourists.

By implementing these suggestions and consistently monitoring and evaluating the satisfaction levels among foreign and domestic tourists, Prayagraj can optimize its Tourism Marketing Mix and create a memorable and satisfying experience for visitors.

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