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Tourist Satisfaction and its Relationship with their Profile (Satisfaction Survey on Madhya Pradesh Tourism destinations)

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ABSTRACT:

The common evidence of tourist satisfaction in is revisits of a tourist destination. tourist visit many places several times during their life, which clearly shows that satisfaction with time spent at a certain place leads to the revisiting behavior . A satisfied tourist will share his/her positive experiences to people in contact , which can result in promote the place and particular goods and services in the future, therefore Tourist satisfaction is an important strategic move to promote towards tourist destination marketing. Therefore it is significant to take into account the expectations based on tourist experiences, their social influences and personality , but same time the credibility of information delivered through various sources of marketing. It is a large foreign exchange earner since tourism has engaged for employment generation, empowering locals and sustainable human development and also promotes nationality with international understanding and supports to our artisans and to promotes cultural activities as a tool to marketing the destination. It also helps in achieving national goals and promoting social and cultural richness. Moreover it provides an opportunity to a country expose the culture, civilization and heritage to the people of other country/civilization. So the tourism works as a chain in establishing strong relationship among the people of various civilizations as well as countries.

Key words: Tourist profile, customer satisfaction, tourist destination, heritage

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1.   Introduction of study

In India, Madhya Pradesh has the right ingredients and potential for development of tourism industry. We have in Madhya Pradesh hills, wildlife, heritage sites, historical monuments, central location and verity of cultures. But we have to give proper attention to several thrust where there lots of need to work upon like infrastructure, marketing of tourism product products, and streamlining other supporting activities like tour operations and facilitating private sector participation. The area of study area for this research was Madhya Pradesh the second 'largest state of India. The primary data were collected from various destination of tourist attraction through survey method. The sample population for this study was composed of tourists who visited Madhya Pradesh. The survey was conducted at five different important tourist destinations of the Madhya Pradesh. The concern of this study was to find out the context with between cultural/ heritage destination attributes and the overall satisfaction of tourists who visited a cultural/ historical destination, and analyze the differences and the causes   of overall satisfaction of tourists' with respect to demographic and personal attributes.

2.   Literature Review

Previous researches of cultural /heritage tourism have focused on identifying the characteristics, infrastructure , and management of destination as well as on inquiring the demographic and traveling behavior of tourists who visit these destinations.

 Andersen, Prentice and Guerin (1997) researched the cultural tourism of Denmark. They chose several attributes, such as historical buildings, museums, galleries, theaters, festivals and events, shopping, food, palaces, famous people (writer…), castles, sports, and old towns. They identified the important attributes as being castles, gardens, museums, and historical buildings, when tourists made a decision to visit Denmark.

Richards (1996) focused on the marketing and development of European cultural tourism. He chose several attributes related to cultural/heritage destinations in order to analyze European cultural tourism. Especially, through analyzing these attributes, this article indicated a rapid increase in both the production and consumption of heritage attractions.

Glasson (1994) explained the impacts of cultural/heritage tourism and management responses through an overview of the characteristics of tourists to Oxford. This article highlighted the varying perspectives and dimensions of impacts on and tourist capacity of the city.

Peleggi (1996) examined the relevance of Thailand's heritage attractions to both international and domestic tourism, including an analysis of the state tourism agency's promotion of heritage and the ideological implications of heritage sightseeing in relation to the official historical narrative. This research provided several attributes, such as traditional villages, monuments, museums, and temples.

Philipp (1993) studied black-white racial differences in the perceived attractiveness of cultural/heritage tourism. The article surveyed a Southern metropolitan area and chose various attributes. The research found that white tourists were more interested in cultural/heritage destinations than black tourists.

In addition to the research discussed above, many other researchers have studied cultural/heritage destination attributes. For example, Sofield & Li (1998) studied the cultural tourism of China by selecting history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work) and folk culture villages as the attributes of significance. Janiskee (1996) emphasized the importance of events through several attributes such as festivals, historic houses, traditional ceremonies, music, dancing, craftwork, food, and the direct experience of traditional life.

Paul F.J. 2001, discussed his study about 'International Trends in Park Tourism' and various purpose of the same were to develop an understanding about the visitors' needs and wants, service quality management, leisure pricing policy, leisure Marketing, Tourism and resource economics, Finance and Tourism management.

His research work was based upon several research techniques and for secondary data analysis of a national survey of Canadian park finance (Van Sickle and Eagles, 1998) provided information on finance, budget and operational policies within that country. Access to a North American data base under development on visitor use in parks allowed for presentation of current tourism levels (Eagles, McLean and Stabler, 2000). Hos research work involved site visits to observe park tourism in the following countries: Australia, Canada, Costa Rica, Cuba, Ecuador, Kenya, Lesotho, New Zealand, Mexico, Slovenia, Switzerland, South Africa, Tanzania, The United Kingdom of Great Britain, The United States of America, and Venezuela.

From this literature, I am able to understand that the identification of characteristics of tourist and the relationship between the identified attributes and tourist satisfaction are needed. It is also quoted that such research efforts would help related business partners and planners to have a better understanding the value of tourism in better strategy and planning for sustainable growth.

3.   Theoretical concept

Conceptual and theoretical perspective, the concept of expectancy-disconfirmation theory was used to lead this study. This theory is the most commonly adopted and used to examine the customer satisfaction . Therefore it dominates the study of consumer satisfaction.

4.   Research Design (Methodological Standpoint)

For the needs of this research, the I have designed certain questions in the mentioned model. From a methodological perspective, the Madhya Pradesh was selected as a research area because it is

considered as one of the largest living museums as well as of the best vacation destinations in the India. The research structure and model were presented..

On the demand of objectives of the study, four main hypotheses were tested and there were six factors (Maintenance factor, historical attraction factor, General tourist attraction factor, Climate factor, Reach factor, and Carrying capacity) that emerged .

 For the factor analysis of 19 destination attributes was conducted in order to delineate the underlying dimension of the attributes, and correlation analysis and multiple regression analysis were used in order to identify the relationship between the attributes and the level of satisfaction of visitors .

4.1. Major Dimensional Factors:

 For factor analysis, 19 attributes resulted to six dimensions such as Maintenance factor, historical attraction factor, General tourist attraction factor, Climate factor, Reach factor, and Carrying capacity.

4.1.1 Maintenance Factors (Factor 1) This attributes associated with this factor with the maintenance items, which including "Festivals/Events", "Food", "Indoor facilities and Guides".

4.1.2 Historical Attractions (Factor 2) This factor associated with four attributes that referred to historical importance which consists "Historic people," "Monument," "Historical buildings," and "Museums.

4.1.3 General Tourist Attractions (Factor 3) loaded with four attributes. These attributes were "Theme parks," "Architecture," "Information centers, "and "Atmosphere/people.

4.1.4 Climate (Factor 4) contained two attributes that referred to climate. These attributes were "Climate/Weather and Handicraft".

4.1.5 Reach (Factor 5) contained two attributes that referred to reach. These attributes were "Accessibility and Expensiveness".

4.1..6 Carrying Capacity (Factor 6) contained three attributes that referred to carrying capacity these attributes were "Souvenir, Accommodation and Tour packages".

Moderate correlation was found in overall satisfaction and the selected attributes.

The equation would be for tourist's overall level of satisfaction was formulated as follow:

$$Y_s = \beta_0 + B_1 X_1, + B_2 X_2, + B_3 X_3, + B_4 X_4, + B_5 X_5, + B_6 X_6$$

Where,

Y_s = tourist's level of satisfaction about Madhya Pradesh

 β_0 = constant (coefficient of intercept)

X_1 = Maintenance Factors,

X_2 = Historical Attractions

X_3 = General Tourist Attractions,

X_4 = Climate,

X_5= Reach,

X6= Carrying Capacity

B1,…,B6= regression coefficient of Factor 1 to Factor 6.

Correlation analysis, multiple regression analysis, independent t-test and Analysis of Variance (ANOVA) were performed in order to test the study hypotheses.

5.   Analysis and Interpretations

485 (Four hundred eighty five) final respondents surveys were utilized out of 500 (Five hundred) for the research . The demographic and travel behavior characteristics of the respondents were presented. In general the gender distribution of sample was quite even, with 57.6% male respondents and 42.4% female respondents. The dominant age group of the respondents was 26 to 35 years (32.4%), followed by 18 to 25 years (27.6 %), 36 to 45 years (20.5%), and 56 to 65 years (9.5%), whereas 45 to 55 years (7.1%) made up the smallest group, representing 7.1% of the respondents.

In terms of education level of tourists, almost 30.5 % of the respondents had a postgraduate education level; 28.1 % of the respondents had a professional education, 27.6 % of the respondents had graduate level education and only 13.8% of the respondents had lower level of education. With regard to respondents' annual household income, and tourism behavior has no direct influence as the largest group included those with an annual household income of up to Rs.2.5 lacs (35.7%), and second largest group has Rs.10.0 lacs and above (29.5%), and again followed by Rs.2.5 lacs to 5.0 lacs income group with (21.9%), and Only 12.9 % of the respondents had an annual household income of Rs.5.0 to 10.0 lacs.

Most respondents (94.3 %) had previous experience in visiting cultural/heritage destinations only 5.7 % of tourists had first experience to visit Madhya Pradesh. In case of the plan of travel, the respondents were quite even.

Around 53.3 % of the respondents planned for travel 6 months or more in advance, and 33.3 % of the respondents planned in less than 3 months advance, the smallest group of the respondents (13.3 %) planned for 3 months to 6 months advance or more.

In terms of their of length of stay, 40 % of the respondents stayed for 1 day, followed by 2 to 3 days (30 %), and 4 to 7 days (22 %). Only 8.2% of the respondents stayed 8 days or above. With regard to membership in a group, (43.3 %) respondents traveled with Friends and relatives,22.4% respondents with partner ,(17.6%) respondents alone, and (16.2 %) with their family members , whereas only (0.5)% of respondents traveled in an organized group and usually spent 2 to 4 days at the destination.

Most of the respondents visited with family members and traveled over 300 miles from the Madhya Pradesh. Moreover, they obtained information about the Madhya Pradesh by Internet or word-of-mouth. For illustration, (42.4 %) respondents found the information from Internet followed by (28.1) respondents gathered the information from words of mouth, and then (11.9%) respondents gathered the information from TV and then (9.1%) respondents gathered the information from Newspaper and only (8.1%) respondents gathered the information from other sources.

In case of their travel behaviour in terms of travel miles, the largest group of respondents (32.9 %) travelled less than 100 miles, followed by (30%) of respondents travelled more than 1000miles and then (20 %) respondents travelled 301 to 600 miles and then (15.2%) respondents travelled 101 to 300 miles, and the smallest group of respondents (1.9 %) travelled 601 to 1000 miles.

The study compared that no attributes about the Madhya Pradesh with which tourists were satisfied, and 18 attributes with which they were dissatisfied. Tourists were neither satisfied nor dissatisfied with one attribute.

Attributes such as "monument "was included in the group of indifferent attributes. This showed that respondents' satisfaction was confirmed with their expectations and resulted in neutral feelings or indifference in relation to those attributes with the t-value at the .05 level or below.

Results indicated that tourists were dissatisfied with " Historical buildings.", Museums, Architecture, Handicrafts, Festivals/Events, Historic people, Food, Information centers, Atmosphere/people, Indoor facilities, Accessibility Expensiveness, Climate/Weather, Accommodations, Tour packages, Guides, Souvenirs, Theme parks.

The results showed that a one-unit increase in satisfaction with the Historical Attraction factor would lead to a 0.749 unit increase in tourists' overall level of satisfaction with the Madhya Pradesh, other variables being held constant.

To conclude, all the underlying dimensions do not significantly affect overall tourists' satisfaction. Rather they are only three factors viz., Factor 2 (Historical Attractions), Factor 5 (Reach) and Factor 1 (Maintenance).

One way analysis of variance showed that the effect of tourists household income was significant in case of all factors. In other words, different income groups have different tendencies in respect of identified factors.

The effect of age was significant in case of all factors except reach. In other words, different age groups have different tendencies in respect of identified factors except the factor 'reach'.

The effect of tourists' education was significant in case of all factors. In other words, different education groups have different tendencies in respect of identified factors.

People who have visited any other cultural/heritage site except current destination has higher Maintenance Score than those who have not visited any tourist destination except current in past three years.

People who have visited any other cultural/heritage site except current destination have higher Historical Attractions score than those who have not visited any tourist destination except current in past three years.

People who have visited any other cultural/heritage site except current destination have higher General Tourist Attractions score than those who have not visited any tourist destination except current in past three years.

People who have visited any other cultural/heritage site except current destination have higher Climate score than those who have not visited any tourist destination except current in past three years.

People who have visited any other cultural/heritage site except current destination have higher Reach score than those who have not visited any tourist destination except current in past three years.

People who have visited any other cultural/heritage site except current destination have higher Carrying Capacity score than those who have not visited any tourist destination except current in past three years.

The effect of tourists' latest visit was significant in case of all factors. In other words, latest visit have different tendencies in respect of identified factors.

The effect of house hold income on overall satisfaction is significant.

The effect of tourist education on overall satisfaction is significant.

One way analysis of variance showed that the effect of age on overall satisfaction is significant

Tourists' gender: Males have higher overall satisfaction than female.

Tourist who visited the site in past three years have higher overall satisfaction.

The effect of latest visit to the site on overall satisfaction is significant.

A one way analysis of variance showed that the Effect of company of tourist on overall satisfaction was found to be significant.

6. Implications

Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with the Madhya Pradesh. The results of the study revealed that even if six factors (Maintenance Factors ,Historical factor General Tour Attractions, climate factor, reach factor and carrying capacity factor) have a significant relationship with the overall satisfaction of tourists, Factor 2 (Historical Attractions), Factor 5 (Reach) and Factor 1 (Maintenance). That influenced overall tourist satisfaction than General Tour Attractions, climate factor, and carrying capacity. This finding can be useful to the planners and marketers of historical attractions and maintenance and approachability (Reach) of tourism in formulating strategies to maintain or enhance their competitiveness. In other words, they should focus more on maintaining or improving factors that contribute to the overall satisfaction of tourists. For example, the content of brochures and Web-sites about the Madhya Pradesh attractions should reflect such features as handicrafts, architectures, traditional scenery, and arts as part of the Historical Attractions, and museums, galleries, cultural villages, historical buildings, and monuments as part of Culture Attractions. In addition, tourism managers and marketers should provide quality service with their Reach factor such as special events, tour packages, and food, and Maintenance Factors such as ease of accessibility, information centers, and accommodations. Thus, this study helps to identify the importance of Historical destination and its approachability or Reach factors as perceived by the tourists who visit the Madhya Pradesh.

Since this study revealed that there were differences in the overall satisfaction of tourists in terms of gender, past experience, and duration to travel, it is hoped that the results of the study will provide some insights that may help tourism marketers develop specific promotional strategies. For example, Chief Minister of Madhya Pardesh, Shri Shivraj Singh Chauhan announced free Teerth Yatra for elderly people which includes all kinds of expenses to visit religious and historical destinations.

The study revealed that male tourists were more satisfied than female tourists. Therefore, tourism marketers may keep this in mind as they develop special products and services for their market. The study also revealed that about 93 % of respondents had previous experience with historical destinations. The respondents with previous experience were more satisfied than the respondents without previous experience. Thus, this finding can be useful to tourism planners to improve and create key attributes for repeat and first time visitor for which accessibility and continues up gradation in facilities and proper maintenances are needed. For example Veshno Mata shrine Board (J&K TDC) have succeed in attracting tourists on their repetitive visit and able to provide better facility on each new visit. Tourism planners may develop the special services and products that make tourists revisit. For example, marketers can send promotional packages to repeat tourists in order to induce and maintain their interest in the destinations and attract potential visitors to cultural/heritage destinations.

7. Conclusion:

This research provided a particular info about the test of tourists as per their profile but overall l picture of the relationship between historic destination attributes and tourists overall satisfaction about the Madhya Pradesh and analyzed tourists overall level of satisfaction fluctuations by demographic and travel behavior characteristics. However, the research had not mentioned the relationship between tourist satisfaction and intention to plan revisiting the destination. Further research will investigate the relationship between tourists satisfaction and purpose to revisit same destination, because repeated visitation to such destination is an important issue for tourism marketers business planners and researchers. Future studies could be applied to other dimension of tourist attraction, reach and climate destination using the similar research method so that a comparative /competitive analysis in different tourist destinations can be explored. This will provide more clarity in selecting attributes because some respondents felt there was some ambiguity in the questionnaire items.

To sum-up , effective marketing strategies for tourism products and services in the historic tourism market, a better understanding of tourists who visit to the historic places is necessary. There are many more areas of tourism may be explored as revising of same destination was not very much popular among respondents.

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