

A STUDY ON TOURIST SATISFACTION TOWARDS HOTELS

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Abstract: This descriptive study has made an attempt to assess the level of satisfaction of tourists towards services offered by the hotels in Puducherry by administering a well-designed questionnaire to 110 tourists who visited the Union Territory during March and April of 2018 and stayed in the hotels. These tourists are quite satisfied with the services of the hotels and all the aspects of the hotels such as behavior of employees, reliability, tangibility, trust worthiness, responsiveness, Service Quality, assurance and Empathy. However, the tourists have slight apprehension about the hotels according individualized attention to customers, price charged by the hotels, simplicity of rules of the hotels, skill and efficiency level of employees, Courteous nature of employees and potential of employees to explain services offered by the hotels to customers. Only 5 of the tourists surveyed are dissatisfied with the services of the hotels while 67 are well satisfied and 38 are marginally satisfied. Furthermore, the study has revealed that Empathy and service quality are the important determinants of tourist satisfaction towards the hotels followed by trust, responsiveness and employee behavior.

Index Terms - The Hotels, Empathy, Responsiveness, Reliability, Service Quality, Tourist satisfaction.

I. INTRODUCTION

Indian services sector is booming in the recent past with tourism industry making significant contribution to this positive trend. The tourism and hospitality sectors have made significant contributions to India's GDP, generation of precious foreign exchange and employment opportunities. India's affluent and diversified culture, remarkable heritage, assortment ecological spots and beautiful natural sceneries packed topographies has made it popular tourism destination for domestic and foreign travelers.

1.1 Tourism and Hospitality Sectors in India

India is currently occupying 52nd rank in world's Tourism and Travel Competitive Index as per the report of World Economic Forum which serves as testimony to the growing popularity of tourism and hospitality sectors in the country.

Spurt in middle class population of India and enhanced disposable income has rendered immense support to increasing inflow of domestic and foreign tourists in the country. Ministry of Tourism has estimated an annual increase in domestic tourist visits by about 15.5% while arrival of foreign tourists is increasing annually by a whopping 56.6% due to E-Tourist Visa facility made available to 161 countries. Further, business travelling in India is galloping which is expected to make India occupy the fifth place in business travelling industry by 2030.

Plans to offer hospitality education to students is expected to further boost the sector through skilled manpower. To add up, expanding international hotel chain in the country is also expected to enhance the hospitality industry in the country which will positively affect the tourism industry. This positive scenario definitely will enhance the growth of tourism industry and hospitality sector.

1.2 Tourism in Puducherry

Puducherry is a small Union Territory located on the banks of Bay of Bengal, having lovely beaches, spiritual monuments and recreational amenities. French connection of the region adds spirit to arrival of foreign tourists in the region with Aurobindo Ashram, White Town, Auroville, Paradise Beach and Promenade Beach being the most important centers of attraction for tourists from all around the globe. Almost all tourists visiting Puducherry are aware about Aurobindo Ashram and Auroville, while bulk of them are aware about the tourist spots of Heritage Walk, Paradise Beach, Leisure & Entertainment, Rickshaw Ride, Pilgrimage, French Cuisine, Bike Riding, Scuba Diving, Rural Pondicherry and Ousteri Lake. Rural Pondicherry and Surfing are the spots that are least aware of for the tourists (Madan Mohan and NithinRamadas, 2017).

II CUSTOMER SATISFACTION

Customer satisfaction is a personalized sense of happiness or discontent derived by them by evaluating the performance of a product or service against anticipation (Oliver, 1980). Yi (1990) points out that customer satisfaction is a combined result of acuity, assessment and psychosomatic response of customer to experience derived on consuming goods or services.

Customer satisfaction is directly linked to customer expectations which is influenced by different factors such as advertising, customer background and mental condition at the time of service delivery (Davidow and Uttal, 1989).

Hotels managing to win customer satisfaction will be able to sustain relationship with the customers for a long term as the customers become confident with the hotel and its services (Fruchter and Gerstner, 1999).

Contented customers derive such satisfaction due to service quality of the organization (Bitner & Hubbert, 1994).

Anderson, Fornell and Rust (1997) have stressed the importance of firms to serve the individualized needs of customers through customization to accomplish better consumer satisfaction though it is simpler to adopt standardization.

With competition in high pitch in all industries, hotels are desperate to identify primary anticipations and wants of customers and cater to these needs through enhanced quality of services delivered. If the hotels succeed in satisfying their customers, the length of stay of these customers will probably be extended and occupancy rate of the hotels will get increased which will have a positive impact on their profitability. Hotels have started chalking out strategies to attract customers not just through excellent rooms but also through courteous staff to serve personalized expectations of customers (Wipoosattaya, 2001). Efficient staff plays a dominant role in establishing customer satisfaction, resulting in winning loyalty of customers who bring more customers for the hotel (Kandampully&Suhartanto, 2000). Reception personnel play a dominant role in capturing the satisfaction of guests (Watt, 2007).

Min and Min (1997) have stated that the reception staff play a vital role in enhancing the responsiveness, empathy, assurance, reliability and empathy, which automatically leads to better customer satisfaction.

Gunasekaran, Shaik SurajBasha&Lakshmana (2015) have found that customer preference is subject to frequent changes and crafting and execution of effective promotion mix strategies of personalized Selling, Advertising and Public Relation alone can help businesses to tide over this profound problem.

Shallu& Sangeeta Gupta (2013) have also expressed a similar view that promotion mix strategies of advertising through televisions and newspapers, peer group opinion and word of mouth exert significant impact on consumers getting attracted towards particular product or service.

Uniqueness of tourist spot exerts significant impact on preference of tourists towards the spot (Madan Mohan and NithinRamadas, 2017).

III OBJECTIVES OF THE STUDY

1. To assess the level of satisfaction of tourists towards hotels in Puducherry;
2. To assess the opinion of tourists about employee behaviour, reliability, tangibility, trust worthiness, responsiveness, Service Quality, assurance and Empathy aspects of hotels;
3. To identify the factors having a bearing on satisfaction of tourists towards the hotels;
4. To assess the relationship between demographic profile of tourists and their satisfaction towards different aspects of the hotels.

3.1 METHODOLOGY

This descriptive research is based purely on primary data collected by administering a well-designed questionnaire to 110 tourists who visited puducherry and stayed in hotels during March and April, 2018. These tourists were selected using Convenience sampling and they were asked to indicate their satisfaction towards the the hotel and other aspects of the hotels such as behavior of employees, reliability, tangibility, trust worthiness, responsiveness, Service Quality, assurance and Empathy aspects of the hotels in Likert's five-point scale. Reliability of data collected was assessed using Cronbach's Alpha and the coefficient values in respect of all the constructs were in excess of the prescribed minimum of 0.6. Data collected were then analyzed using SPSS, applying the statistical tools of Mean, Frequency, Percentage, ANOVA, Linear Regression, Cluster Analysis and Correspondence Analysis.

IV DATA ANALYSIS

Demographic Profile of Respondents

Out of the 110 respondents selected for this study, 68.2% are males and 31.8% are females; 54.5% are aged less than 25, 25.5% are aged 25-35, 10.0% are aged 35-50 and 10.0% are aged More than 50; 10.0% are government Employees, 39.1% are Private Employees, 6.4% are businessmen, 32.7% are students, 4.5% are house wives, 3.6% are pensioners and 3.6% are Unemployed; 8.2% possess HSE as educational qualifications while 22.7% are graduates, 50.9% are post-graduates, 9.1% are Diploma-holders and 9.1% possess Professional qualifications; 20.9% are married, 72.7% are unmarried and 6.4% are separated; 15.5% have Less than Rs. 15,000 as monthly income while 30.9% have Rs. 15,000 to 30,000, 25.5% have 30,000 to 50,000 and 28.2% have more than Rs. 50,000 as their monthly income.

Tourist Opinion About Hotels

Opinion of tourists about the hotels they are staying during their trip to Puducherry has been assessed using Likert's five point scale and the results are displayed in table 1.

Table 1: Tourist Opinion About Hotels

Empathy	Individualised attention to customers	3.654545	Employee Behaviour	Customers Properly attended	3.981818
	Convenient working hours	3.854545		Friendly Employees	4.027273
	Customer interest best served	3.790909		Fast and efficient service provided	3.981818
	Long term customer relationships maintained	3.770642		employees are skilled and efficient	3.927273
	Overall Mean	3.765909		Overall Mean	3.979545
Service quality	Satisfactory Price	3.672727	Assurance	Employees instill confidence In customers	3.945455
	Understanding policies of the hotel is quite simple	3.7		Customers feel safe during their stay	3.845455

	I do not encounter problems in paying the price charged	3.8		Employees are competent and knowledgeable	3.709091
	The management is effectively taken care by the hotel through strong rules and regulation	3.890909		Efficient system for functioning	3.772727
	The hotel has strong reputation and image in the community	3.990909		Courteous employees	3.663636
	Overall Mean	3.810909		Overall Mean	3.787273
Trust	Trust worthy hotel	3.927273	Reliability	Timely service provided	4.081818
	Trustable Policies of hotel	3.890909		Error free records maintained	3.827273
	Hotel recommendable to others	3.945455		Accurate information provided by hotel	3.854545
	Hotel is secure	3.845455		Customers problems solved sincerely	4.018182
	Overall Mean	3.902273		Overall Mean	3.945455
Tangibility	Visually appealing physical facilities maintained	3.981818	Responsiveness	Hotel services well explained by employees	3.018182
	Well maintained premises	4.054545		Prompt service provided	3.845455
	Simple Online facility maintained	3.881818		Helpful employees	3.909091
	Time saving technology available	3.890909		Readily responsive employees	3.854545
	Senior citizens well served	3.890909		Senior citizens well attended by employees	3.763636
	Overall Mean	3.94		Overall Mean	3.838182

Table 1 displays that tourists surveyed are quite satisfied with all the aspects of the hotels as the mean in respect of all the factors hover around the 3.9 mark in Likert's five point scale. Tourists are largely satisfied with the behaviour of employees of the hotels followed by reliability, tangibility, trust worthiness, responsiveness, Service Quality, assurance and Empathy aspects of the hotels. Regarding the Empathy aspect of the hotels, tourists are highly appreciative of convenient working hours and the hotels serving needs of customers and their endeavor to maintain long-term relationship with customers. However, there is a slight dip in the appreciation level of tourists about the hotels according individualized attention to customers. Regarding the behavior of employees of the hotels, the tourists are highly satisfied with the friendly behavior of employees, provision of fast and efficient services and proper attention being accorded to customers by the employees. The tourists are also appreciative of skill and efficiency level of the employees though the level of appreciation is slightly lesser than the other aspects.

Regarding the service quality aspect of the hotels, tourists are highly appreciative of the reputation enjoyed by the hotels in the community and the management taking care of the hotels with effective rules and procedures. The tourists are slightly apprehensive about the price charged by the hotels and simplicity of rules of the hotels though they do not have any problems in paying the price charged by the hotels.

Regarding the assurance aspect of the hotels, the tourists surveyed are well satisfied with the qualities of employees in instilling confidence among the customers, safety of their stay in the hotels and the efficient functioning of the hotels. However, there is slight apprehension among the tourists about the skill level and Courteous nature of employees of the hotels.

Regarding the trust aspect of the hotels, the tourists are quite appreciative about the trustable policies and security and trust worthiness of the hotels which induces them to recommend the hotels to their known circle. Regarding the reliability aspect of the hotels, tourists are highly appreciative of timely services provided to customers and sincere efforts on the part of the hotel administration to solve customer problems. The tourists are also quite satisfied with records maintained by the hotels and accuracy of information disseminated to them by the hotels.

Regarding the tangibility aspect of the hotels, the tourists are immensely happy with the efficient maintenance of hotel premises, visually appealing physical amenities, serving of senior citizens and availability of online technologies to save time. Regarding the responsiveness aspect of the hotels, tourists are well satisfied with the helping and responsive nature of employees towards customers in general and senior citizens in particular and provision of prompt services to customers. However, the tourists are not happy with the potential of employees to explain services offered by the hotels to customers.

Table 2: Tourist Satisfaction of Hotels

Statement	Mean
Satisfactory service	3.609091
Good communication panel	3.590909
Satisfactory tourist package	3.772727
Satisfactory terms and conditions	3.609091
Overall Mean	3.645455

Table 2 clearly suggests that the tourists are quite satisfied with the services offered by the hotels as the mean hover around the 3.65 mark in Likert's five-point scale which is quite satisfactory. The tourists are well satisfied with the package offered by the hotels followed by terms and conditions, services and communication panel of the hotels.

Determinants of Tourist Satisfaction Towards the Hotels

The influence of different factors such as Service Quality, Employee Behaviour, Trust, Reliability, Tangibility, Responsiveness, Assurance and Empathy on satisfaction of tourists towards the hotels has been unearthed using Regression Analysis and the results are depicted in table 3.

Table 3: Determinants of Tourist Satisfaction Towards Hotels

R ²	Coefficients					Model Fit	
	Factor	B	Std. Error	T	Sig.	F	P
0.809	Constant	-0.168	0.255	-0.661	0.510	53.409	0.000
	Service Quality	0.535	0.075	7.138	0.000		
	Employee Behavior	0.187	0.083	2.265	0.026		
	Trust	0.385	0.139	2.766	0.007		
	Reliability	0.093	0.123	0.758	0.451		
	Tangibility	0.174	0.120	1.456	0.148		
	Responsiveness	0.207	0.124	1.670	0.098		
	Assurance	0.162	0.146	1.107	0.271		
	Empathy	0.539	0.080	6.734	0.000		

Table 3 highlights that the independent variables of Service Quality, Employee Behaviour, Trust, Reliability, Tangibility, Responsiveness, Assurance and Empathy explains 80.9% variance of the dependent variable of tourist satisfaction. The table further suggests that the Regression model is fit at 1% level of significance as the F value is significant.

It can further be inferred from the table that Service Quality, Employee Behavior, Trust, Empathy and Responsiveness (10% level) exerts significant and positive impact on tourist satisfaction towards the hotels. Based on the Regression results, the following Regression equation may be derived at:

$$\text{Tourist Satisfaction} = -0.168 + 0.539 * \text{Empathy} + 0.535 * \text{Service Quality} + 0.385 * \text{Trust} + 0.207 * \text{Responsiveness} + 0.187 * \text{Employee Behavior}$$

Hence, it can be observed that Empathy and service quality are the important determinants of tourist satisfaction towards hotels followed by trust, responsiveness and employee behavior.

Clustering Tourists Based on their Satisfaction Towards Hotels

Proceeding further, the tourists surveyed have been grouped using Cluster Analysis based on their level of satisfaction towards the services offered by the hotels and the results are portrayed in table 4.

Table 4 suggests that three distinct clusters have been formed using the four statements used to measure tourist satisfaction towards hotels and all the four statements play a significant role in the the cauterisation process. Based on the mean values of the clusters, they have been labelled as "Marginally Satisfied Group", "Dissatisfied Group" and "Satisfied Group", each encompassing 38, 5 and 67 tourists respectively.

Table 4: Clustering Tourists Based on their Satisfaction Towards Hotels

Statement	Marginally Satisfied Group	Dissatisfied Group	Satisfied Group	F	Sig.
Satisfactory service	3.05	1.20	4.10	78.578	0.000
Good communication panel	2.92	1.60	4.12	72.515	0.000
Satisfactory tourist package	3.03	1.20	4.39	97.528	0.000
Satisfactory terms	3.03	1.20	4.12	81.828	0.000
No. of Cases	38	5	67		

Relationship Between Tourist Opinion About The Hotels and their Profile

The relationship between tourist opinion about different aspects of hotels and their demographic profile has been assessed using ANOVA and the results are depicted in tables 5&6.

Table 5: Relationship Between Tourist Opinion About Hotels and their Profile

Profile	Tourist Satisfaction		Service Quality		Employee Behaviour		Trust	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.
Age	1.489	0.222	1.286	0.283	1.330	0.268	4.283	0.007
Occupation	2.206	0.048	2.058	0.065	1.221	0.301	1.533	0.175
Education	4.228	0.003	2.523	0.045	3.263	0.015	1.479	0.481
Marital Status	1.654	0.196	0.626	0.536	0.220	0.803	2.050	0.134
Monthly Income	1.357	0.260	1.554	0.205	0.914	0.437	2.488	0.064

Table 5 suggests that there is significant relationship between tourist opinion about:

- Trust element of the hotels and their age;
- Employee behaviour and their educational qualifications;
- Service quality and their educational qualifications;
- Satisfaction towards the hotels and their occupation and educational qualifications.

The nature of these relationships has been established using Duncan table and the results are depicted in tables 5.1-5.3.

Table 5.1: Relationship Between Tourist Satisfaction Towards The Hotels and their Education and Occupation

Occupation	Mean	Education	Mean
Government Employee	3.7045	HSE	4.4167
Private Employee	3.5698	Degree	3.5500
Business	4.2143	PG	3.4330
Student	3.4583	Diploma	3.9500
House wife	3.5000	Professional	4.0750
Pensioner	4.6250		
Unemployed	4.1875		
Overall	3.6455	Overall	3.6455

Table 5.1 highlights that pensioners, businessmen and unemployed are highly satisfied with the hotels followed by the government employees while house wives, private employees and students have derived average satisfaction from the hotels. The table further highlights that tourists possessing HSE, diploma and professional educational qualifications have derived higher level of satisfaction from the hotels while graduates and post-graduates have derived average level of satisfaction.

Table 5.2: Relationship Between Education of Tourists and their Opinion about Service Quality and Employee Behavior

Education	Service Quality	Employee Behavior
HSE	4.2222	4.4444
Degree	3.8800	4.1600
PG	3.6250	3.8080
Diploma	4.1800	3.8000
Professional	3.9400	4.2500
Overall	3.8109	3.9795

Table 5.2 suggests that tourists possessing HSE and diploma as educational qualifications have high level of appreciation towards service quality of the hotels followed by those with professional, degree and post-graduation qualifications. Tourists possessing HSE, professional and degree as educational qualifications have high level of appreciation towards Employee Behavior of the hotels followed by those with post-graduation and diploma as qualifications.

Table 5.3: Relationship Between Tourist Opinion about Trust ability of The Hotels and their Age

Age	Mean
Less than 25	3.7292
25-35	4.0982
35-50	4.3636
More than 50	3.8864
Total	3.9023

Table 5.3 suggests that tourists aged 35-50 and 25-35 have largely appreciated the trust-worthiness of the hotels followed by those aged more than 50 and less than 25.

Table 6: Relationship Between Tourist Opinion About Hotels and their Profile

Profile	Empathy		Assurance		Responsiveness		Tangibility		Reliability	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
Age	4.341	0.006	3.518	0.018	3.470	0.019	3.697	0.014	4.198	0.008
Occupation	1.420	0.214	1.885	0.090	2.843	0.013	1.813	0.104	1.922	0.084
Education	7.514	0.000	6.970	0.000	4.851	0.001	2.934	0.024	2.884	0.026
Marital Status	3.625	0.030	0.265	0.767	0.117	0.890	3.216	0.044	3.171	0.046
Income	3.737	0.013	6.151	0.001	2.934	0.037	1.812	0.149	2.376	0.074

Table 6 suggests that there is significant relationship between:

- Age, Education, Marital Status, Monthly Income and Empathy;
- Age, Education, Monthly Income and Assurance;
- Age, Occupation, Education, Monthly Income and Responsiveness;
- Age, Education, Marital Status and Tangibility;
- Age, Education, Marital Status and Reliability.

Nature of the above relationships have been explored using Duncn tables and the results are depicted in tables 6.1-6.5.

Table 6.1: Relationship Between Age and Tourist Opinion about Hotels

Age	Reliability	Tangibility	Responsiveness	Assurance	Empathy
<25	3.7292	3.7600	3.6967	3.6433	3.5500
25-35	4.1875	4.0643	3.9286	3.8357	3.7946
35-50	4.2955	4.3818	4.4182	4.3636	4.3864
>50	4.1591	4.1636	3.8000	3.8727	4.2500
Total	3.9455	3.9400	3.8382	3.7873	3.7659

It can be observed from table 6.1 that tourists aged 35-50 are highly appreciative about reliability, assurance, tangibility and empathy of the hotels followed by those aged 25-35 and more than 50 while the young tourists aged less than 25 have a slightly lesser level of appreciation. The table further suggests that tourists aged 35-50 have high degree of appreciation about responsiveness of the hotels followed by those aged 25-35 and more than 50 while youngsters have a slightly lesser level of appreciation.

Table 6.2: Relationship Between Marital Status and Tourist Opinion about The Hotels

Marital Status	Tangibility	Reliability	Empathy
Married	4.1304	4.1630	3.6087
Unmarried	3.8450	3.9455	3.7375
Separated	4.4000	4.3929	4.6071
Total	3.9400	3.8438	3.7659

Table 6.2 suggests that separated tourists are highly appreciative of reliability, tangibility and empathy of the hotels followed by the married and unmarried tourists.

Table 6.3: Relationship Between Tourist Opinion about Hotels and their Education

Education	Assurance	Reliability	Responsiveness	Tangibility	Empathy
HSE	4.5778	4.1389	4.3556	4.3333	4.8333
Degree	3.8640	4.1000	3.8640	4.0080	3.7900
PG	3.5179	3.7321	3.6071	3.7429	3.4821
Diploma	4.1200	4.1250	4.4000	4.2000	3.6500
Professional	4.0600	4.4000	4.0400	4.2600	4.4500
Total	3.7873	3.9495	3.8382	3.9400	3.7659

Table 6.3 highlights that tourists possessing HSE qualifications have high degree of appreciation towards tangibility of the hotels followed by those possessing Diploma, Professional, Degree and post-graduation while those possessing HSE as education have expressed greater degree of satisfaction towards Empathy followed by those with Professional and graduation while Diploma-holders and post-graduates have expressed lesser degree of satisfaction.

Tourists with educational qualifications of HSE, Diploma, Professional and graduation have higher level of satisfaction towards assurance of the hotels while post-graduates have average level of satisfaction. Tourists possessing professional qualifications have higher degree of satisfaction towards responsiveness of the hotels followed by those with Diploma, HSE, Professional and Degree while post-graduates have slightly lesser degree of satisfaction.

Tourists possessing professional qualifications have high degree of satisfaction towards reliability of the hotels followed by those with HSE, Diploma, Degree and post-graduation.

Table 6.4: Tourist Opinion about Responsiveness of Hotels and Occupation

Occupation	M
Government employee	3.5818
Private employee	3.8884
Businessmen	4.5714
Student	3.5944
House wife	4.

	1200
Retired	4. 2000
Unemployed	4. 2000
Total	3. 8382

Table 6.4 highlights that businessmen have high degree of appreciation towards responsiveness of the hotels followed by unemployed, retired, house wives and private employees while government employees and students have expressed average level of appreciation.

Table 6.5: Relationship Between Tourist Opinion about the Hotels and their Income

Monthly Income	Responsiveness	Assurance	Empathy
< 15000	4.2471	4.2118	4.0588
15000-30000	3.6294	3.4176	3.3603
30000-50000	3.8000	3.8429	3.9464
> 50000	3.8774	3.9097	3.8871
Total	3.8382	3.7873	3.7659

Table 6.5 highlights that tourists with lesser monthly family income of less than Rs. 15000 have expressed higher degree of satisfaction towards assurance and responsiveness of hotels followed by those with income of more than Rs. 50000 and Rs. 30000-50000 while those with income of Rs. 15000-30000 have expressed relatively lesser magnitude of satisfaction. Tourists with monthly family income of less than Rs. 15000 have high degree of satisfaction towards empathy of the hotels followed by those with income of Rs. 30000-50000 and more than Rs. 50000 and finally, by those with income of Rs. 15000-30000.

V INFERENCES AND SUGGESTIONS

Tourists are largely satisfied with the behavior of employees of the hotels followed by reliability, tangibility, trust worthiness, responsiveness, Service Quality, assurance and Empathy aspects of the hotels. However, the tourists have slight apprehension about the hotels according individualized attention to customers, price charged by the hotels, simplicity of rules of the hotels, skill and efficiency level of employees, Courteous nature of employees and potential of employees to explain services offered by the hotels to customers. Hence, it is indispensable for the hotels to enhance the skill level of their employees to better serve customers.

Empathy and service quality are the important determinants of tourist satisfaction towards hotels followed by trust, responsiveness and employee behavior. Hence, the hotels should pay serious attention towards serving individualized needs of their customers through well trained employees and arrive at a rational pricing policy based on amenities provided to customers and market conditions.

Good news for the hotels is that only 5 tourists are not satisfied with their services while 38 are marginally satisfied and 67 tourists are well satisfied. These hotels should be able to convert the marginally satisfied tourists to well satisfied customers through sincere efforts aiming at serving the individualized needs of customers through efficient employees and better understanding of market conditions.

House wives, private employees, students, graduates and post-graduates have derived average satisfaction from the hotels. Young tourists have lesser appreciation about reliability, assurance, responsiveness, tangibility and empathy of the hotels while diploma-holders have expressed lesser degree of satisfaction towards empathy and post-graduates have average level of satisfaction towards empathy, assurance and responsiveness. Government employees and students have average level of satisfaction towards responsiveness of the hotels while those with monthly family income of Rs. 15000-30000 have average level of satisfaction towards assurance and responsiveness. On a whole, young tourists and post-graduates have least satisfaction on different aspects of the hotels. Hence, the hotels should conduct serious market research to understand the individualized needs of these segment of customers and try to match them which will enable them to win satisfaction of all sections of tourists which is indispensable in this highly competitive world.

V CONCLUSION

Hotels in Puducherry are providing good quality services to tourists despite having only moderately skilled employees. If these hotels can enhance the skill level and competence of their employees and try to identify the needs of youngsters and well-educated tourists and cater to these needs, they can end up with highly satisfied customers and make good business.

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