

Factors Affecting Satisfaction of Tourists in Recreational Tourism in Post Globalized Scenario: Issues and Concerns

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Abstract

This research paper is an attempt to analyze the relevancy of various factors affecting satisfaction of tourists in recreational tourism in post globalized scenario with respect to their relevancy. As far as recreational tourism is concerned it is a special type of tourist activity emerging from the facets of liberalization, privatization and globalization popularly as LPG. known as There are a number of experts in the field of tourism who believe that tourism is one of the most important activities and as a result it includes two respective parties i.e. one who is visiting places and second who is hosting or providing hospitality to the visitors. For the success of the tourist activity both the parties are essential, apart from this some other components like physical environment, climatic conditions, landscapes, etc. here in this study the researcher will try to evaluate the factor which are responsible for the satisfaction of tourist. For this the researcher has considered the IGT (Indian Golden Triangle) which include Delhi, Agra and Jaipur. Respondents of the study were tourist guides in these places. One Way ANOVA is applied to test the hypothesis.

Keywords: Tourist, satisfaction, safety and security.

Introduction:

Recreational tourism is the term coined for the tourism activities related directly or indirectly with recreational activities in modern era. Tourism Society of England (1981) stated that “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home”. And in the later years this classification was firmly accepted by IASET. Then according to Krapf (2014) “Tourism is the sum of phenomena and relationship arising from the travel and stay of non- residents, in so far as they do not lead to permanent residence and are not connected

with any earning activity”. Basically, there are three categories of tourism at global level. First is internal tourism which includes the tourist activities conducted within the country and it also includes the tourists coming to the country from other places. Second is national tourism which includes tourist activities conducted within the country and it include both types of tourists i.e. tourists coming in and going out of the country. Third category is *international tourism which includes* mixture for both the above given categories. There are a number of experts in the field of tourism who believe that tourism is one of the most important activities and as a result it includes two respective parties i.e. one who is visiting places and second who is hosting or providing hospitality to the visitors. For the success of the tourist activity both the parties are essential, apart from this some other components like physical environment, climatic conditions, landscapes, etc. Many of the prominent researchers had given their opinions about the growth of tourism in India, like, Sandeep Das (2015) explains the benefits of tourism in the form of job creation, this can be in the direct form as well as in the indirect form. The generation of employment is directly related to the economic development of the country. Barnamaullick (2014) defines tourism as a tool for the development of the rural sector, he also opined that tourism is one of the important activities from where the country can earn loads of foreign currency and boost the growth engine of the economy. Singh (2016), stated that tourism is important for the economic growth of the country, his study was focused on the rural areas of Himachal Pradesh, India, and he concluded that the state is being considered as one of the most desired tourist destination. The World Trade Organization (WTO) defines tourism as: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment not for leisure, business and other purposes”. WTO has classified terms in three different forms. First is domestic tourism which happens when residents of a given country use to visit the tourist places of their own country, and no travelling or accommodation formalities are required. Second is inbound tourism which is that type of tourism where the non- residents of the given country use to visit the same. Third is outbound tourism which is that type of tourism where the residents of a country are visiting the foreign country of their choice. One more classification depicts internal Tourism which refers to the domestic type of tourism. Second is national tourism which refers to domestic and outbound tourism. Third is international tourism which refers to both inbound and outbound tourism. Therefore, this research paper tries its level

best to address the issue i.e. factors affecting satisfaction of tourists in recreational tourism in post globalised scenario in the light of issues and concerns with respect to relevancy.

Composition of Tourism Industry in India:

Composition of Tourism Industry in India can be understood with the help of following tabular representation:

Table 1: Industries involved in Tourism Sector

Sr. No	Tourism Industry (Structural Composition)
1.	Travelling agencies
2.	Tour Operators
3.	Transport services like taxi, airplanes, trains, etc.
4.	Fooding and lodging
5.	Cafes and restaurant
6.	Recreational places like clubs and bars
7.	Ownership of dwellings.
8.	Automotive fuel retailing.
9.	Libraries. Museums, art galleries.
10.	Education.
11.	Entertainment services.

Foreign Tourist Arrivals in India:

In India, foreign tourist arrival can be understood with the help of the following tabular representation

Table 2.2: Foreign Tourists Arrivals in India (2000-2011)

Year	: Foreign Tourists Arrivals in India (in millions)	Annual Growth (%) Taking 1992 as base year
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1995	4.31	26.8
2000	4.99	13.3
2005	5.62	13.5
2010	5.88	14.3
2015	6.19	4.0
2019	7.21	- 2.2

Source: Compiled from Indian Tourism Sector: A Growth Story, Sandeep Das

After the announce of new Industrial Policy, 1991 globalization, Privatization and liberalization prevailed in India and many of the industries including tourism were benefitted. As given in the above table, since 1995 there is a multifold increase in the tourism related activities in the country, this is because of the reason that the avenues of tourism have increased in numbers, right from recreational tourism to medical and wellness tourism.

Literature Review

Emir & Saracli (2011) customer satisfaction is linked with tourists' personal expectations and real purchase of services and products. As Service sector involves high level of human interactions with customers while providing intangible services, it becomes must to measure the level of customers' satisfaction.

Hassan (2013) has found that most of the tourist places are having their own appeal to attract tourists and if the government and related agencies show interest to retain and sustain the beauty and appeal of the place then it will be much beneficial for the industry. There is no doubt that such care is going to incur loads of money but the returns will be in foreign currency. He also stated that countries like India are able to attract more and more tourist, as they are having a great heritage value in the form of monuments and historical places.

Ismail et al., (2016) stated the importance of ecotourism and recreational tourism where the domestic products and services are having a great importance i.e. it is like going place in our own countries and staying at foster homes, this gives a good feeling and many people may get employment and revenue out of their homes.

Lai (2019) added two factors including the individual and marketing factors at the beginning of the model which affect the selection of spiritual destinations and mystical tourism, respectively. At the end of the model, the interaction with others, interaction with environment as well as improve the quality of life were added as the dependent variables. He also stated the significant roles of individual factors affecting the selection of spiritual destinations and marketing ones affecting the mystical tourism, both of which have positive and significant impacts on mystical tourism image.

Objectives

- (i) To evaluate the factors related to satisfaction of tourists at selected destination.
- (ii) To find the avenues to increase the satisfaction level of tourists.

Hypothesis

H₀: Infrastructural related facilities and amenities are significantly related to the development of tourism in the country.

H₁: Infrastructural related facilities and amenities are not significantly related to the development of tourism in the country.

Research Methodology

Sources of Data : In order to get a clear and fair scenario of any issue, it is very important that all the available avenues of data are explored. In this present study the researcher had followed the trail of secondary data to identify the factors of tourist satisfaction.

Secondary Data: Secondary data is used to get a more clear insight of the chosen topic, in this present study different research papers from a number of national and international journal, IBEF report from 2015 to 2018 were considered, and even some of the articles from various issues of economic times are also considered.

Primary Data: To collect the primary data a structured questionnaire is exercised with the respondents. Most of the questions in the questionnaire are in the form of Likert Scale (*where 1 means highly agreed and 5 means highly disagreed*).

Sampling Area:The researcher has considered the IGT i.e. Indian Golden Triangle (Agra, Jaipur and Delhi) as the area of study and the respective tourist guides were approached to collect the responses for tourist satisfaction.

Sample Size:Sample size in the present study is 100 respondents; this sample size is the chosen on behalf of some of the earlier (*Indian and Foreign*) studies, conducted at the different time frames. Mainly the sample involves tourists guide from the chosen destinations.

Statistical Tools: One way ANOVA is being used to test the hypothesis.

Data Analysis and Interpretation

ANOVA Test Results			
S.No.	Results on the Basis of Age	F' Test Value	Sign.' Value
1	IGT is a preferred destination for domestic and foreign tourists.	.155	.926
2	Most of the destinations coming under IGT are well facilitated and taken care of	.688	.559
3	Tourist places are the reflection of country's culture	.660	.577
4	Agencies are taking good care of security of the tourist at IGT	.365	.778
5	The heritage and historic value of tourist places in IGT attract a number of tourists	.889	.446
6	The tour operators, guides and other related vendors should show good ethics and morals and become role model for others	3.098	.016
7	Entry tickets and other expenses are reasonable at IGT	.534	.711

8	Activities like eve teasing, theft, begging and any other such activity should be avoided.	.983	.417
9	Precautions may be taken to preserve the monuments and heritage places	1.885	.112
S. No.	Results on the Basis of Gender	F' Test Value	Sign.' Value
1	IGT is a preferred destination for domestic and foreign tourists.	1.117	.348
2	Most of the destinations coming under IGT are well facilitated and taken care of	.209	.890
3	Tourist places are the reflection of country's culture	.579	.629
4	Agencies are taking good care of security of the tourist at IGT	.993	.396
5	The heritage and historic value of tourist places in IGT attract a number of tourists	.593	.620
6	The tour operators, guides and other related vendors should show good ethics and morals and become role model for others	.301	.825
7	Entry tickets and other expenses are reasonable at IGT	1.056	.367
8	Activities like eve teasing, theft, begging and any other such activity should be avoided.	1.398	.242
9	Precautions may be taken to preserve the monuments and heritage places	2.036	.108
S. No.	Results on the Basis of Education	F' Test Value	Sign.' Value
1	IGT is a preferred destination for domestic and foreign tourists.	.371	.774
2	Most of the destinations coming under IGT are well facilitated and taken care of	1.750	.156
3	Tourist places are the reflection of country's culture	.546	.773
4	Agencies are taking good care of security of the tourist at IGT	.740	.618
5	The heritage and historic value of tourist places in IGT attract a number of tourists	3.842	3.001

6	The tour operators, guides and other related vendors should show good ethics and morals and become role model for others	.353	.908
7	Entry tickets and other expenses are reasonable at IGT	2.882	2.009
8	Activities like eve teasing, theft, begging and any other such activity should be avoided.	3.332	3.010
9	Precautions may be taken to preserve the monuments and heritage places	.559	.692
S. No.	Results on the Basis of Income	F' Test Value	Sign.' Value
1	IGT is a preferred destination for domestic and foreign tourists.	3.567	3.401
2	Most of the destinations coming under IGT are well facilitated and taken care of	1.245	1.291
3	Tourist places are the reflection of country's culture	.517	.723
4	Agencies are taking good care of security of the tourist at IGT	3.439	3.331
5	The heritage and historic value of tourist places in IGT attract a number of tourists	1.763	1.135
6	The tour operators, guides and other related vendors should show good ethics and morals and become role model for others	2.690	2.031
7	Entry tickets and other expenses are reasonable at IGT	1.133	1.935
8	Activities like eve teasing, theft, begging and any other such activity should be avoided.	1.297	.820
9	Precautions may be taken to preserve the monuments and heritage places	4.925	4.002
S. No.	Results on the Basis of Members in Family	F' Test Value	Sign.' Value
1	IGT is a preferred destination for domestic and foreign tourists.	4.166	.006
2	Most of the destinations coming under IGT are well facilitated and taken care of	1.531	1.314

3	Tourist places are the reflection of country's culture	7.887	6.994
4	Agencies are taking good care of security of the tourist at IGT	4.537	4.004
5	The heritage and historic value of tourist places in IGT attract a number of tourists	.316	.414
6	The tour operators, guides and other related vendors should show good ethics and morals and become role model for others	1.921	1.668
7	Entry tickets and other expenses are reasonable at IGT	.676	.508
8	Activities like eve teasing, theft, begging and any other such activity should be avoided.	3.445	2.017
9	Precautions may be taken to preserve the monuments and heritage places	1.360	1.293

Interpretation

As far as the second hypothesis is concerned, it is being tested on the components of Age, Gender, Education, Income and Number of Members in the Family. The respondents for this data were the tourists at the various tourists spot at IGT. These respondents comprises of domestic as well as foreign tourist. All the components are being tested equally on the variables mentioned in the above tables of ANOVA. For this particular hypothesis, responses were demanded regarding the physical setting and infrastructural facilities available at the tourist places of IGT. This is also because of the reason that some of the respondents did not find the basic facilities as per their expectations, like the travelling, accommodation, etc.

On the basis of gender as well the responses were not all generic, there is differentiation. This differentiation was found in between the domestic and foreign tourists, where the foreign tourist were not found satisfied with the infrastructure and basic facilities, on the other hand the domestic tourist were found more satisfied in comparison the same.

Result

Based on the above interpretation and analysis of data it can be said that the null hypothesis, *'Infrastructural related facilities and amenities are significantly related to the development of tourism in the country'*, may be accepted.

Conclusion

Many of the researchers suggests to make the tourist spots more lucrative by adding the light and sound shows giving information about the respective site in an entertaining manner, increasing the visiting hours of famous sites, etc. Hygiene is one factor that is very important for the aesthetics of the tourist places at IGT, as a matter of fact all the tourist places at IGT are already very much crowded and most of the tourist spots are situated in the areas with dense population, now this becomes a challenge for the authorities to maintain the cleanliness at levels, hence the collection of garbage and disposal of the same should be planned in a manner that does not affect the cleanliness of the tourist spot. On the other hand the facility for the differently able tourist must also be made available, like the safe entry and exit of such visitors, special accommodation and travelling facilities, availability of the required supporting equipment at the respective tourist spots.

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