

# A Study on Tourism and Level of Satisfaction of Tourists

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**Ancy Stepheno**

*Assistant Professor, School of Management*

*Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai, Tamil Nadu*

**Raghul. P**

*Student, MBA*

*Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai, Tamil Nadu*

## Abstract

The project titled 'A study on tourism services and level of satisfaction of tourists,' is carried out with the main objective to analyse the tourists perception in terms of satisfaction on the existing tourism facilities and services. The study focuses on tourist satisfaction relating to quality of various tourist services such as food, transport, accommodation, etc. Poor and inadequate infrastructure facilities and management, non availability of basic facilities in tourist place, lack of domestic and international airport, inadequate transport system, lack of requisite hotel accommodation etc., make most of the tourist centres inaccessible to both domestic and foreign tourists. The satisfaction of a tourist is important for the success of the industry. Thus, the researcher took interest in researching this topic further.

**Keywords:** Tourist Satisfaction, Services, Interpretation, Tourism, Tourists

## Introduction

Tourism is the second largest growing business area in the service sector after information technology in the global economy. Many of the economies are successful in marketing their country as the best destination and thereby generating a substantial amount of foreign exchange from the tourism sector. Even countries with poor level of infrastructure and facilities are able to attract investors to invest money for their country for tourism promotion. The phenomenon today has become a very complex activity encompassing a wide range of relationships. As the global economy surges, resulting in the improvements in standards of living and disposable income coupled with more leisure time, the overall number of tourists are expected to grow further. Factors like availability of cheaper and convenient transport, fewer or no restrictions on travel, availability of mass information on various destinations and newer marketing techniques affect tourism in many places. The contributions from tourism to world economy and overall number of tourists are expected to grow further.

World Tourism Organisation (WTO) statistics indicate that tourism industry will continue to expand over the year. According to WTO, international tourist arrivals worldwide will reach 1.5 billion by 2020. These tourists in their turn spend trillions of dollars in the host countries visited during their travel, resulting in great increase in economic activity. From the time a decision is taken to visit a

particular destination for the purpose of tourism and travel, till the time a tourist returns home, a wide range of activities would have taken place involving many organizations and components. The percept of tourism is (i) A movement of people to a different destination having two key elements, the journey and the stay; (ii) the movement is primarily of a temporary nature and for relatively a short duration making it different from migration; (iii) it brings about activities dissimilar to those of the host population of place visited; (iv) the prime purpose for participation in tourism is by and large recreation and certainly not the purpose of seeking permanent residence or employment remunerated from within the place of visit; (v) a pleasure activity implying the use of one's free time and free will. Tourism promotion, like other forms of marketing, largely depends on the customer's traffic. If there is a growing customer traffic trend, more and more money flow to an economy in the form of gross revenue earnings and also as foreign direct investments for tourism destination marketing. The product marketing does not involve much complexity like tourism marketing.

Tourism marketing is a very complex phenomenon because the number of uncontrollable factors is more than the number of marketing mix variables. Though the conventional marketing says that larger social and political factors affect the marketing offer in product marketing, but it is more prominent in the case of tourism marketing. In India tourism has created direct or indirect employment for about 17 million people. It generates earnings for hoteliers, travel agents, taxi drivers, craftsmen, souvenir-sellers, transporters, airlines, tourist guides and manufacturers of consumer goods. Handicrafts worth Rs.1000 crore are sold every year to tourists, taking the benefits of tourism to the villages where our craftsmen live and work. In certain parts of India, tourism is the only industry – Kashmir, for instance and now Himachal Pradesh and Goa.

From time immemorial, people have been travelling and travel has become a vertebral characteristic of human lifestyle. Its growth is a modern-day phenomenon which is unparalleled. The concept of travel primarily signifies the movement of people. While the term "travel" was popularly used in ancient days to signify the movement of people, "tourism", is synonymous with travel, is of contemporary origin and is common parlance in the present day. However, the term "tourism" is distinguishable from "travel" by its conceptual character. Historically the concept of tourism was first developed in the period between two world wars (1914-1945). The word "tour", in the context of tourism, established in the English language in the 18th century and according to the Oxford English Dictionary the word "tourism" first came to light in English in 1811 from the Greek word "tornus" meaning a round shaped tool.

Recently, there is a greater use of the term "tourism" either by itself or jointly with "travel" to describe the movement of people. Tourism has gained importance as the fastest growing industry of the world, particularly because of its multifarious benefits, it ensures to the destinations, to the tourists themselves and to the global geo-political environment as a whole. In fact, tourism in its broadest, generic sense can do more to develop understanding among people, provide jobs, create foreign exchange and raise living standards than any other economic force. Tourism plays the vital role in foreign exchange earnings of the destination countries is especially noteworthy. To have a clear perspective on the origin and growth of tourism in the world, a better understanding of the meaning and definition of the word "tourism" is essential. The last few years have seen the travel and tourism industry in India going through a boom period. Today, India is the only country which offers tourism under a wide range of categories like history tourism, adventure tourism, medical tourism, food tourism, culture tourism, spiritual tourism, beach tourism, pilgrimage and educational tourism. To add to this list now is eco-tourism and it is slowly but steadily gathering momentum and contributing to the country's economy's growth.

## Objectives

- To analyse the tourists perception in terms of satisfaction on the existing tourism facilities and services.
- To assess the problems faced by tourists at the tourist spots.
- To identify how Indian culture is integrated with tourism.
- To offer valuable suggestions to the implications for the tourism sector based on findings of the study.

## Methodology

- Research design- Descriptive, Analytical and cross sectional
- Sample size- 209
- Sampling technique- Convenience sampling
- Methods of data collection
- Primary: Questionnaires
- Secondary: journals, magazines, websites
- Tools of analysis- Descriptives, Independent t-test, Chi square test,

## Developing the Questionnaire

- Defining research objectives clearly to guide questionnaire development.
- Formulating unbiased questions aligned with research goals, utilizing both closed and open-ended formats.
- Pre-testing the questionnaire with a small group to ensure clarity and validity.
- Distributing the questionnaire using Google Forms via email, social media, or other relevant channels.

## Literature Review

- Identifying relevant academic sources through databases and search engines.
- Critically evaluating sources for credibility, methodology, and objectivity.
- Analyzing literature to identify key themes, trends, and gaps in knowledge.

## Data Analysis

- Analyzing data using statistical software (SPSS) to calculate frequencies, percentages, and correlations.

## Integration and Reporting

- Integrating findings from analysis to draw comprehensive conclusions.
- Discussing implications and proposing recommendations for future research or action.

## Literature Review

Abha Agarwal (2000), in “Tourism for Sustainable Development” emphasize that in the era of globalization, every tourism activity should be based on the doctrine of comparative advantage internationally or interregional. He suggested that tourism development departments and people of the state too have to create consistent awareness and warning amongst tourist so that they should prompt to act eco-friendly.

Krishnan K. Kannan (2001), in “Managing Tourist Destination” discussed about the tourism destination development. The author has given a detailed frame work for marketing a tourism destination and gave guidelines to the government.

Binu.R.K.Sasikulila (2004), analyzed the ecotourism based on the four principles such as nature orientation eco sustainability, possibility of conducting research and involvement of local people. Modern tourism industry may take different forms including adventure, health, trade fairs, cultural and religious festivals, national celebrations and food festivals.

Among these ecotourism blends a different strategy of enjoying the nature's serenity in its own way. Considering the wide geographical and biological diversity, the scope of ecotourism in India is very high. If these resources are tapped successfully we can transform the face of tourism industry in India. What actually needed are careful planning and a targetoriented approach.

Khan (2005), in "Tourism Marketing" gives an excellent and detailed description of various aspects of tourism marketing like, tourism products components, techniques of marketing, communication and role of intermediaries. Further the author described in detail Indian tourism market. The book also revealed the implements of fairs and festivals for the promotion of tourism in India.

Nimi Dev. and Gabriel Simon Thattil (2005), in their article entitled "All in One Tourist Destination-Kerala Perspective" identified Kerala as an all in one destination. They identified the very unique feature of Kerala as a tourist destination as all tourism products are available in Kerala. They suggested that Kerala has to offer it as a destination rather than going for a separate package tour.

Tianyu Ying and Yongguang Zhou (2005), they examining the contesting process for the exclusive right for tourism development and operation deriving from the communal approach, the paper analyses the power relations among the stakeholders of the tourism developments in the two cases, and argues that a definite legal description of such kind of developmental right is a premise to desirable interrelations among tourism stakeholders and will be conducive to a more participatory community in China's current rural cultural tourism developments.

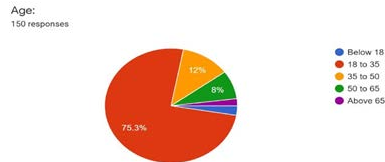
Vinay Tandon (2006), has pointed out that the policy and management interventions to promote sustainable ecotourism need to learn much from ground experience. Issues of carrying capacity and developing early warning signs indicators negative visitation impact remain areas for urgent research and application. Tilting the balance in favour of impoverished local communities where local Communities/entrepreneurs can reach the ecotourism directly is one big opportunity. Simultaneously, incentivising private investment holds the key to rapid but sustainable growth in the sector. Indian Hotels Company, better mown as the owners of the Taj group, has shifted it focus from mere physical growth to quality growth in order to survive the industrial downturn.

Michle rimmington and Metin Kozak (2007), in a study examined the present and potential impact of Information Technology (IT) on the tourism industry and tourism marketing. Recent developments indicate that some of the services provided by travel agencies, accommodation establishments and leisure companies will increasingly be undertaken personally by customer using IT. The paper considers current IT applications and likely future developments. It is proposed that tourism companies will need to establish appropriate marketing strategies which take account of these developments and the uncertain impact of consequent industry restructuring.

Robert W. Mclellan and Ercan Sirakaya (2007), conducted a study to investigate factors affecting destination choice decisions of college students. The study reports the results of a factor analysis and discusses some marketing implications. Results suggest that college students are mostly concerned with the cost of the vacations and convenience, local hospitality and services, entertainment and drinking opportunities, recreation and sporting activities available, and change in their daily environment. These criteria must be taken into account by destination promoters and developers as they try to appeal to this important segment in the tourism industry.

## Data Interpretation and Analysis

### Demographic Profile of the Tourists



In this study the demographic variables such as age, gender, education qualification, income, etc are considered.

Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality.

### Percentage Analysis

#### Requency Distribution based on Age

Age	Number of Respondents	Percentage
Below 18 years	4	2.7%
18 to 35 years	113	75.3%
35 to 50 years	18	12%
50 to 65 years	12	8%
Above 65 years	3	2%
Total	150	100%

#### Classification based on Age

### Interpretation

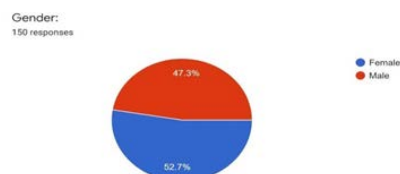
It is interpreted from table that there are 2.7% respondents from the age group below 18 years, 75.3% respondents from the age group 18-35 years, 12% respondents from the age group 35-50 years, 8% respondents from the age group 50-65 years and 2% respondents from the age group above 65 years.

The age group of 18-35 years are more likely to travel.

### Frequency Distribution based on Gender

Gender	Number of Respondents	Percentage
Male	71	47.3%
Female	79	52.7%
Total	150	100%

#### Classification based on Gender



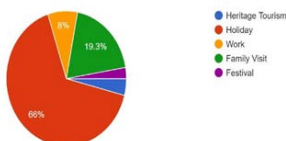
## Interpretation

From the above table, it is observed that there are 47.3% of male respondents and 52.7% of female respondents. Therefore, female respondents are more in number as they show more interest in traveling and tourism.

### Frequency Distribution based on Purpose of Travel

Purpose of Travel	Number of Respondents	Percentage
Heritage tourism	6	4%
Holiday	99	66%
Work	12	8%
Family Visit	29	19.3%
Festival	4	2.7%
Total	150	100%

For what purpose do you travel the most?  
150 responses



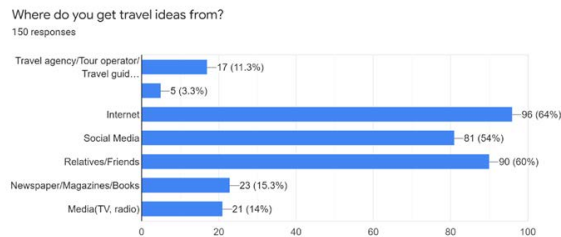
## Classification based on Purpose of Travel Interpretation

From the table, we can observe that 4% of respondents travel for heritage tourism, 66% for holiday, 8% for work, 19.3% for family visit and 2.7% for festival. Respondents travel more for Holiday purpose.

### Frequency Distribution based on where Respondents Get Travel Ideas

Mode of Getting Travel Ideas	Number of Respondents	Percentage
Travel agency/Tour operator/Travel guide	17	11.3%
Tourism fairs/Exhibition tourism board	5	3.3%
Internet	96	64%
Social Media	81	54%
Relatives/Friends	90	60%
Newspapers/Magazines/Books	23	15.3%
Media (TV, Radio)	21	14%
Total	150	100%

## Classification based on Mode of Getting Travel Ideas



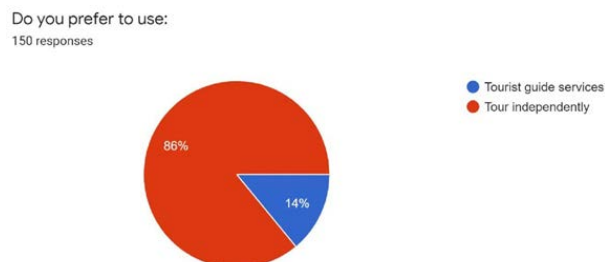
### Interpretation

From table, we can observe that 14% of respondents get travel ideas from Media, 15.3% from Newspapers/Magazines/Books, 60% from relatives/friends, 54% from social media, 64% from the internet, 3.3% from tourism fairs and 11.3% from Travel agencies and tour guides.

## Frequency Distribution based on Preference of Touring

Preference of Touring	Number of Respondents	Percentage
Tour independently	129	86%
Tour guide services	21	14%
Total	150	100%

## Classification based on Preference of Touring



### Interpretation

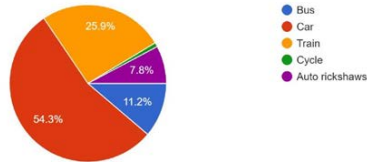
From the table, we can observe that 86% of respondents choose to tour independently and 14% prefer to use a tour guide.

## Frequency Distribution based on Preferred Mode of Transport

Preferred Mode of Transport	Number of Respondents	Percentage
Bus	13	11.2%
Car	63	54.3%
Train	30	25.9%
Cycle	1	0.9%
Auto Rickshaw	9	7.8%
Total	150	100%

### Classification based on Preferred Mode of Transport

To the above question, if you have answered yes, select your preferred mode of transport:  
116 responses



#### Interpretation

From the table, it is observed that 11.2% of the respondents prefer to travel by bus, 54.3% by car, 25.9% by train, 0.9% by cycle and 7.8% by auto rickshaw.

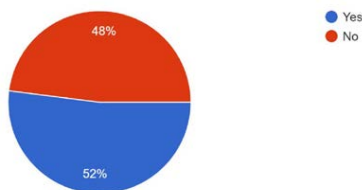
Most of the respondents prefer to travel by car.

### Frequency Distribution based on Difficulty of Commute

Difficulty of Commute	Number of Respondents	Percentage
Yes	78	52%
No	72	48%
Total	150	100%

### Classification based on Difficulty of Commute

Do you think commuting in a tourist destination is difficult or not?  
150 responses



#### Interpretation

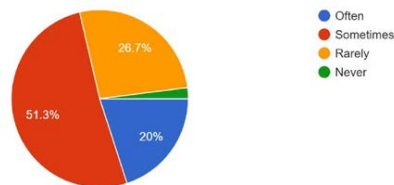
From the table, it is observed that 52% of respondents felt it was difficult to commute in tourist areas and 48% felt it was not difficult.

### Frequency Distribution based on Visiting Places for its Culture and Heritage

Visiting Places for its Culture and Heritage	Number of Respondents	Percentage
Often	30	20%
Sometimes	77	51.3%
Rarely	40	26.7%
Never	3	2%
Total	150	100%



How often do you visit places for its culture and heritage?  
150 responses



### Classification based on Visiting Places for its Culture and Heritage

#### Interpretation

From the table, it is observed that 51.3% of the respondents visit places for its culture and heritage sometimes, 20% often, 26.7% rarely and 2% never.

#### Chi-Square Test: 1

**Aim:** To find out if there is a significant association between age of the tourist and interest of tourist in learning about the history and background of the place before or during their visit.

**H1:** There is a significant association between age of the tourist and interest of tourist in learning about the history and background of the place before or during their visit.

#### Tourist Age on Learning about the History and Background of the Place Before or During Visit

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association	17.157a	8		.029
	13.925	8		.084
	2.676	1		.102
N of Valid Cases	149			

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .30.

#### Interpretation

The results of the chi-square test of association between Age and interest of tourist in learning about the history and background of the place before or during their visit, is summarized in table.

The significance (P) value of the above analysis is between 0.011 and 0.050, (0.029) which leads to the rejection of the null hypothesis and acceptance of the alternate hypothesis at 5% level of significance. Therefore, it is established that there is a significant association between age of the tourist and interest of tourist in learning about the history and background of the place before or during their visit.

#### Chi-Square Test: 2

**Aim:** To find out if there is a significant association between gender of the tourist and travelling for the purpose of learning arts in specified regions.

**H2:** There is a significant association between gender of the tourist and travelling for the purpose of learning arts in specified regions.

**Tourist Gender on Travelling for the Purpose of Learning Arts in Specified Regions**  
**Chi-Square Test 2**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square Continuity Correctionb	4.018a	1		.045
	3.239	1		.072
Likelihood Ratio Fisher's Exact Test Linear-by-Linear Association N of Valid Cases	4.133	1		0.42
	3.991149	1		0.46

- a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.89.  
b. Computed only for a 2x2 table

### Interpretation

The results of the chi-square test of association between gender of the tourist and travelling for the purpose of learning arts in specified regions, is summarized in table.

The significance (P) value of the above analysis is between 0.011 and 0.050, (0.045) which leads to the rejection of the null hypothesis and acceptance of the alternate hypothesis at 5% level of significance. Therefore, it is established that there is a significant association between gender of the tourist and travelling for the purpose of learning arts in specified regions.

### Independent Sample T – Test

**Aim:** To find out if there is a significant difference between gender and the satisfaction of tourists towards accommodation.

**H3:** There is a significant difference between gender and the satisfaction of tourists towards accommodation.

**‘t’ Test for Significant Difference Between Gender with Respect to**  
**Satisfaction of Tourists towards Accomodation**

				T-Test for Equality of Means		
Are you satisfied with the following services provided by tourist hotels? (Accomodation)	Equal variances assumed	.277	147	.782	.026	.093
	Equal variances not assumed	.277	144.914	.782	.026	.093

### Interpretation

The results of the „t“ test of significant difference between gender and the satisfaction of tourists towards accommodation, is summarized in table. The significance (P) value of the above analysis is greater than 0.050, (0.093) which leads to the acceptance of the null hypothesis and rejection of the alternate hypothesis at 5% level of significance. Therefore, it is established that there is no significant difference between gender and the satisfaction of tourists towards accommodation.

## Findings

### Percentage Analysis Revealed That

- It is found that majority of respondents belong to the age group of 18-35 years constituting 75.3% of total respondents.
- Female respondents are higher in the gender distribution when compared to male, constituting 52.7% of the total respondents.
- Most of the respondents prefer to travel by car and they constitute 54.3% of the total respondents.
- It is found that 52% of respondents felt it was difficult to commute in tourist areas.
- It is found that 86% of respondents choose to tour independently.
- It is found that 64% of respondents got their travel ideas from the internet.
- It is found that majority of respondents constituting 66% of the total, travel for the purpose of holiday.

### Chi-Square Test Revealed That

- There is a significant association between age of the tourist and interest of tourist in learning about the history and background of the place before or during their visit.
- There is a significant association between gender of the tourist and travelling for the purpose of learning arts in specified regions.

### 't' Test Revealed That

- There is no significant difference between gender and the satisfaction of tourists towards accommodation.

### Recommendation

- While there are curated lists of „must see“ areas and locations, there isn't a feeling of temporary integration with the culture of the area. It's a superficial indulgence for the sake of sightseeing and hopefully that can come to change.
- Improvements in safety for tourists is a factor to be improved.
- Instead of going to the usual tourist spots, some prefer going to these places the locals know that tourists normally don't go to. So, having a list of places that doesn't have a significance per say, but might be interesting has to be out there for the public to decide where to go exactly.
- Knowledge about local cuisines, routines and activities. i.e Open communication about what the place entails.
- Cheaper accommodation, quality stay and security.
- Better planning and implementation.
- Restrooms must be maintained properly at public places.
- Ensuring that cultural/historical figures or monuments are not illicitly tainted. i.e., repeated instances cause the locality to despise tourists.
- Publicise the existing attractions better.
- The overall tourism cost should be reduced and quality of services to tourists should be improved.
- Reliable tour guides.
- Brochures on places to visit.
- Amicable society.
- If choosing an itinerary to make it less burdening of activities. More like reduce the number of activities that take place between 24 hours. Gets extreme and tiring and hence reduces the quality of experience of the place.
- Perhaps the development of more Airbnb's than hotels for a more culturally intense experience.
- o) Optimize travel & cost of stay.

- Government should take initiative to improve facilities in tourist places. Waste management is also important.
- Sufficient information about the facilities and specialities of the place and current status of the same should be made available to visitors through website or information centre help desk. Well-connected metro systems

### Conclusion

Majority of tourists in India have concerns with safety, hygiene, cost and quality of accommodation. This study has proven that irrespective of gender, all tourists in common are not satisfied with the accommodation provided in tourist areas. If measures are taken to improve these factors tourism industry in India will flourish. Government should also take initiative to ensure that foreign and domestic tourists are not scammed and cheated during their travel by the local service providers who charge heavy prices assuming that foreigners and people from other states will be ignorant and oblivious to the actual nominal costs of the area.

India has vast untapped potential in tourist and its allied sectors and there is a lot of scope for its future development and promotion. It needs a long -term plan for this industry with periodic evaluation and revision. A “one size fits all” approach to tertiary activities including tourism will not help. Tourism's uniqueness should be clearly understood. The preparedness for new challenges can be tested by growth coupled with qualitative changes and it is important that the government and institutions share the responsibility and join in developing the tourism sector in order to strengthen the macro-economic capabilities. Moreover, the private sector is expected to play a similar role in supporting this goal within the framework of the partnership that has been established decades ago, so as to get the synergic effect. The concerted efforts of this partnership between the government and private sectors will help in promoting the Tourism Industry and in turn will provide a stimulus to the Economy as a whole successfully.

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