

COVERAGE OF MAXIMUM DESTINATIONS: GENERAL EXPECTATIONS OF TOURISTS

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ABSTRACT

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. India has immense possibilities of growth in the tourism sector with vast cultural and religious heritage, varied natural attractions, but a comparatively small role in the world tourism scene³, (Govt.of India, National Tourism Policy, 1982). Tourism has gained importance as the fastest growing industry in the world. Enhancing lifetime value of tourism customers and developing a relationship with profitable customers has become the central focus of tourism company's strategy. It is a process of expectations and perceptions whereby a satisfied tourist experience a positive change in attitude towards the service². The attempt has been made to explore the purpose of visit, food quality, destinations covered by Guide and satisfaction. The study is based on a sample size of 600 tourists including domestic and foreign. The tourism industry is a – Promotional perspective. Customer plays an important role of an ambassador for the tourism industry.

Keywords: Tourism, Religious heritage, Hospitality, Destination

Introduction:

Tourism in a variety of countries that offers a source of identity building and cultural renewal to the people featured for visitors. Tourism being a service industry, it is necessary to enhance its service efficiency. The new policy will strive towards excellence by introducing professionalism through training and re-training of human resources and providing memorable visitor experience to both domestic and international tourists.

Tourism industries provides various types of services – Accommodation services, Hotel and Railway Booking, Restaurants services, Hospitality, Guide service ,Recreational services, Communication and transportation services. The industry employs more than 200 million people worldwide. During the period of 1996 to 2006 foreign tourists arrival into India has drastically increasing trends. To manage all aspects of tourism implies retaining customers by providing appropriate services for them in time. The proposed study would emphasize on developing value attitude, customers needs, purpose of visit, food quality, covering of maximum destinations and

customer satisfaction. Any customer, who has visited different destinations of tour, when they come back to home, tells to their friends, family members and relatives whether tour was successful or not.

Methodology:

Both primary and secondary data were collected for the present study. Primary data was collected with the help of questionnaire schedule used for 600 respondents. Secondary data was collected from published books, journals, private publications. Respondents covered from Nashik City, India in the experience of tourism. A simple description of facts in terms of frequencies and percentages has been used for the purpose of analysis. Chi-square test has been applied for data analysis.

Sample Description: For the purpose of Study tourists were classified into Age and Education. On the basis of age a majority of respondents (41.00 percent) fell into the age group of 41 -60 years, while 36.33 percent fell into the age group of 21-40 years. 1.17 percent fell into the lowest group and 21.50 percent fell into the group of 61-80 years. On the basis of education, few respondents (6 percent) were uneducated, followed by 24 percent undergraduates, 30 percent graduates, 16 percent postgraduates, 3 percent professionally qualified, 4 percent diploma holders and 17 percent were others. On the basis of Income, 46.83 percent respondents fell into the income group of less than Rs. 20000 per month; followed by 19.83 percent in the income group Rs. 20000 but less than Rs. 29000 per month; and 10.83 percent in the group of Rs.30000 but less than 39000; the 6.17 percent income group of above Rs.40000.

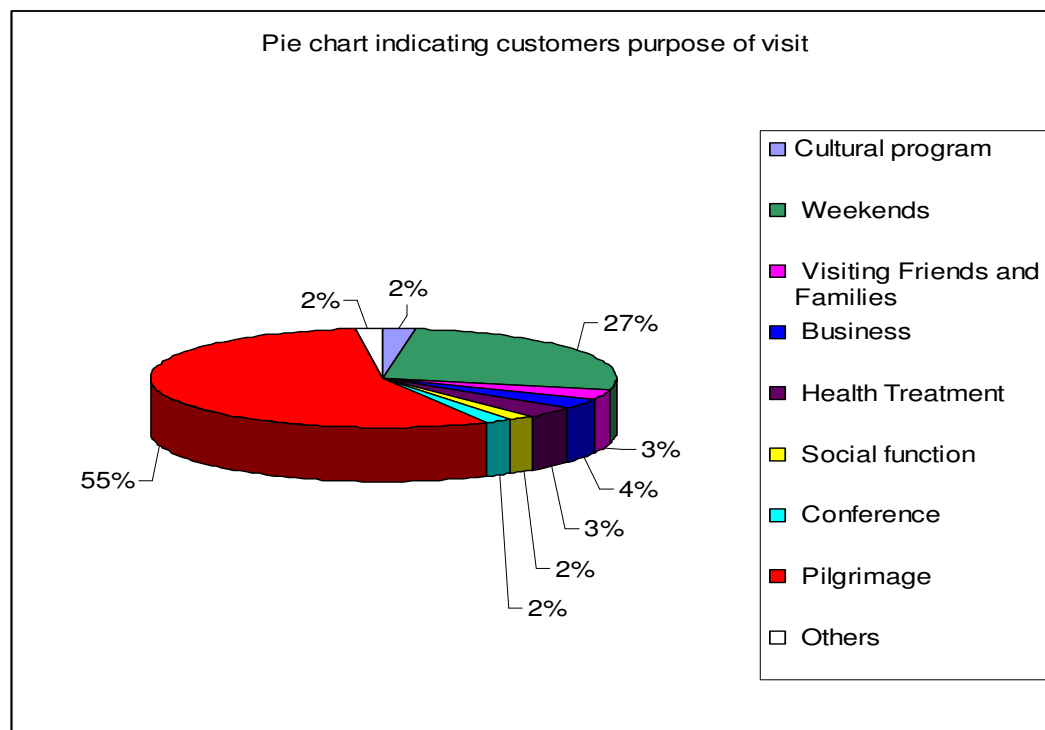
Customers Need:

Delivering consistent and superior service is an important need of customers. A customer contracting a customer service centre has a set of needs that must be fulfilled. There were some senior citizens, students, handicaps in tours. These customers required help to know market, help for purchasing of items, carrying bags, covers all destinations, medical aids, proper food for senior citizens. If agencies fail to fulfill their needs, they become unsatisfied. These customers will not come back to such traveling agencies for next tour.

Analysis:**Customers Purpose of Visit:**

Tourism has developed a culture of its own. Tourism in a variety of countries that also offer a source of identity building and cultural renewal to the people featured for visitors. Following figure no. 1 indicates that many of the customers go to different destinations for different purpose. Some lower class or medium class customers go to pilgrimage. Officials or educators go to conference and high economy class customers go for weekends either domestic or foreign tour. May be some customers go to take medical treatment in India or other countries.

Figure 1:



From Figure 1, many of the customers go to different purposes as and when required. Out of 100 respondents, 55 percent of customers have visited to pilgrimage of different cities, 2 percent customers have visited for the purpose of conference either in India or abroad and 2 percent for social functions. 3 percent customers have visited for their health treatment and other 3 percent for meeting to their friends and families. 4 percent customers have visited for business purpose. Two percent customers have visited to cultural program and 2 percent for other purpose but 27 percent customers had visited for weekends. It means that maximum customers go outdoors either for pilgrimage or weekends but the area of minimum percentage of customers visit is cultural program, conference, and social function etc.

Food Quality:

Much of the enjoyment in travel comes from dining out. Travellers consider food away from home, not just a convenience, but it is necessary¹.

The responses obtained were analyzed for tourist's experiences in connection with means of purpose of visit, food quality, and customer satisfaction etc. The respondents further asked to give their views about the quality of food served. Table 1 indicates that out of 600 respondents 69 customers expressed that the food was not according to price but 62 customers gives their views about the food is costly but of good quality. Out of 100 respondents 58 customers from T6 tour says food was tasty and delicious and from T1 tour, 75 respondents expressed the same. 7 customers from T2 and T3 tours expressed that the food was fresh.

Table 1: Tabulated statistics: Food Quality, Code of Trav.Agency

Rows: Food Quality Columns: Code of Trav.Agency

Code of Travel Agencies Food Quality	T1	T2	T3	T4	T5	T6	ALL
0	5	16	8	9	8	23	69
1	12	7	7	8	9	11	53
2	75	65	71	71	76	58	416
3	8	12	14	12	8	8	62
Total	100	100	100	100	100	100	600

Cell Contents: Count

Pearson Chi-Square = 28.921, DF = 15, P-Value = 0.016

Likelihood Ratio Chi-Square = 27.380, DF = 15, P-Value = 0.026.

Majority of the respondents expressed that the food was tasty and delicious .The important thing is that the percentage of domestic tours is 81 percent and foreign tours are 19 percent. Out of 600, 416(69.33%) respondents need is fulfilled and they are fully satisfied because their food quality was tasty and delicious but 30.66 customers are not satisfied because no quality food. 53 percent respondents given a remark that food was fresh. Every customer required delicious and tasty food. The tour agencies like T1 to T5 have given such quality food but T6 was unable to give quality of food, their food quality is not according to price. Out of 100 respondents, 14 percent respondents found it costly but of excellent quality of food.

Table 2:
Tabulated statistics: Guide provided, Code of Trav.Agency

Rows: Guide provided Columns: Code of Trav.Agency

Cell Contents: Count % of Column

Code of Travel Agencies Guide Provided	T1	T2	T3	T4	T5	T6	ALL
0	13	23	23	25	31	28	143 23.83
1	32	28	21	22	34	12	169 28.17
2	55	49	56	53	35	40	228 48.00
Total	100	100	100	100	100	100	600 100.00

Pearson Chi-Square = 21.099, DF = 10, P-Value = 0.020

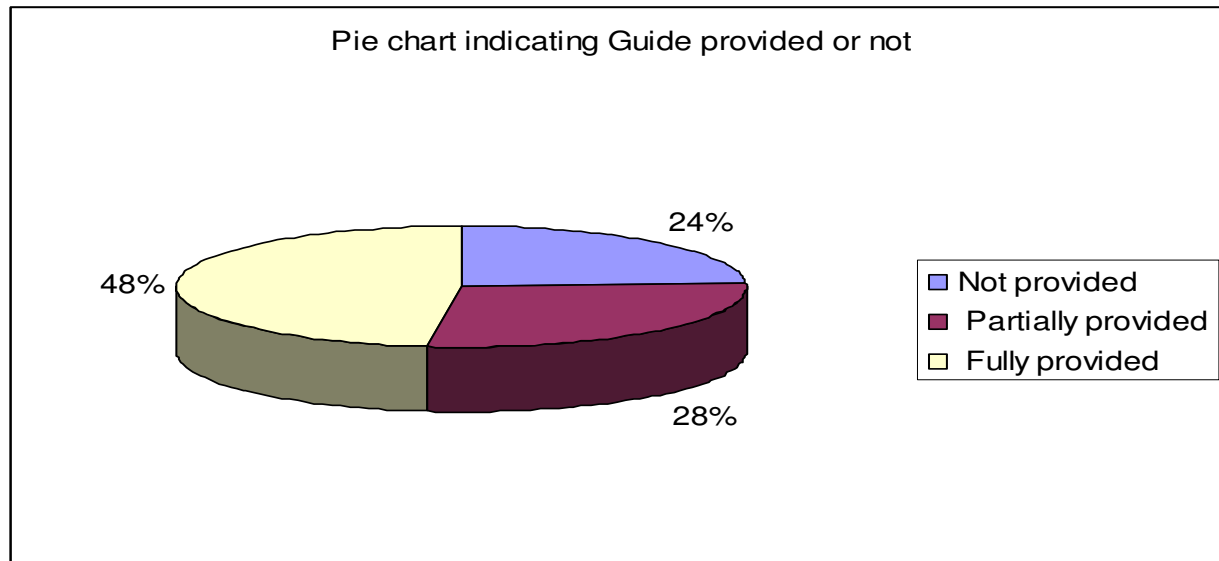
Likelihood Ratio Chi-Square = 22.341, DF = 10, P-Value = 0.013

Given the situation, Out of 600 respondents, full guided to 228 (48.00) customers But not given any guidance to (143)23.83 customers. Provided partial guidance to 169 (28.17) customers.

It's a worst case about such traveling agencies. It means that they are not taking care of customers during tour; they are very casual about customers. Before departure of tour every customer expect more from traveling Agency and if traveling agency is unable to provide good services , customers becomes unsatisfied . Maximum traveling agencies were not giving tour map, day's planning, place of halts. Customers are totally unaware about tours, total number of destinations like pilgrimages, sunrise, boating, hotels etc. Therefore customer's expectations were not fulfilled by Traveling Agencies.

From Figure 2: It is summarized that, out of 100 respondents, guidance was not given for 24 percent customers, partial guidance given by guide is 28 percent and guide has given full guidance to 48 percent customers in tour.

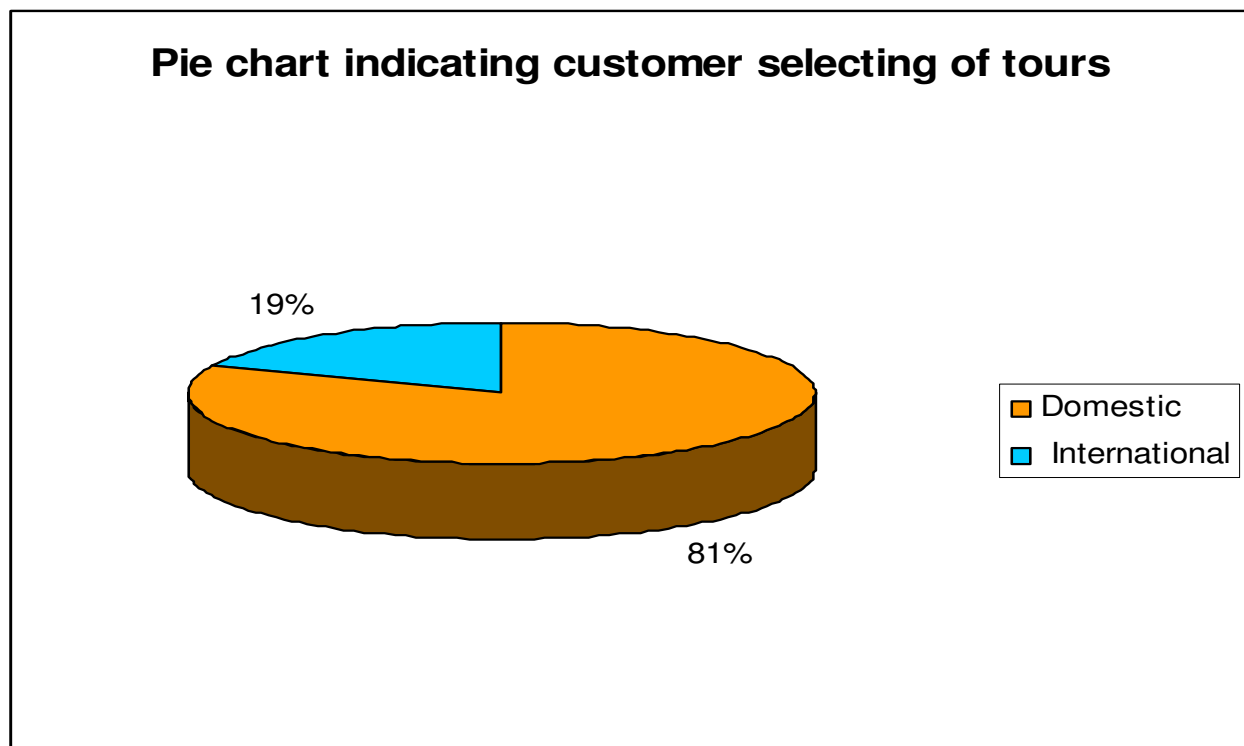
Figure 2:



Category of Tour:

From figure 3, researchers found that most of the customers choose domestic tours. There were very less number of customers who preferred foreign tours. The maximum number of customers has selected domestic tours (81.00 %) and very less customers selects foreign tours (19.00 %). The customers select tours according to their income. The lower income customers group (between Rs.20000-30000) can not go to foreign tour; therefore they probably go to the domestic tours. The customers having income more than 30000 may prefer domestic as well as foreign tours.

Figure 3 :



Customer Satisfaction:

There are six traveling agencies taken as sample, T1, T2, T3, T4, T5, and T6. The customer's satisfaction levels are categorized as, not satisfied, partially satisfied and fully satisfied. Most of the traveling agencies give quality services but some agencies have not given right quality of services to customers. Therefore customers were not happy with such agencies.

Table 3 : Tabulated statistics:

Customer Satisfaction, Code of Trav.Agency

Travel Agency Satisfaction	T1	T2	T3	T4	T5	T6	ALL
0	4	5	9	8	2	6	34
1	12	22	6	8	13	21	82
2	84	73	85	84	85	73	484
Total	100	100	100	100	100	100	600

Rows: Are you Satisfied Columns: Code of Trav.Agency

Cell Contents: Count

Pearson Chi-Square = 23.983, DF = 10, P-Value = 0.008

Likelihood Ratio Chi-Square = 24.683, DF = 10, P-Value = 0.006

Out of 600 respondents 484 customers were fully satisfied because their needs were fulfilled by traveling agencies; 85 percent of customers of traveling agencies from T3 and T5 are also fully satisfied. Unfortunately out of 600 customers 34 customers were not satisfied with services provided by traveling agencies; 82 customers were partially satisfied. Total 116 customers do not obtain proper services from tourism industries. They have not satisfied with the services like medical service, quality food, proper guidance and shows minimum destinations etc.

Finally only 6% of customers are not satisfied, 21% of customers are partially satisfied by agency T6. From agency T2, 73% customers are fully satisfied by the services because agencies identified customer's needs and expectations. Therefore every traveling agency should keep customers in a centric and to identify customer's needs, fulfill their needs, maintain good relations with potential customers.

Conclusion:

From above tabular and graphical results, most of the traveling agencies have their own interest to maximize the profit. The guides appointed by agency have not shown all destinations; they are making simply a shortcut about destinations. No assistance for carryings bags from senior citizens,

handicafes also. The positive thing was that 80 percent customers were fully satisfied with services provided by agencies. The quality was most important factor in this respect.

Future Work:

It is necessary to strengthen its promotional and marketing efforts and formulate marketing strategies to give high level discount, expand customer's network, and give better facilities to the tourist destinations. Give training to tourism company's employees. Facilitate safety and security of tourists. Standardized the tourism services. Further, to identify the proper factors influencing customer satisfaction.

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