

A STUDY OF SATISFACTION OF TOURIST OF GUJARAT FOR VARIOUS TOURIST SERVICES

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TOURISAM IN GUJARAT

Gujarat Infrastructure Agenda - Vision 2010 prepared by Gujarat Infrastructure Development Board (GIDB) is the first "Holistic Plan" for infrastructure development in Gujarat. The Government of Gujarat has embarked upon a mission with a vision to develop and promote tourism as an "Engine of Growth" and to bring Gujarat on the national and international tourist map. The main objective of the States Tourism Policy (2003-2010) is to undertake intensive development of tourism in the State and thereby increase employment opportunities. The following related objectives are detailed with main objectives.

- Identify and develop tourist destinations and related activities.
- Diversifications of tourism products in order to attract more tourists through a varied consumer choice.
- Comprehensive development of pilgrimage centers as tourist destinations.

Tourism Corporation of Gujarat Ltd (TCGL)

- Create adequate facilities for budget tourists.
- Strengthen the existing infrastructure and develop new ones where necessary.
- Creation of tourism infrastructure so as to preserve handicrafts, folk arts and culture of the state and thereby attract more tourists.
- Event (Festival) based Tourism The Government plans to adopt the following strategy towards the private sector with the objective of securing its active involvement in leading development of tourism in the State. Government will encourage building effective linkages with the relevant economic agents and agencies such as the national and international tour operators and travel agents of repute, hotel chains and global institutions connected with tourism such as WTO.

Government has taken initiatives to generate large-scale employment through tourism sector. Innovative products such as camel safari in Kutch, horse riding in Aravalli hill ranges, paragliding in Saputara, trekking in Dang, Pavagadh, Palitana etc. have been given priority under the current tourism policy. Private entrepreneurs and institutions have been encouraged to develop such facilities.

The following projects have been initiated to generate employment through involvement of local people.

- Special project on dissemination and transfer of appropriate technology in Banni of Kutch, Bhavnagar & Valsad districts of Gujarat.
- Gujarat Gram Haat a comprehensive marketing intervention and support for the rural poor in all Districts of Gujarat.
- Swarnjayanti Gram Sadak Yojana (SGSY) for drought proofing in Kutch District of Gujarat.
- Gujarat Tourism invariably incorporates community attitudes and cultural values in the design of their various fairs and festivals planned and held through out the year.

The Tourism Corporation of Gujarat Ltd., operating under the aegis of the Department of Tourism undertakes the process of identifying, diversifying and developing tourist destinations and related activities. Gujarat State Finance Corporations (GSFC) has formulated financial assistance schemes for tourism related projects through creating Tourism Venture Capital Funds and Tourism Infrastructure Development and Finance. The projects that are conceived under the Tourism Policy are structured so as to ensure maximum participation by the private sector. A special emphasis is given for investments from the NRI sector. In developing tourism products, some of the projects have been initiated through BOT. Land Bank Scheme to create physical facility, earmarking certain land on the beaches, tourist places, wayside locations and State/National Highways for the tourism projects both in the rural and urban areas are a few examples. Areas are earmarked in GIDC Estates and Special Economic Zones (SEZ) for tourism projects like hotels, resorts, restaurants and other amenities to be developed through private sector. The Sardar Sarovar Narmada Nigam Ltd. has invited private sector with a view to create an attractive tourist destination in an area of 1400 Ha of land, downstream of the Sardar Sarovar Dam consisting of light deciduous forest interspersed with lakes, grassland, streams, hillocks and rivulets.

LITERATURE REVIEW

Dr. V. Basil Hans presented a paper on “India’s Tourism Industry – Progress and Emerging Issues” at state level seminar on World Tourism Day 27th September, 2008 at Srinivas College of Hotel Management, Pandeshwar, Mangalore and Karnataka. This paper traces the progress made by India’s tourism industry in the planning era and the emerging issues (like alternative tourism) under globalization. This paper examines the impact and challenges posed by GATS and the burgeoning service sector of the country as well as the pitfalls in tourism planning in India. This paper also suggests some policy suggestions to address the constraints in promoting sustainable tourism in India. The writer identifies various problems which affect Indian tourism industry such as inadequate capacity of hotels, costly travel, lack of supportive infrastructure like roads, communication gaps, lack of information about tourist profile and lack of safety and security. The writer suggest that for sustainable tourism in India proper long term plan requires for this industry with periodic evaluation and revision and suggest that tourism uniqueness should be clearly understood by India tourism.

H. Lalnunmawia written an article on “Development and Impact of Tourism Industry in India”, 2010. In this article writer put his views that tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country’s overall economic and social development. But writer put his opinion that still much more remain to be done such as eco-tourism needs to be promoted in India, increasing facilities of accommodation and entertainment for visitors, reducing adverse effect of environment pollution and giving more safety and protection to visitor. Writer suggest that all wings of Central and State governments, private sectors and voluntary organizations become active partner in the endeavor to attain sustainable growth in tourism of India, so that India become a world player in the tourism industry.

Kalidas Sawkar, Ligia Noronha, Antonio Mascarenhas and O.S. Chauhan written an article on “Tourism and the Environment Issues of Concern In the Coastal Zone of Goa” and presented in EDI/SAARC Regional Seminar on “Economic Globalization and Environmental Sustainability” in Goa, 1997. The study suggest that tourism is concentrated along the Coastal Zone in Goa and it has a number of positive benefits in terms of increased incomes and employment, added avenues for upward mobility for locals, increased revenues and increased foreign exchange earnings. This study identifies some socio-economic and environment impacts that affect tourism in Goa such as growth of no controlled on coastal tourism, no clear tourism policy in the state, the principles of sustainability and the norms related to the conservation of the environment and ecology are ignored, traditional fishing activities are declining, shortage of resources such as land and water pose a major affect to the environment and many more. From this study many actions are suggested to reduce the adverse impact on tourism such as adopting and monitoring management system to ensure the effectiveness of coastal and environmental regulations to frame policies which recognizes the type of interconnections among tourism, local communities and the environment to ensure that tourism contributes to a sustainable development agenda, to adopt a systematic study of the environmental impact of tourism through a life cycle analysis and the evaluation of the environment to enable its integration into decision making.

Subhasish Saha, submitted Ph. D. thesis on “Tourism Development – Accommodation Sector: A Study of Pondicherry Accommodation Sector”, Pondicherry University, Pondicherry, 1994. The main findings made in this research are that accommodation units do not have a separate promotion wing, limited extent of tourism promotion through arrangement of sightseeing facilities and mostly in collaboration with Pondicherry Tourism Development Corporation or one or two private guided tours. Other findings of the research are that less impact of government policies on tourism, no many facilities exist other than good rooms and the essential services, the majority of tourists who visit Pondicherry are the business tourists or the vacation tourists, no formal orientation or training is arranged for employee in most of the units, no permanent jobs for employees and lack of performance appraisal of employees. The major recommendation made by the researcher is that government policies that affect hotel industry need to be communicated timely so that proper benefit of accommodation sector utilized, reduce political interference and pressure on hotel industry, efforts taken to promote business centers in Pondicherry, proper marketing of tourism products requires, proper coordination and sharing of information between hotel industry and Department of Tourism including Pondicherry Tourism and Transport development Corporation, the formal training at inception and further ongoing programs need to be undertaken to bring the best of services. The Steering Committee on Tourism of Planning Commission, Government of India studied role of tourism during the Eleventh Five Year Plan (2007-12). This committee reports that tourism is an important instrument for economic development and employment generation, particularly in remote and backward areas and which has been well recognized in the world over. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. This committee recommends that tourism has also become an instrument for sustainable human development including poverty elimination, environmental regeneration, job creation, advancement of women and other disadvantaged groups. The committee opinions that tourism is insignificantly an industry of private sector service providers, although the public sector has a significant role to play in infrastructure areas either directly or through Public Private Partnership (PPP) mode. The committee recommends many strategies for the development of tourism during 11th Five Year Plan such as development of Infrastructure and Destination Management, publicity and marketing, developing heritage and cultural tourism, eco-tourism and wild life

tourism and domestic tourism, access connectivity by rail, road, air and other means, human resource development and capacity building.

RESEARCH METHODOLOGY

Nature of the Study

This has been an exploratory study which attempts to analyze various factors that affect tourism in the Places of Gujarat and Rajasthan with the help of questionnaire. The study will basically concentrate on analyzing the tourist's **needs, preferences, perceptions and satisfaction.**

Scope of the Study

The study has been confined to the development and marketing of tourism in Gujarat. The study has analysed the responses provided in the questionnaires by the tourists who have visited these places. The study has analysed **satisfactions of respondents for various services received during tour in Gujarat.**

Objectives of the study

The broad objective of the study is, To study the tourist's needs, preferences, perceptions and satisfaction in the tourism sector of the state of Gujarat and Rajasthan.

1. To study satisfaction level of tourists for various tourist service in the state of Gujarat.
2. To study the relationship between education of respondents and awareness towards Gujarat and Rajasthan tourism
3. To study the relationship between Occupation and awareness of the respondents.

Methodology

Universe of the present study is infinite. It is decided to use convenient sampling method and collect data from 150 sample respondents. The chosen sample consists of 150 sample respondents representing the tourists Sample respondents comprising both tourists from different socioeconomic category of society. The empirical data has been collected to understand the market potential for rural tourism to evaluate its positive and negative impact on the society, especially in the area of environment, economy and socio-culture. The survey has been conducted using the convenient sampling method. Primary data has been collected from 150 respondents by administering them a detailed questionnaire. The secondary data has been collected from different sources like searching net, traveling authorities, traveling guides.

Research Design

The data collection instruments has been developed to systematize the collection of data and to ensure that all the respondents are asked the same questions and in the same order. A survey of 150 respondents has been contacted conducted in Gujarat. The questionnaires has been developed with close-ended questions. The questionnaire has been personally administered with the respondents.

Sampling frame work

Sampling design

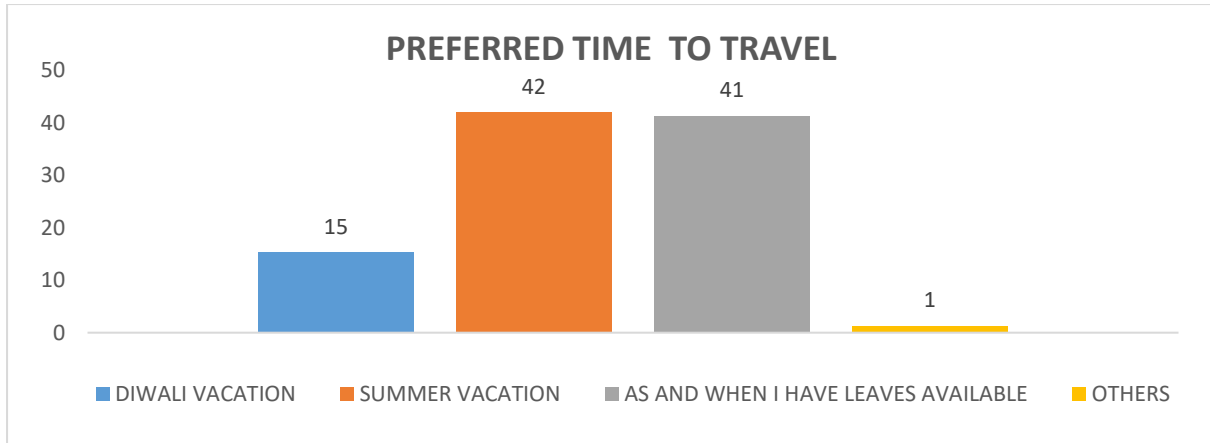
The 150 respondents in the sample has been be divided proportionately divided into various locations equally. The samples has been selected on the basis of convenience sampling.

A literature survey has been first conducted to identify the domains and to find out the items to be generalized for the study. A primary data required for the study has been collected through a set of standard questionnaire. The reason for conducting the study at places of Gujarat and Rajasthan is because it is a tourist area and the researcher is interested to find the tourist's needs, preferences, perceptions and satisfaction.

DATA ANALYSIS

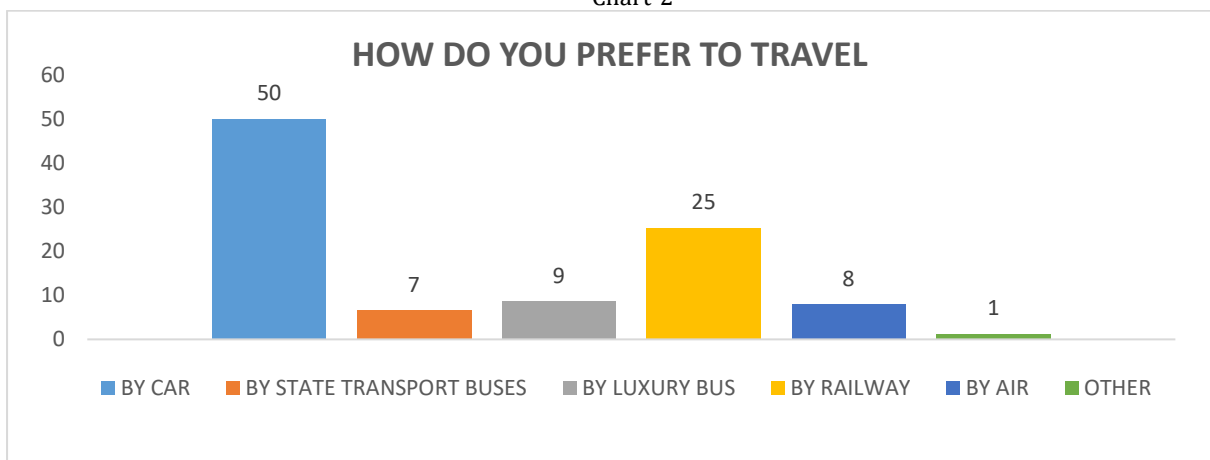
Percentage Anlysis

Chart-1



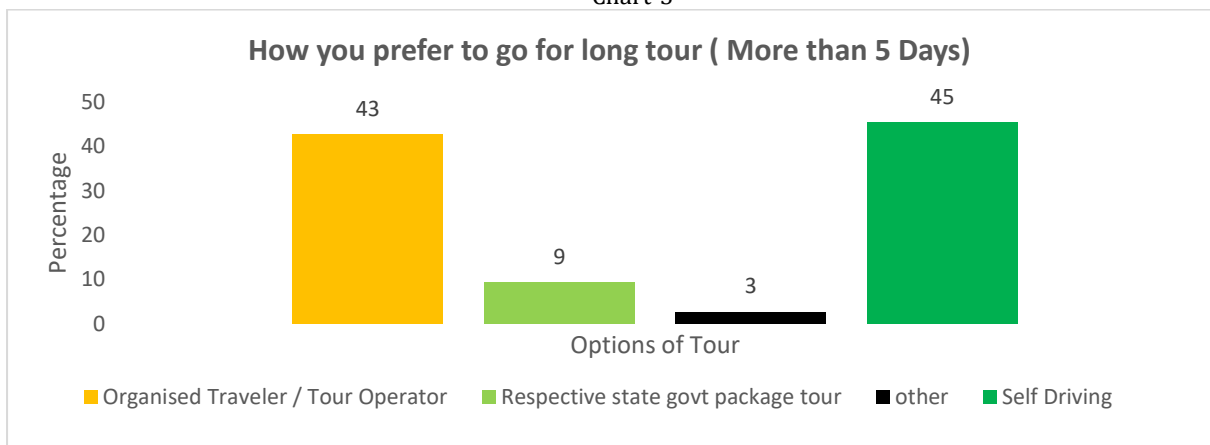
42% prefer to travel during summer vacation, 41% when they have leaves, 15% during Diwali and 1% prefer others. Thus we conclude that convenience of the earners of the family is playing significant role in determining time of travel in the state of Gujarat.

Chart-2



50% respondent prefers to go by Car, where 25% by railway, 9% by Luxury buses where 7% by state transport buses, 8% by air and minimum 1% by other. Convenience and cost of travel is considered to be most important. As more than half of the respondents prefer car for transportation in the state of Gujarat we conclude that importance to convenience is given by majority of consumers.

Chart-3



45% respondent prefer to go for long run by self-driving, 43% prefer to go by Organized traveler, 9% like to go by govt. package tour and 3% prefer other modes of transportation.

Chart-4

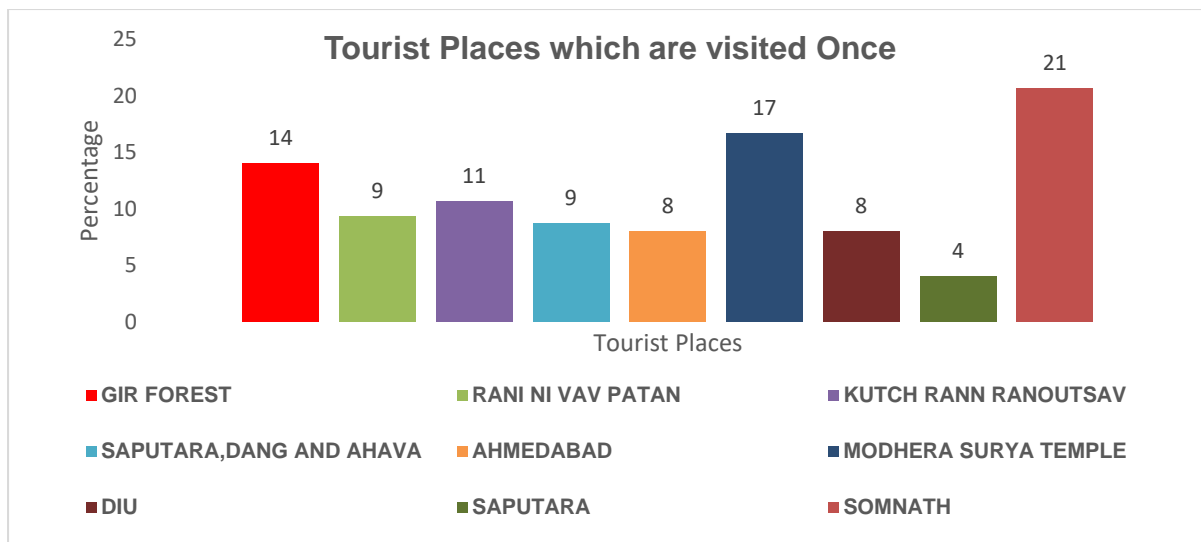
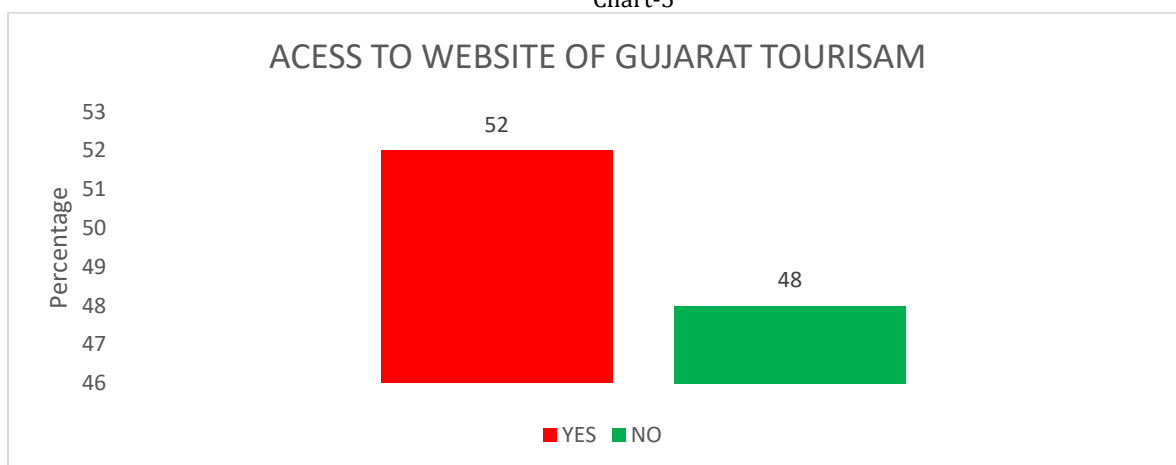
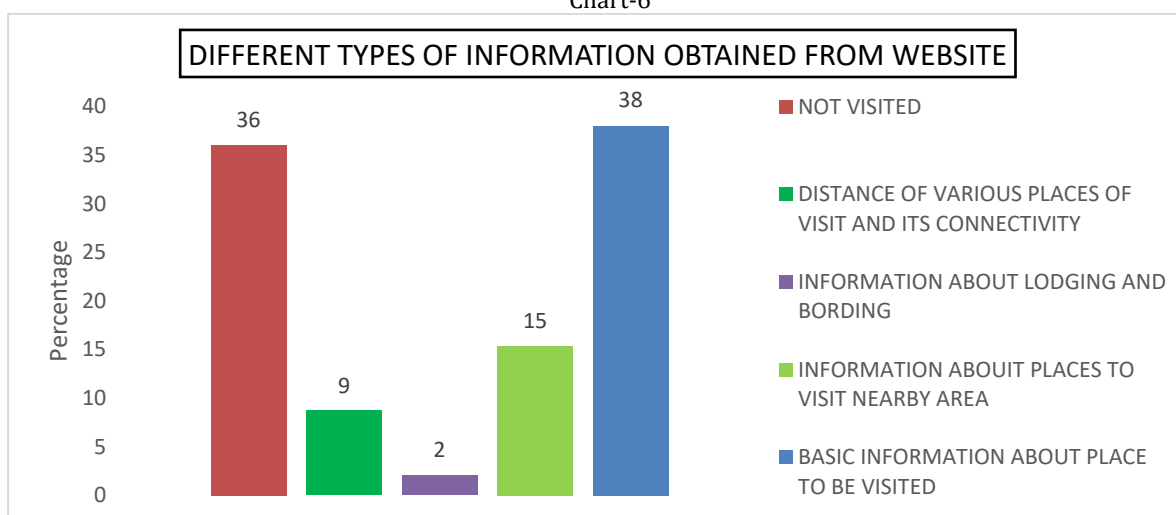


Chart-5



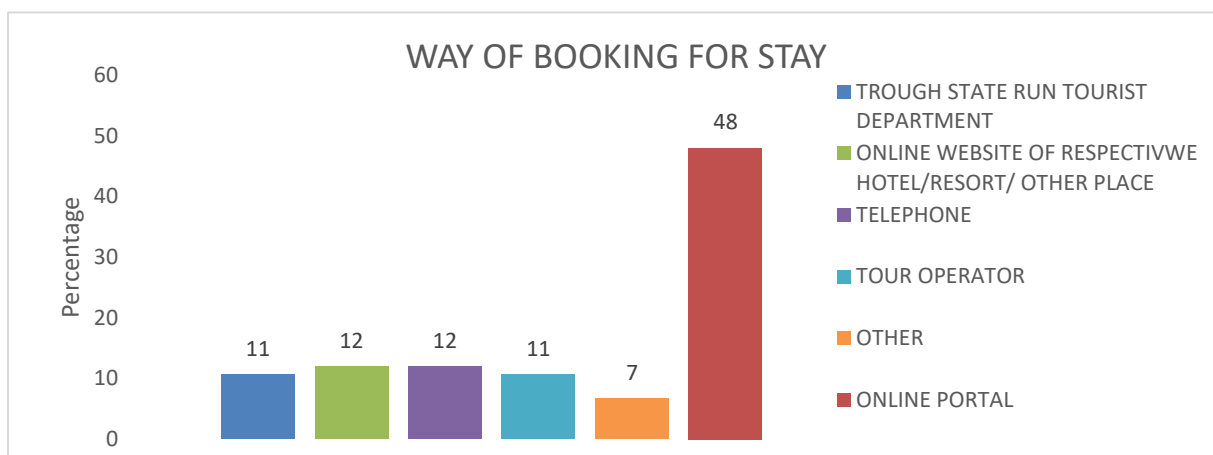
Amongst all respondent 52% have visited Gujarat Tourism website whereas 48% have not visited.

Chart-6



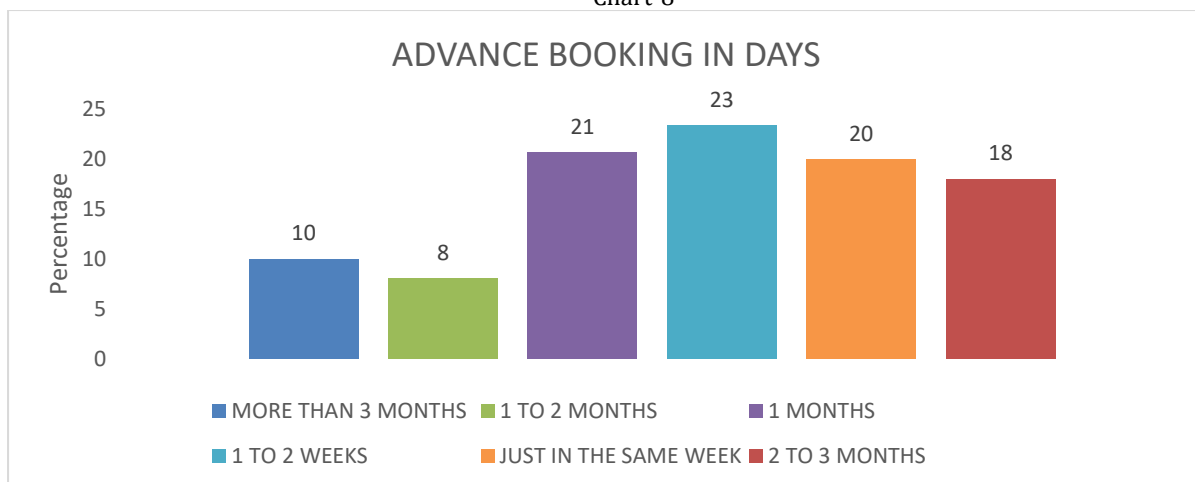
Amongst respondent 36% have not visited the website of Gujarat tourism, where 38% get basic information, 9% get information about distance and connectivity, 2% get information about Lodging and boarding and 15% get information about nearby places to visit.

Chart-7



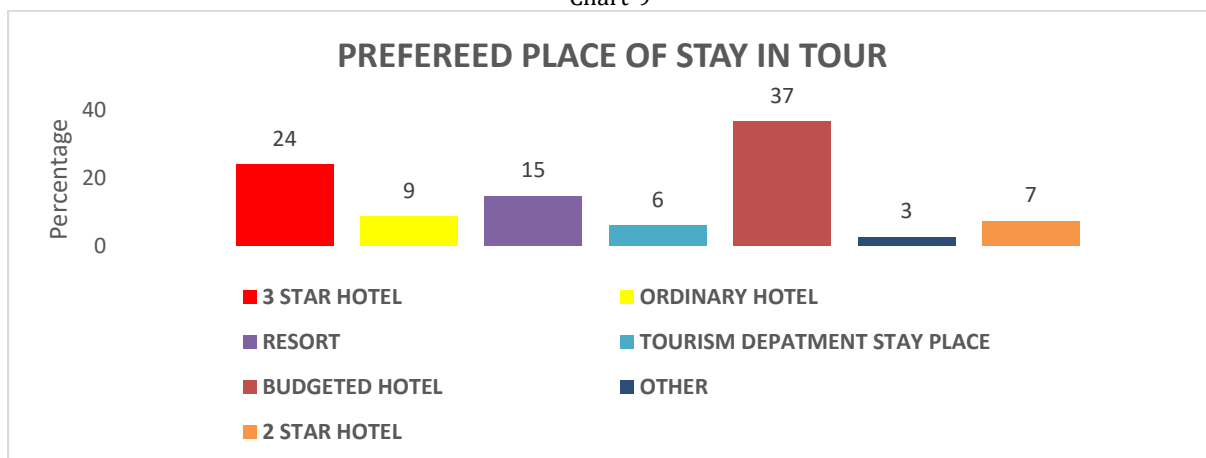
48% of respondent book their stay by Online portal, 11% by state run tourism department, 11% book by tour operators, 12% by Online website of respective hotels, 12% on telephone, 7% others sources.

Chart-8

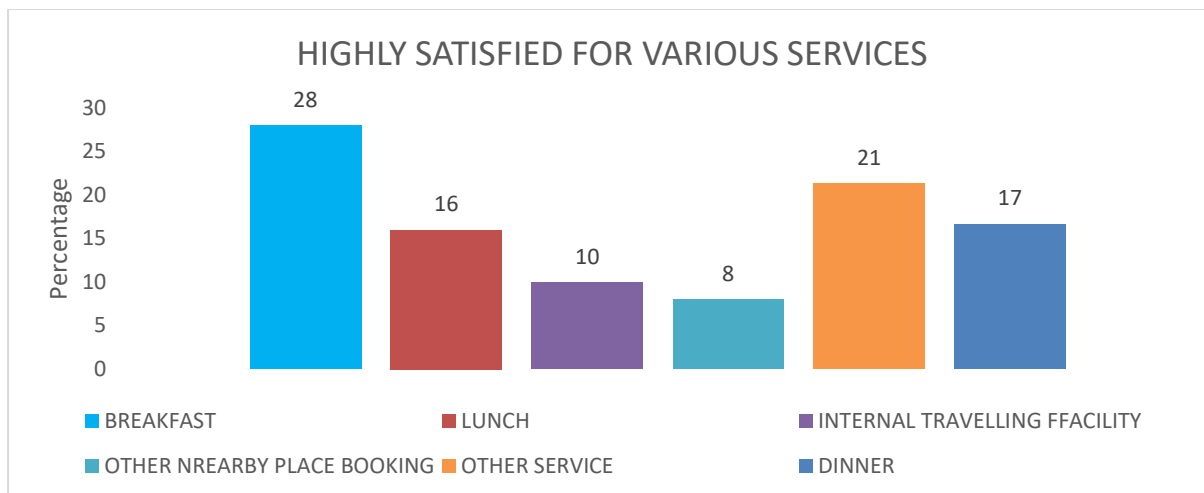


23% respondent book stay before 1 to 2 weeks, 21% book before 1 month, 20% just in the same week, 18% book before 2 to 3 months, 10% book before 3 months and 8% book before 1 to 2 months.

Chart-9

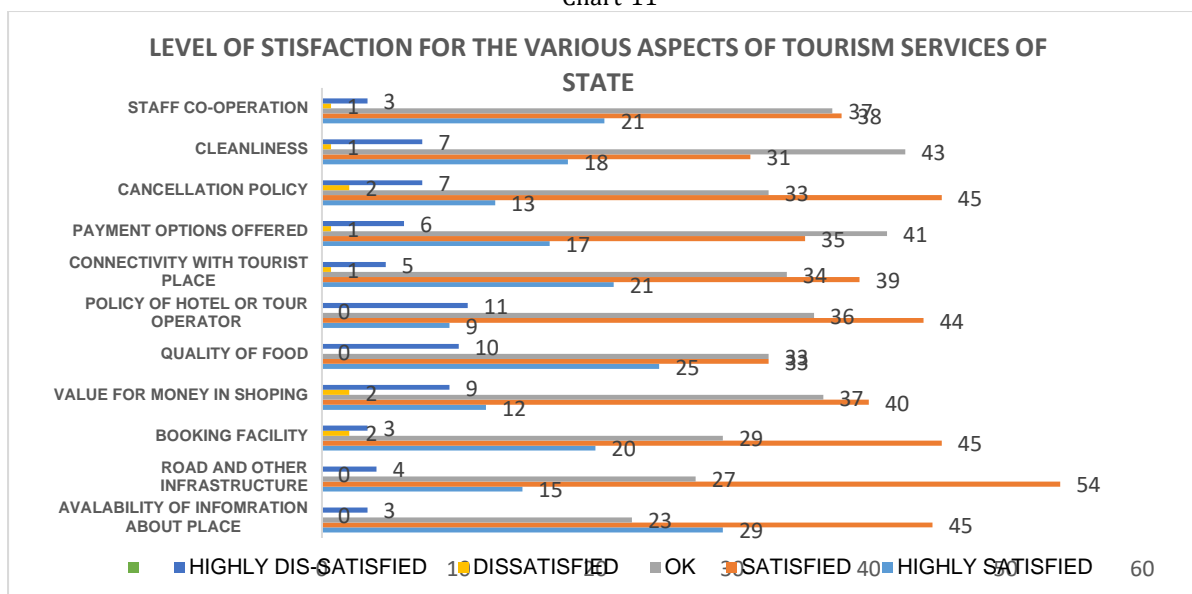


37% respondent have selected to stay in budgeted hotel while travelling in Gujarat, 24% stays in 3 star Chart-10



28% have used only breakfast service, where 21% have used other services, 17% have enjoyed Dinner where 16% have enjoyed Lunch and 10% have used internal travelling facility and minimum 8% respondent have used facility of booking for nearby places.

Chart-11



During the study we came to know that dissatisfactions about information of tourist place is zero, 29% respondent are highly satisfied, 45% are satisfied, 23% are ok with information and only 3% are highly dis satisfied.

54% of respondents are Satisfied, 15% are highly satisfied where 4%are highly dis satisfied with the infrastructure and roads.

45% are highly satisfied with booking facility, 20% are satisfied 29% are Ok with the booking facility and 2% are satisfied and 3% are highly dis satisfied with booking facility.

During the study we came to know that value for money in shopping is one of the major variable for tour 40% of respondent are satisfied with the shopping where 12% are highly satisfied, 37% feel ok where 2% are dis satisfied and 9% are highly dissatisfied.

25% are highly satisfied with Quality of food , 33% are satisfied and 33% feel ok where 10% are highly dis satisfied.

9% are highly satisfied with policy of hotel or tour operator, 44% are satisfied 36% feel Ok and 11% are highly dis satisfied.

21% are highly satisfied with connectivity, 39% are satisfied, 34% feel ok where 1% are dissatisfied and 5% are highly dissatisfied.

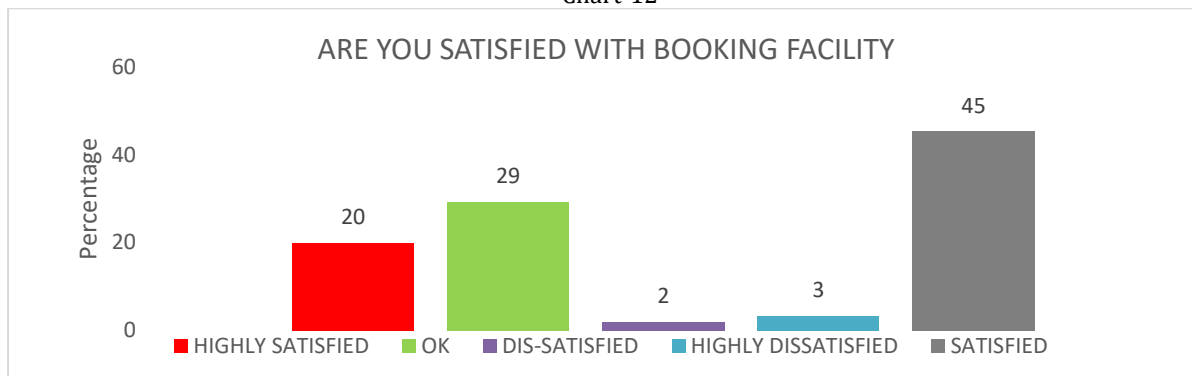
17% are highly satisfied with payment options, 35% are satisfied, 41% feel ok where 1% are dis satisfied and 6% are highly dis satisfied.

13% are highly satisfied, 45% are satisfied and 33% are ok with the cancellation policy where 2% are dis satisfied and 7% are highly dis satisfied.

18% are highly satisfied, 31% are satisfied and 43% are ok with the cleanliness where 1% are dis satisfied and 7% are highly dis satisfied.

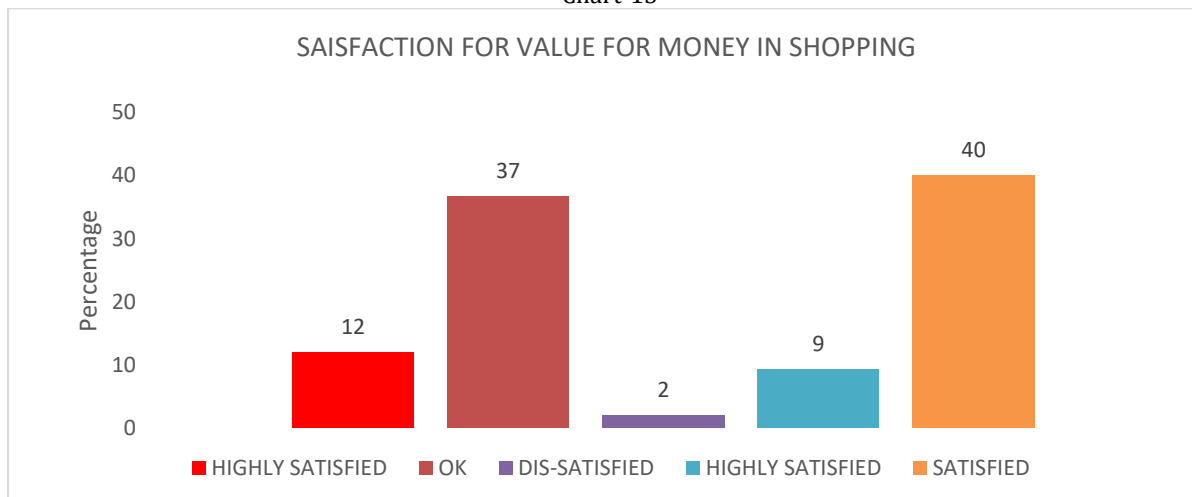
21% are highly satisfied, 38% are satisfied and 37% are Ok with staff co-operation where 1% are dis satisfied and 3% are highly dis satisfied.

Chart-12



45% are satisfied with booking facility, 20% are highly satisfied 29% are Ok with the booking facility and 2% are satisfied and 3% are highly dis satisfied with booking facility.

Chart-13



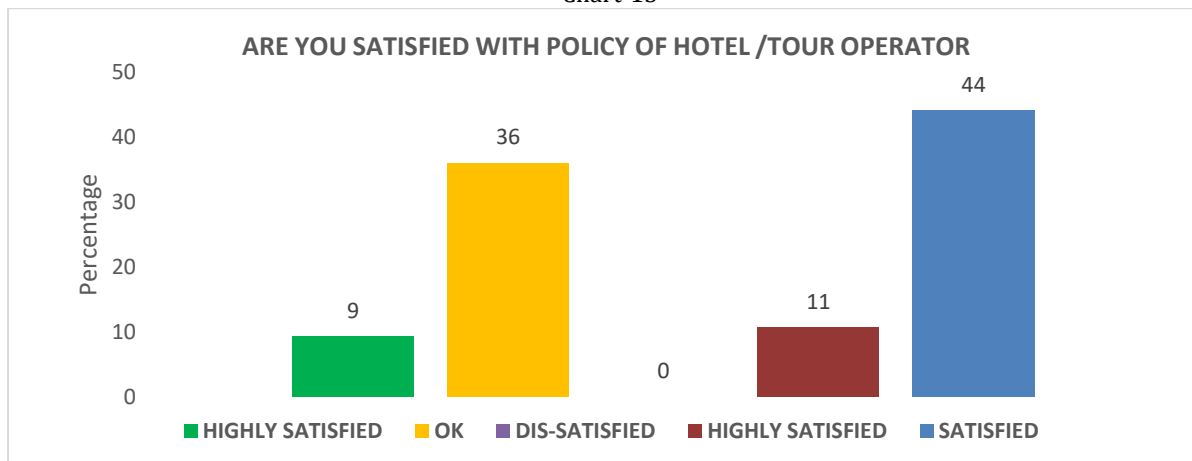
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Chart-14



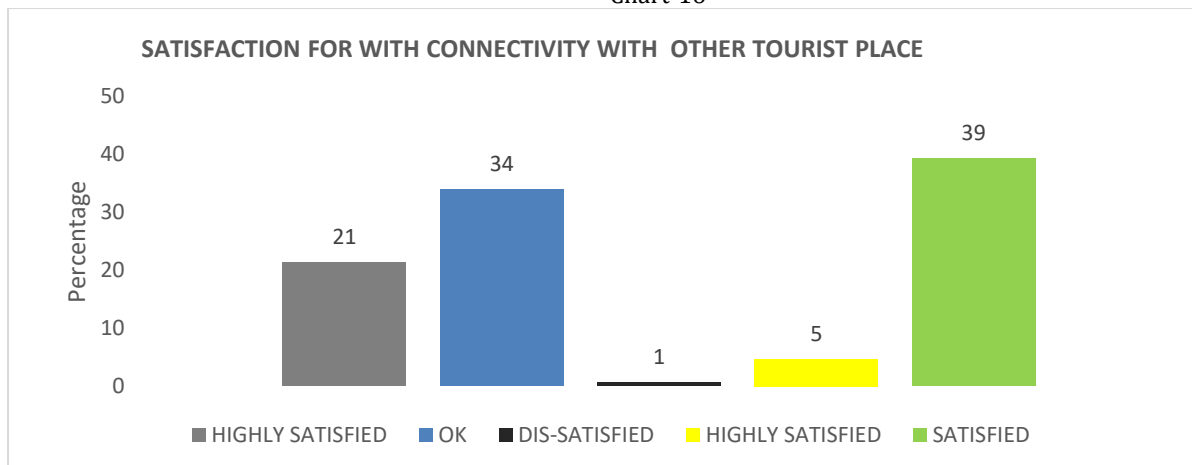
25%% are highly satisfied with Quality of food , 33% are satisfied and 33% feel ok where 10% are highly dis satisfied.

Chart-15



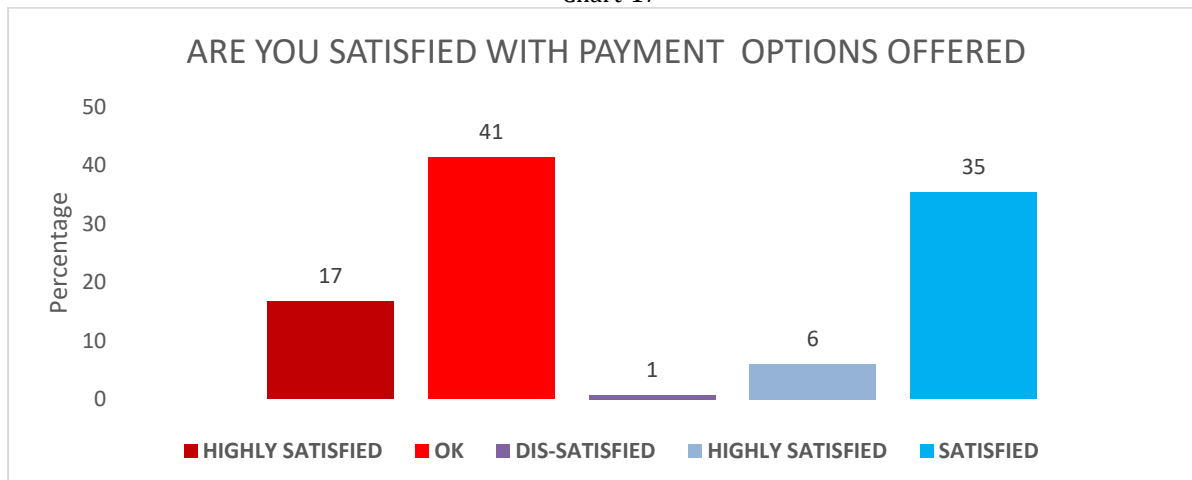
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Chart-16



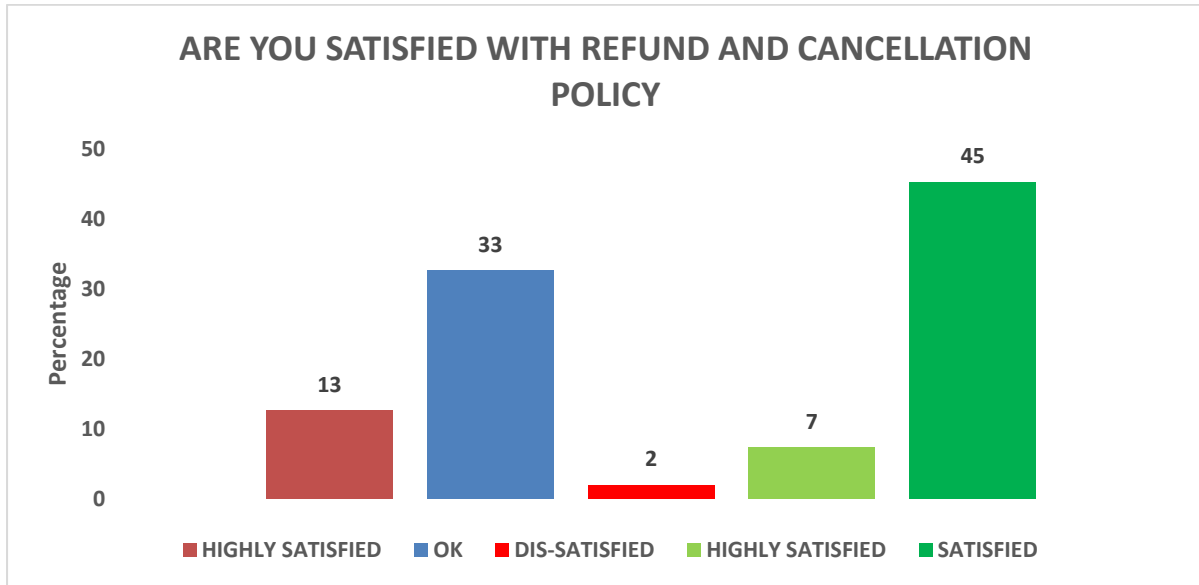
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Chart-17



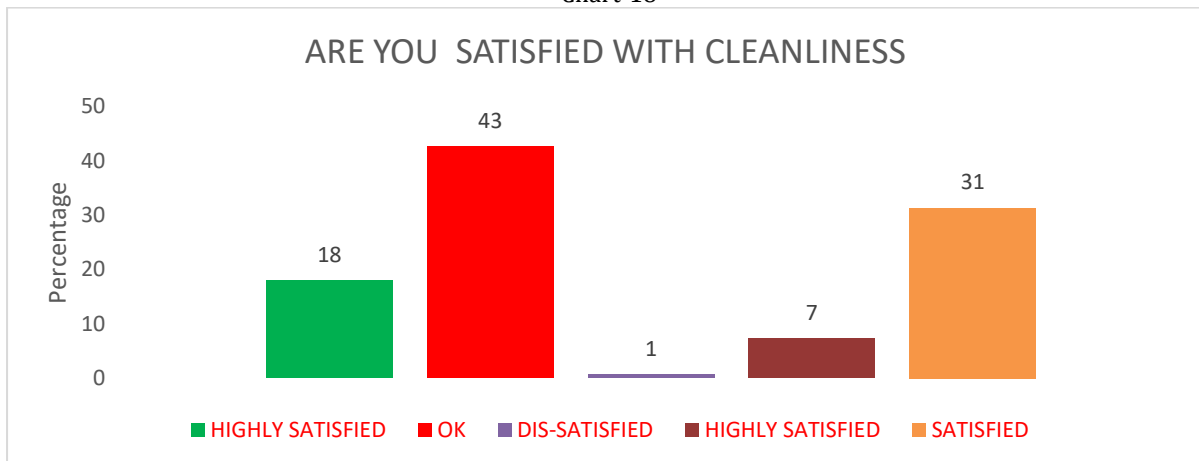
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Chart-17



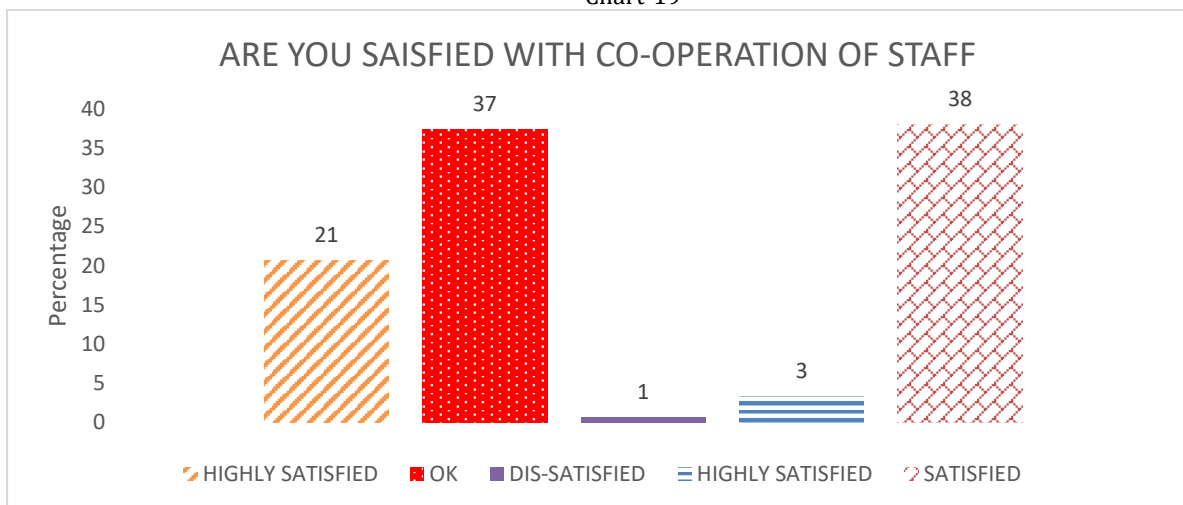
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Chart-18



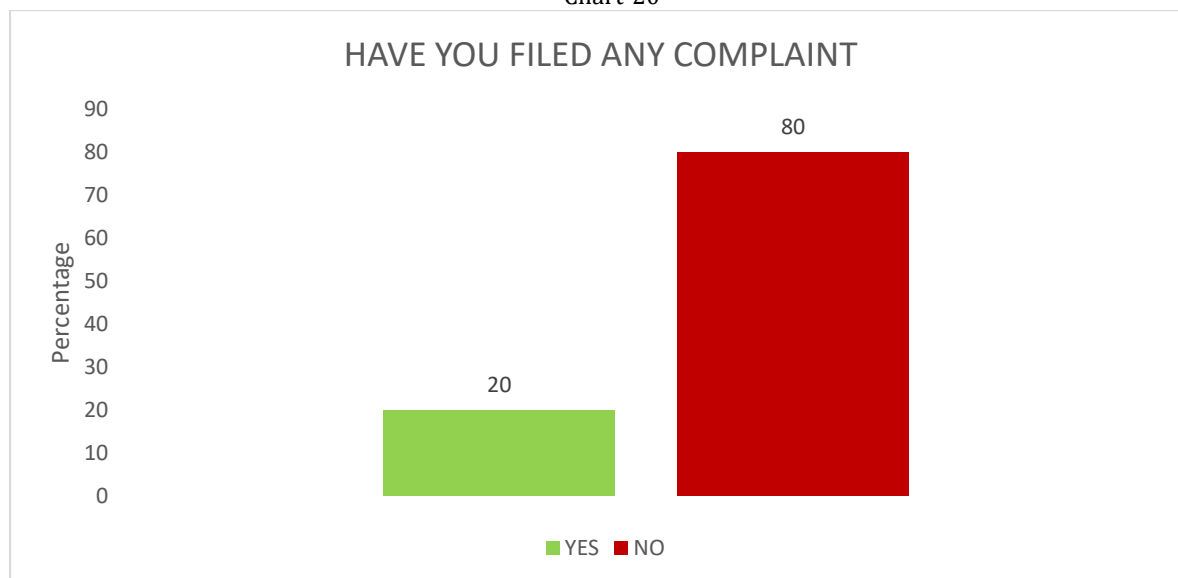
18% are highly satisfied, 31% are satisfied and 43% are ok with the cleanliness where 1% are dis satisfied

Chart-19



21% are highly satisfied, 38% are satisfied and 37% are Ok with staff co-operation where 1% are dis satisfied and 3% are highly dis satisfied.

Chart-20



20% of respondent have filled the complaint and 80% have not filled complaint.

Chart-21



1% respondent got their complaint resolved with one week, 7% with 3-5 days, 5% in 1-2 days, 5% in few hours , 1% are resolved and 80% have not filled the compliant.

HYPOTHESIS TSTING:

H0: There is no significant influence of income and satisfaction of respondents for Roads and Infrastructure of the state for tourism.

H1: There is significant influence of income and satisfaction of respondents for Roads and Infrastructure of the state for tourism.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.222 ^a	15	.004
Likelihood Ratio	34.730	15	.003
Linear-by-Linear Association	.036	1	.849
N of Valid Cases	150		

As P value is less than 0.05 we conclude that there is significant influence of level of income on the satisfaction of the infrastructure facility of the state. Thus we can conclude that H0 is rejected and H1 is accepted.

H0: There is no significant influence of income and satisfaction of respondents for Booking Facility.

H1: There is significant influence of income and satisfaction of respondents for Booking Facility.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.667 ^a	20	.047
Likelihood Ratio	27.680	20	.117
Linear-by-Linear Association	2.898	1	.089
N of Valid Cases	150		

As P value is lower than 0.05 we can conclude that there is significant influence of Income of respondents on satisfaction for booking facility. We can conclude that expectation of the higher income tourist is different and which leads different level of experience. H0 is rejected and H1 is accepted.

H0: There is no significant influence of income and satisfaction of respondents for Quality of Food.

H1: There is significant influence of income and satisfaction of respondents for Quality of Food.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.232 ^a	15	.000
Likelihood Ratio	48.404	15	.000
Linear-by-Linear Association	2.291	1	.130
N of Valid Cases	150		

As P value is 0 we can conclude that there is significant influence of level income of respondents and expectations of them for food quality and satisfaction for food. H0 is rejected and H1 is accepted in the above case.

FINDINGS

1. Satisfaction level of tourist for various aspects like “Booking facility”, “Road and Infrastructure of the state”, “Availability of Information about place” is significantly higher as compared to other parameters or aspects of tourism.
2. Dissatisfaction for the tourist is significantly higher and alarming in case of “Quality of Food’.
3. Influence of Age, Income and Education can be observed in case of Ways of booking, Advanced Booking time and Budget can be observed in with the help of chi-square test.
4. Expectation of service quality is different at the different income level as well as at different age of the respondents. This has been reflected in the chi-square test.
5. Significant influence has not been observed in the chi-square test for the various demographic aspects in searching information for the place of tourism, visit to the office of tourism department.
6. Mode of Transportation and Way of booking is not influenced by the income of the respondents for the tour in Gujarat.
7. Self-driving is one of the most preferred way of traveling in the state of Gujarat as 45% respondents are preferring such. Followed by “Organized Tour” which is preferred by 43% respondents.
8. Summer vacation is one of the most preferred time of the tourist to visit Gujarat State.
9. Out of various tourist places in Gujarat Kutch “Ranostav” and “Gir Forest” are most preferred by tourist.
10. Tourists of Gujarat state preferred to visit website of the state tourist corporation for getting information about various places. Nearly half of the tourist obtain such information from tourist department’s website.
11. Booking for stay at different places has been preferred by tourist through online portal by 48% respondents.
12. Advanced booking in necessary for getting accommodation of choice. Nearly one fifth of the respondents do advanced booking before one to two weeks of arrival.
13. Three star hotel is preferred by one fourth of the respondents.

14. Out of total tourist surveyed 28% are Highly Satisfied for “Breakfast”, 17% for lunch, and Dinner respectively.
15. Satisfaction level for Cleanliness, Behavior of Staff, Refund Policy and Payment Option is high.
16. There is significant influence of level of income on the satisfaction of the infrastructure facility, booking facility, quality of food amongst tourist of Gujarat. .

SUGGESTIONS

1. State run internal traveler’s bus with full facility is much needed for internal travelling
2. Guides for the various historical places are required.
3. Multilanguage speaking guides are required to be deployed to attract foreign visitors in the state.
4. Various Heritage places are not promoted by the state government. One should focus on such places for attracting tourists.
5. State run hotels or accommodation are required to be developed for better services. Focus on the budgeted hotel is need of an hour as still one third of the respondents prefer such types of hotels.

CONCLUSION

Gujarat Government’s initiatives to attract tourist in the state are very well paying one. It has created awerness amongst many tourist in the country and outside country. Hence tourism in the state is playing significant role in the economy of the state. State is quiet capable to deal with infrastructure require. However, looking to the number of visitors in the state there is need of improvement in the service quality and connectivity of air lines and railway with other parts of the world. Service quality of various service a the place of stay needs to be improved. Over and above one need to attract more froing tourist. Still Gujarat State is not able attract foreign tourist in the state to great extent.