



A STUDY ON IMPORTANCE AND SATISFACTION LEVELS OF DOMESTIC TOURISTS IN GOA

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ABSTRACT

The rise in the number of tourists in Goa has put increased pressure on the tourist infrastructure in the state. The flow of domestic tourists in Goa is increasing every year, as a result of which Goa is now considered a 365 days holiday destination. The paper presents the findings of the domestic tourist perceptions on tourist infrastructure in the state. For the purpose of the study Importance Satisfaction model was used to measure the perception of the tourists visiting Goa. The model is divided into four quadrants and the infrastructure facilities are placed in the quadrants based on the mean score. It was found that certain facilities such as rail connectivity, traffic management, A/C tourist coach facility, authorized tour operator facility need improvement when it comes to satisfying domestic tourists. Domestic tourists are satisfied with their experience in Goa in general as they are happy with some of the basic amenities and facilities such as quality of roads, water supply, availability of mass transit system, availability of luxury and budget hotels, hygiene at wayside restaurants, cleanliness and public utilities at monuments and tourist attractions. Facilities in their home states thus, were the leading factors when it came to importance and satisfaction levels of tourists.

KEYWORDS: *tourist infrastructure, Importance Satisfaction.*

TOURISM

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. As such, tourism has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves. Tourism brings in large amounts of income in payment for goods and services available, accounting for 30% of the world's exports of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy, associated with tourism. These service industries include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues like casinos, shopping malls, and theatres.

TOURISM IN GOA

In terms of size, in the context of the immensity of the Indian sub-continent, it has to be allowed that Goa is insignificant. It is only 100km from its northern to its southern border and, at its widest, only 50km from the coast on the west to the mountain peaks that form its border on the east. But here is where any thoughts of insignificance must end. Washed by the Indian Ocean, 400km south of Bombay, it lies 15° north of the equator. One of earth's greatest tropical paradises, it is also unique in India in terms of

atmosphere and the character of its people. Arriving in Goa, one has the feeling of having been transported on to an island and in a sense, this is true, for Goa, certainly is a distinctive cultural land, largely the result of the impact of a four and a half centuries of Portuguese rule. This is a place of gentle natural beauty. Behind a coastline of glorious palm fringed beaches, interrupted now and then by thrusting rocky headlands, low rolling hills encircle basins of rich green paddy fields laced by wide slow flowing waterways. Superimposed on nature's benevolence are gleaming white churches, colourful and distinctive houses set amidst tropical shrubs and flowers and occasionally the striking remains of long abandoned fortresses. Apart from its visible charms, there is something less easy definable but powerfully evident: the Goan 'air' that stems fundamentally from the nature of the people, lively but easy going and welcoming with an inimitable cultural heritage of which they are proudly aware and which extends beyond mere history into customs, language, music, food and even drink – all of which they are anxious to share. Here the essence of Goa is distilled into something tangible. Here a lush and languid environment has combined with the quirks of history to produce a small world apart, and quite distinctive.

Goa has several beautiful locations to offer. From the Dona Paula a spot which oversees the magnificent harbor of Goa at Mormugao. Panjim was once a fishing village, which the Portuguese declared it as the Capital. It still remains with the charm it had its glorious past. The buildings, churches, still remain intact and have overcome the testimony time had to offer. Panjim has houses and villas built along the banks of the river Mandovi.

Goa has a mixture of old fashioned markets selling vegetables and fruits to Bars and Pubs which have a western culture associated to it. Several foreigners have made it into Goa and never left, those who have left have only wished to make it back. It has been the summit spot for tourism in India. It has the highest concentration of foreign settlers in India. It's all thanks to the well preserved natural beauty and the serenity that Goa has to offer. Goa attracts more tourists than any single city within India and it will remain the same way for years to come.

RESEARCH METHODOLOGY

The rise in the number of tourists in Goa has put increased pressure on the tourist infrastructure in the state. The flow of domestic tourists in Goa is increasing every year, as a result of which Goa is now considered a 365 days holiday destination. The paper presents the findings of the domestic tourist perceptions on tourist infrastructure in the state. For the purpose of the study Importance Satisfaction model was used to measure the perception of the tourists visiting Goa

A study tool with "Importance-Satisfaction" questions relevant to the tourism sector was prepared. This questionnaire has two sections; one to assess importance tourist assigns to different facilities and the other to assess his/her satisfaction level with the existing level of the facility. Within each broad category of facility, there were two or more components

Seven broad categories of facilities studied were:

- Air connectivity
- Road connectivity
- Rail connectivity
- Civic administration
- Traffic and transport management
- Tourists' facilities
- Maintenance and management of monuments/tourist attractions

The tourists were asked about each facility/component of infrastructure to score it on the scale of 1 to 5, for both "importance" of infrastructure and that on the level of "satisfaction" as per their assessment of the facility/component

The Importance/Satisfaction model is divided into four quadrants. Each quadrant shows a specific characteristic as shown below:

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IV POSSIBLE OVERKILL	I KEEP UP THE GOOD WORK
III LOW PRIORITY	II CONCENTRATE HERE

IMPORTANCE

Importance and satisfaction analysis, is a technique for prioritizing attributes for improvement based on user evaluation of the importance of each attribute and provider performance in each attribute. A matrix is plotted to represent the importance and performance pairs for each quality attribute. The horizontal axis shows the degree of importance, and the vertical axis shows the degree of satisfaction. By using a central tendency (i.e. mean), the importance and satisfaction of each attribute is ordered and classified into high/low categories; after which these two sets of rankings are paired, and each attribute placed in one of the four quadrants.

Quadrant I means “keep up the good work” (high importance and high performance). Attributes in this quadrant are considered good and should be maintained. Quadrant II means “concentrate here” (high importance and low performance), and managers should concentrate their resources on improving attributes in this area. Quadrant III means “low priority” (low importance and low performance), and improving attributes in this area has low priority. Quadrant IV means “possible overkill” (low importance and high performance), attributes in this area are receiving excessive resources that could better be allocated elsewhere.

Data Sources

1. Primary Sources

A questionnaire survey was conducted with domestic and foreign tourists from various different cultural backgrounds near various places in Goa such as Calangute beach, Aguada fort, Mary Immaculate Church and several hotels asking for their point of view about their tourism experience in Goa.

2. Secondary Sources

Secondary sources include references from books, the internet and tourist brochures etc.

Other than conducting a survey with the domestic and foreign tourists, information on Tourism in Goa was obtained by visiting various places like Central Library, Goa University Library and S.S. Dempo College of Commerce and Economics Library.

OBJECTIVES OF THE STUDY:

1. To study the differences in the level of importance and satisfaction of tourists hailing from different cultural backgrounds with regard to various tourism infrastructure available in Goa.
2. To highlight the areas that need to be worked on based on the analysis to improve tourist satisfaction.

LITERATURE REVIEW

The expectation-perception gap theory has emerged as the dominant paradigm in customer satisfaction literature. However, there is much debate regarding the reliability of this approach in measuring satisfaction, particularly the disconfirmation of expectations construct (Cadotte, Woodruff and Jenkins, 1987; Spreng and Olshavsky, 1993). In Oliver's (1980) expectancy-disconfirmation model, confirmation occurs when consumer perceptions of performance match expectations and disconfirmation occurs when experiences deviate from expectations. However, Bowen and Clarke (2002) question whether tourists really behave in such a logical and rational manner. Furthermore, it was suggested by Arnould and Price (1993), from their study of river rafting and extraordinary experience, that satisfaction might have little or nothing to do with expectations. Kozak, (2001) suggest that a customer is likely to be satisfied when a product/service performs at a given level, regardless of prior expectations.

ANALYSIS AND INTERPRETATION OF DATA
ANALYSIS FORDOMESTIC TOURISTS
Table 1
AGE WISE CLASSIFICATION OF TOURISTS

AGE	KARNATAKA	MAHARASHTRA	GUJARAT	RAJASTHAN	ANDHRA PRADESH	DELHI	TOTAL
18-25	4	4	9	3	7	9	36
26-35	10	9	5	7	5	5	41
36-45	3	4	4	5	2	4	22
46-55	2	5	4	3	1	1	16
>55 YEARS	1	3	1	1	1	0	7
TOTAL	20	25	23	19	16	19	122

SOURCE:FIELD SURVEY

Out of a sample size of 122 tourists, a majority of the tourists come from the 26-35 age group. Most of these (10) were from Karnataka while there were only 5 tourists from Delhi belonging to this category. Most of the tourists from the 18-25 age group were from Gujarat (9) and Delhi (9). The number of tourists above 55 years of age was very less (7) out of which most were from Maharashtra (3).

Table 2
GENDER WISE CLASSIFICATION OF TOURIST

SEX	KARNATAKA	MAHARASHTR A	GUJARAT	RAJASTHAN	ANDHRA PRADESH	DELHI	TOTAL
MALE	20	19	19	13	16	10	97
FEMALE	0	6	4	6	0	9	25
TOTAL	20	25	23	19	16	19	122

SOURCE : FIELD SURVEY

Out of 122 tourists, only 25 female tourists were interviewed. Not a single female tourists was interviewed who hailed from the southern states of Karnataka and Andhra Pradesh. Most female tourists

came from Delhi (9). Karnataka gave the most male tourists (20). Although a sizeable number of female tourists came from Maharashtra (6), Gujarat (4) and Rajasthan (6), it was quite miniscule in comparison to the number of male tourists coming from those states.

Table 3
VISIT FOR THE FIRST TIME

FIRST TIME VISIT	KARNATAKA	MAHARASHTRA	GUJARAT	RAJASTHAN	ANDHRA PRADESH	DELHI	TOTAL
YES	16	9	11	18	9	5	68
NO	4	16	12	1	7	14	54
TOTAL	20	25	23	19	16	19	122
SOURCE : FIELD SURVEY							

Most of the first time visitors hailed from the states of Rajasthan (18) followed by Karnataka (16). Just one Rajasthan-based tourist had visited the state before. Out of 122 tourists surveyed, the state for the first time. Most of the tourists who were visiting for the second time were from Maharashtra (16), Delhi (14) and Gujarat (12).

Table 4
MODE OF TRANSPORT

MODE OF TRANSPORT USED	KARNATAKA	MAHARASHTRA	GUJARAT	RAJASTHAN	ANDHRA PRADESH	DELHI	TOTAL
BUS	3	8	5	5	1	0	22
TRAIN	9	3	12	10	6	10	50
PLANE	3	3	3	2	2	7	20
CAR	5	11	3	2	7	2	30
TOTAL	20	25	23	19	16	19	122
SOURCE:FIELD SURVEY							

Most tourists travelled to Goa by train (50). The other tourists travelled by car (30), bus (22) and by flight (20). Most tourists who used bus were from Maharashtra (8) while not a single Delhi based tourist came to Goa by bus. Most people who used the railways from Gujarat (12) while just 3 tourists from Maharashtra travelled by train. As many as 7 tourists from Delhi preferred to come by flight. Most Maharashtrians (11) travelled by car while very few (2 each) Rajasthan and Delhi based tourists decided to travel by car.

Table 5
KNOWLEDGE OF TOURIST SITE

SOURCE	KARNATAKA	MAHARASHTRA	GUJARAT	RAJASTHAN	ANDHRA PRADESH	DELHI	TOTAL
TRAVEL AGENT	0	2	4	2	1	0	9
FRIENDS	11	8	4	12	10	7	52
RELATIVES	2	11	7	3	0	2	25
OWN EFFORT	7	4	8	2	5	10	36
TOTAL	20	25	23	19	16	19	122
SOURCE:FIELD SURVEY							

Most tourists came to Goa through the influence of their friends (52). A sizeable number of tourists came to Goa as a result of their own efforts (36) while 25 tourists were influenced by their relative's views. Only 9 tourists employed the services of a travel agent to come to Goa. Most of these were from Gujarat (4) while not a single person from Delhi hired a travel agent. Most people who came to Goa because of their friends were from the states of Rajasthan (12). Relatives played a huge role in influencing as many as 11 tourists from Maharashtra. Most people who came to Goa as a result of their own efforts were from Delhi (10) while the least came from Rajasthan (2).

Table 6
DURATION OF STAY

DURATION	KARNATAKA	MAHARASHTRA	GUJARAT	RAJASTHAN	ANDHRA PRADESH	DELHI	TOTAL
1-3 DAYS	6	4	10	1	4	5	30
3-7 DAYS	10	17	10	15	8	12	72
1-2 WEEKS	4	4	3	3	4	2	20
>2 WEEKS	0	0	0	0	0	0	0
TOTAL	20	25	23	19	16	19	122
SOURCE:FIELD SURVEY							

More than half of the tourists (72) travelling to Goa stay between 3-7 days. Not a single tourist was interviewed who stayed for more than 2 weeks. Quite a few tourists stayed for less than 3 days (30) while the rest of the tourists stayed between 1-2 weeks. Half of Karnataka based tourists stayed between 3-7 days. Most tourists across different states stayed between 3-7 days. Most tourists who stayed for less than 3 days were from Gujarat (3).

Table 7
PURPOSE OF VISITING GOA

PURPOSE	KARNATAKA	MAHARASHTRA	GUJARAT	RAJASTHAN	ANDHRA PRADESH	DELHI	TOTAL
TOURIST	17	18	17	19	12	15	98
BUSINESS	1	3	3	0	0	1	8
SOCIAL FUNCTION	2	4	3	0	2	2	13
OFFICIAL	0	0	0	0	2	1	3
TOTAL	20	25	23	19	16	19	122
SOURCE: FIELD SURVEY							

An overwhelming 98 of the 122 tourists surveyed came for the purpose of tourism. 8 people came for business purpose, 13 came for social functions while 3 came for official purposes. Most tourists (19) hailed from the state of Rajasthan. Most people who came for business purpose were from Maharashtra and Gujarat (3 each). Out of the 13 people who came to Goa for a social function, 4 were from Maharashtra. 2 people from Andhra Pradesh came for official purposes.

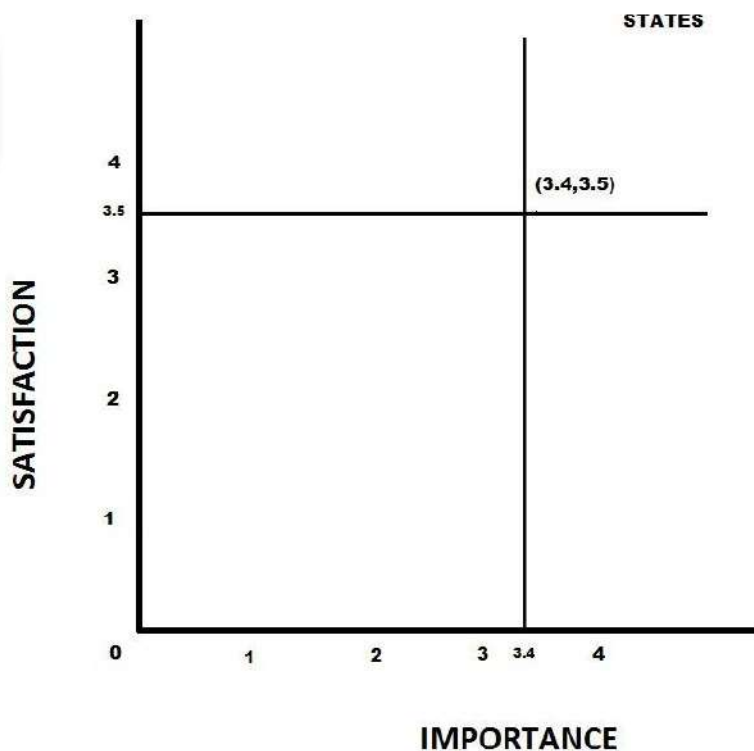
Table 8
RESPONSES FROM DOMESTIC TOURISTS REGARDING IMPORTANCE AND SATISFACTION LEVELS

Sr. no	Questions	STATES						STATES					
		Karnataka	Maharashtra	Gujarat	Rajasthan	Andhra Pradesh	Delhi	Karnataka	Maharashtra	Gujarat	Rajasthan	Andhra Pradesh	Delhi
		1	2	3	4	5	6	1	2	3	4	5	
		STANDARD MEAN						STANDARD MEAN					
AIR CONNECTIVITY		IMPORTANCE LEVEL						SATISFACTION LEVEL					
1	Connectivity of the destination/circuit with major Indian Cities	3.3	3.7	3	3.8	4.6	3.4	3.3	3.6	3.2	3.2	4.1	3.6
2	International connectivity of destination/circuit	1.1	2.9	2.3	1.1	3.3	2.3	2.7	3.4	2.8	2.7	3.3	3
3	Condition of airport serving the destination/circuit	1.6	3.7	3.1	1.6	3.3	3.4	3	3.5	3.3	3.1	3.6	3.3
ROAD CONNECTIVITY		IMPORTANCE LEVEL						SATISFACTION LEVEL					
4	Quality of way side amenities available on this road	3.8	3.8	4	3.7	3.9	3.3	3.9	3.3	3.8	3	3.1	3.9
5	Quality of the roads	3	2.4	3.7	2.3	2.5	4	4.1	3.6	4.4	4.3	4.2	4.1
RAIL CONNECTIVITY		IMPORTANCE LEVEL						SATISFACTION LEVEL					
6	Rail connectivity of destination/circuit with major Indian cities	2.3	4.2	4.1	2.6	3.8	3.7	3.1	3.4	3.9	3.3	3.5	3.4
7	Conditions of railway stations serving the destination/circuit	2.2	3.6	3.7	2.8	3.8	3.8	3.3	3.6	4.2	3.6	3.7	3.8
CIVIC ADMINISTRATION		IMPORTANCE LEVEL						SATISFACTION LEVEL					
8	Condition of city roads	3.3	4.1	3.7	3.2	4.4	3.5	3.6	3.3	4.2	3.1	3.2	3.7
9	Condition of water supply	4	3.9	4.3	3.6	4.1	4.2	4.1	3.6	4.3	4.4	3.3	4.2
10	Drinking water supply	4.1	4.3	4.6	3.8	4.4	4.3	4.1	3.8	4.8	4.3	3.7	4.7
11	Condition of street lighting	3.1	4.1	3.7	3.1	4.3	3.6	3.2	3.3	4.1	3.2	3.2	3.7
TRAFFIC AND TRANSPORT MANAGEMENT		IMPORTANCE LEVEL						SATISFACTION LEVEL					
12	Condition of signs	3.2	4.2	4.2	3.2	4.4	3.8	2.7	3.6	4	2.5	3	3.8
13	Traffic management	3.1	3.5	3.7	2.8	4.3	3.8	3.2	3.1	3.3	3.1	2.2	3.2
14	Availability of Mass transport system	3.3	3.4	3.8	2.5	4.2	3.5	2.6	2.2	3.6	2.5	4	4
15	Behaviour of taxi/rikshaw drivers	2.9	3.6	3.5	2.6	4.1	3.7	3.5	2.7	3.4	3.3	3.6	3.4

TOURISM FACILITIES		IMPORTANCE LEVEL						SATISFACTION LEVEL					
16	Availability of AC Tourist coaches	2.3	4	3.3	2.3	3.8	4.1	3.1	3.1	3.9	2.8	3.6	3.8
17	Availability of authorised tour operators	2.3	4	3.3	2.4	4.3	3.4	3.3	3.2	3.8	3	3.5	3.3
18	Availability of luxury hotels	1.7	3.3	3.7	1.7	3.3	4.1	3.4	3.8	4.1	3.3	3.8	4.1
19	Availability of budget hotels	3.6	3.8	4.2	4.1	4.6	4.1	3.9	3.5	4.1	3.6	4.2	4.1
20	Behaviour of officials available at tourist reception office	3.2	3.8	3.9	3.2	3.9	3.5	3.2	3.8	4	3.2	3.6	4.2
21	Quality of help provided by the reception office	3.3	3.8	4.1	3.4	4.1	4.1	3.5	3.6	3.7	3.9	3.2	4.1
22	Behaviour of service staff at the hotel	3.4	3.8	4.6	3.7	4	4.6	3.3	3.8	4.2	3.8	3.7	4.7
23	Hygiene at wayside restaurants and dhabas	3.2	2.6	4.3	3.9	3.8	3.4	3.7	3.2	3.8	3.9	2.8	4.2
MAINTENANCE AND MANAGEMENT OF MONUMENTS AND TOURIST ATTRACTIONS		IMPORTANCE LEVEL						SATISFACTION LEVEL					
24	General cleanliness of monument/tourist attractions/beaches and area around it	3.1	3.4	3.9	3.6	3.7	3.7	3.8	3.8	3.7	3.6	3.6	4
25	Public utilities at monuments/tourist attractions/beaches	3.6	3.4	4.1	3.7	4.3	3.7	3.7	3.4	3.6	4	3.3	4.4
26	Conditions of signs within the monument/tourist attractions/beaches	3.1	3.6	4	3.4	3.5	3.6	3.1	3.7	3.8	3.1	3.4	4.6
27	Parking facilities at monuments/tourist attractions/beaches	2.4	3.1	4.1	3	3.7	4	2.9	3.2	3.9	3.1	3.2	4.6
28	Availability of tourist guides	2.8	3.8	3.3	2.7	3.8	3.1	3.4	3.4	3.6	3.1	2.9	3.4
29	Behaviour of guides at monuments/tourist attractions	3.1	3.6	3.4	3.4	3.9	3.2	3.4	3.2	3.1	3.1	2.8	3.5
30	Conservation of heritage sites/monuments	2.8	4	4	3.1	2.8	3.7	3.5	3.9	4.2	3.4	3.8	4.6

Analysis

The below graph helps in identifying differences in tourist behaviour based on the responses of tourists from six different states of India. Subsequently, the general mean has been plotted to separate the four quadrants and enable further analysis as per the Importance/Satisfaction model.



1. AIR CONNECTIVITY.

Attribute 1- Connectivity of the destination with major Indian cities.:According to the responses gathered from the domestic tourists, people coming from Karnataka and Gujarat placed low level of importance and satisfaction on this attribute depicting low priority. Maharashtrian and Andhra Pradesh tourists placed high importance but experienced low level of satisfaction depicting to concentrate here. On the other hand tourists from Delhi expressed low degree of importance and a high degree of satisfaction depicting possible overkill.

Attribute 2- International connectivity of the destination:All domestic tourists from the six different states, namely those from Karnataka, Maharashtra, Gujarat, Rajasthan, Andhra Pradesh and Delhi attributed low level of importance and satisfaction to international connectivity depicting low Priority.

Attribute 3-Condition of airport serving the destination: As per the responses of the domestic tourists, tourists hailing from Karnataka, Rajasthan, Delhi and Gujarat gave low level of importance and satisfaction depicting low priority to the condition of the airport serving the destination whereas Maharashtrians gave high level of importance and low level of satisfaction depicting to concentrate here. People from Andhra Pradesh however, showed high degree of importance and high degree of satisfaction depicting to keep up the good work.

2. ROAD CONNECTIVITY

Attribute 4- Quality of the way side amenities available on the road.:According to the responses, tourists from Maharashtra, Rajasthan and Andhra Pradesh expressed a high level of importance but experienced low level of satisfaction depicting to concentrate here. Gujaratis and tourists from Karnataka gave high level of importance and high level of satisfaction depicting to keep up the good work whereas tourists from Delhi gave low level of importance and high level of satisfaction depicting possible overkill.

Attribute 5- Quality of the roads:As per the answers received, tourists from Karnataka, Maharashtra, Rajasthan and Andhra Pradesh showed low level of importance and high level of satisfaction depicting possible overkill. On the other hand, tourists from Gujarat and Delhi gave high level of satisfaction as well as importance depicting to keep up the good work.

3. RAIL CONNECTIVITY

Attribute 6: Rail connectivity of destination with major Indian cities:According to the responses, tourists from Maharashtra, Andhra Pradesh and Delhi showed high importance level and low satisfaction level depicting to concentrate here. Alternatively, tourists from Karnataka and Rajasthan showed low satisfaction and low importance levels depicting low priority. Only Gujarati tourists showed high level of importance and high level of satisfaction depicting to keep up the good work.

Attribute 7:Condition of railway station serving the destination.:According to the answers received, tourists from Maharashtra, Gujarat, Andhra Pradesh and Delhi expressed high level of importance and high level of satisfaction depicting to keep up the good work. Tourists from Karnataka showed low level of importance and low level of satisfaction depicting low priority whereas Rajasthani tourists showed low level of importance and high level of satisfaction depicting possible overkill.

4. CIVIC ADMINISTRATION

Attribute 8-Condition of city roads.:According to the responses, tourists from Delhi and Gujarat showed high level of importance and high level of satisfaction depicting to keep up the good work. Whereas tourists from Maharashtra and Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here. Lastly tourists from Karnataka expressed low level of importance and high level of satisfaction depicting possible overkill. Rajasthan based tourists expressed a low level of importance and low level of satisfaction depicting low priority.

Attribute 9 – Condition of water supply:According to the responses received, tourists from Maharashtra, Karnataka, Gujarat, Rajasthan and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work. Whereas tourists from Andhra Pradesh expressed high level of importance and low level of satisfaction depicting to concentrate here.

Attribute 10-Drinking water supply:According to the answers given by the tourists, tourists of all the states i.e Maharashtra, Karnataka, Rajasthan, Gujarat, Delhi and Andhra Pradesh showed high level of importance and high level of satisfaction depicting to keep up the good work.

Attribute 11-Condition of street lighting:According to the responses given by the tourists, tourists of Gujarat and Delhi showed high level of importance and high level of satisfaction indicating to keep up the good work. On the other hand tourists from Maharashtra and Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here. Lastly tourists from Karnataka and Rajasthan showed low level of importance and low level of satisfaction depicting low priority.

5. TRAFFIC AND TRANSPORT MANAGEMENT

Attribute 12: Conditions of signs:According to the responses given, the tourists from Maharashtra, Gujarat and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work. On the other hand tourists from Karnataka and Rajasthan showed low level of importance and low level of satisfaction depicting low priority. Lastly tourists from Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here.

Attribute 13: Traffic Management:According to the responses given, the tourists of Maharashtra, Gujarat, Andhra Pradesh and Delhi showed high level of importance and low level of satisfaction depicting to concentrate here whereas tourists from Karnataka and Rajasthan showed low level of importance and low level of satisfaction depicting low priority.

Attribute 14: Availability of mass transit system:According to responses of the tourists, Gujarat, Andhra Pradesh and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work. Whereas tourists from Karnataka, Maharashtra and Rajasthan showed low level of importance and low level of satisfaction depicting low priority.

Attribute 15:Behaviour of taxi/rickshaw drivers:According to the responses given, the tourists of Maharashtra, Gujarat and Delhi show high level of importance and low level of satisfaction depicting to concentrate here. On the other hand tourists from Karnataka and Rajasthan show low level of importance

and low level of satisfaction depicting low priority. Lastly tourists from Andhra Pradesh show high level of importance and high level of satisfaction depicting to keep up the good work.

6. TOURISM FACILITIES.

Attribute 16- Availability of A/C tourist coaches.:According to the responses obtained, tourists from Andhra Pradesh and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work. Whereas tourists from Karnataka and Rajasthan showed low level of importance and low level of satisfaction depicting low priority. Also tourists from Maharashtra showed high level of importance and low level of satisfaction depicting to concentrate here. Lastly tourists from Gujarat showed low level of importance and high level of satisfaction depicting possible overkill.

Attribute 17- Availability of authorized tour operators:According to the responses given, tourists from Karnataka, Rajasthan and Delhi showed low level of importance and low level of satisfaction depicting to low priority. Whereas tourists of Maharashtra and Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here. Lastly tourists from Gujarat showed low level of importance and high level of satisfaction depicting possible overkill.

Attribute 18- Availability of luxury hotels:According to responses received, tourists of Gujarat and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work. Whereas tourists of Karnataka and Rajasthan showed low level of importance and low level of satisfaction depicting low priority. Tourists of Maharashtra and Andhra Pradesh showed low level of importance and high level of satisfaction depicting possible overkill.

Attribute 19- Availability of budget hotel: According to the answers received, tourists from Karnataka, Gujarat, Rajasthan, Andhra Pradesh and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work, and tourists from Maharashtra showed high level of importance and low level of satisfaction depicting to concentrate here.

Attribute 20- Behaviour of the officials available at tourist reception office:According to the survey data, tourists from Maharashtra, Gujarat, Andhra Pradesh and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work, and tourists from Karnataka and Rajasthan showed low level of importance and low level of satisfaction depicting low priority.

Attribute 21-Level of knowledge of officials at the reception office:According to the answers received, tourists from Maharashtra, Gujarat and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work; tourists from Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here; whereas tourists from Karnataka showed low level of importance and low level of satisfaction depicting low priority; and tourists from Rajasthan showed low level of importance and high level of satisfaction depicting possible overkill.

Attribute 22-Quality of help provided by the reception office:According to the responses, tourists from Maharashtra, Gujarat, Rajasthan, Andhra Pradesh and Delhi have shown high level of importance and high level of satisfaction depicting to keep up the good work, whereas tourists from Karnataka showed low level of importance and low level of satisfaction depicting low priority.

Attribute 23 - Behaviour of service staff at the hotel:According to the answers received, tourists from Gujarat and Rajasthan have shown high level of importance and high level of satisfaction depicting to keep up the good work; tourists from Karnataka and Delhi showed low level of importance and high level of satisfaction depicting possible overkill while on the other hand, tourists from Andhra Pradesh have showed high level of importance and low level of satisfaction depicting to concentrate here; tourists from Maharashtra showed low level of importance and low level of satisfaction depicting low priority.

7. MAINTAINENCE AND MANAGEMENT OF MONUMENTS AND TOURIST ATTRACTIONS..

Attribute 24- General cleanliness of monument/tourist attraction and area around it:According to answers received, tourists from Gujarat, Rajasthan, Andhra Pradesh and Delhi have showed high level of

importance and high level of satisfaction depicting to keep up the good work while tourists from Karnataka and Maharashtra showed low level of importance and high level of satisfaction depicting possible overkill.

Attribute 25- Public utilities at the monument /tourist attraction:According to the information gathered, tourists from Gujarat, Rajasthan and Delhi have showed high level of importance and high level of satisfaction depicting to keep up the good work; tourists from Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here; tourists from Maharashtra have showed low level of importance and low level of satisfaction depicting low priority; and tourists from Karnataka showed low level of importance and high level of satisfaction depicting possible overkill.

Attribute 26-Condition of signs within the monument /tourist attraction: According to the answers received, tourists from Maharashtra, Gujarat and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work; tourists from Karnataka and Rajasthan showed low level of importance and low level of satisfaction depicting low priority; tourists from Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here.

Attribute 27-Parking facility at the monument /tourist attraction:According to the responses received, tourists from Gujarat and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work and tourists from Karnataka, Maharashtra and Rajasthan showed low level of importance and low level of satisfaction depicting low priority while only tourists from Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here.

Attribute 28: Availability of tourist guides:According to the responses received, tourists from Karnataka, Rajasthan and Delhi expressed low level of importance and low level of satisfaction depicting low priority whereas tourists from Maharashtra and Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here; and tourists from Gujarat showed low level of importance and high level of satisfaction depicting a possible overkill.

Attribute 29-Behaviour of the guides at the monument /tourist attraction:According to the data received, tourists from Karnataka, Gujarat, Rajasthan and Delhi showed low level of importance and low level of satisfaction depicting low priority; tourists from Maharashtra and Andhra Pradesh showed high level of importance and low level of satisfaction depicting to concentrate here.

Attribute 30-Conservation of heritage sites and monuments:According to the answers received, tourists from Maharashtra, Gujarat and Delhi showed high level of importance and high level of satisfaction depicting to keep up the good work; tourists from Karnataka, Rajasthan showed low level of importance and low level of satisfaction depicting low priority; tourists from Andhra Pradesh showed low level of importance and high level of satisfaction depicting a possible overkill.

CONCLUSION

On the basis of the survey, it can be concluded that tourists from different parts of India place differing levels of importance to some factors while placing similar levels of importance to others. Common factors responsible for differences are the sensitivity of different cultures to a specific aspect, different customs, traditions and habits of different domestic groups, contrasting wants and desires, varying tastes and preferences. It is impossible to find uniformity in importance and satisfaction levels even in specific domestic groups due to the fact that no two humans are alike (even if they belong to the religion, caste, gender, region etc). One can only determine trends in the importance and satisfaction levels of different groups.

The first objective of the project is to study the differences in the level of importance and satisfaction between tourists from various tourist backgrounds. After analyzing the responses of several domestic tourists from various states, it can be concluded that they all had differing levels of importance and satisfaction with regard to various tourism facilities offered in Goa. For example, most Goa inbound domestic tourists did not place importance on the connectivity of Goa with major Indian cities. Tourists from other states gave no importance to the condition of the airport. Tourists gave no level of importance to international connectivity whatsoever as international connectivity does not concern them. Most tourists

gave a high level of importance to wayside amenities on roads despite a majority of them not travelling to Goa by cars. This is because when in Goa, tourists hire tourist cars and private taxis to travel around which makes road connectivity important. Majority of tourists held less expectations and were satisfied with the quality of roads. Maharashtra, Gujarat, Andhra Pradesh and Delhi based tourists placed huge emphasis on rail connectivity and condition of the railway station. All tourists placed a high level of importance to condition of water supply and drinking water supply. Tourists were satisfied in general with regards to this aspect. Responses regarding these street lighting and condition of signs were mixed and again indicates the sensitivity of different domestic groups of tourists to these two aspects. Tourists from Delhi and Gujarat were found to have high importance levels and satisfaction levels with regards to several factors such as the quality and condition of roads, condition of street lighting, condition of signs, traffic management, availability of mass transit system, availability of luxury hotels, cleanliness of monuments/attractions, public utilities and parking facilities at these places etc. This is because they have become sensitized and accustomed to such high levels in their domestic states, having had several years of able administration. Karnataka and Rajasthan based tourists seem to share several similarities when it comes to importance and satisfaction levels in many areas such rail connectivity, road connectivity, condition of roads, behaviour of taxi/rickshaw drivers, availability of A/C tourist coaches and tour operators, availability of luxury and budget hotels as they held very less expectations as compared to other tourists possibly due to incompetent administration. Most tourists preferred to stay in budget hotels. Maharashtra and Andhra Pradesh tourists share some similarities when it comes to importance level of air connectivity, condition of airport, road connectivity, rail connectivity, condition of roads, street lighting, budget and luxury hotels etc. In general, tourists from all states expected good basic amenities. Availability and behaviour of tourist guides is not a very important issue for bulk of the tourists.

The second objective is to highlight the areas that need to be worked on to improve tourist satisfaction. Hence it can be concluded that certain facilities such as rail connectivity, traffic management, A/C tourist coach facility, authorized tour operator facility need improvement when it comes to satisfying domestic tourists. Domestic tourists are satisfied with their experience in Goa in general as they are happy with some of the basic amenities and facilities such as quality of roads, water supply, availability of mass transit system, availability of luxury and budget hotels, hygiene at wayside restaurants, cleanliness and public utilities at monuments and tourist attractions. Facilities in their home states thus, were the leading factors when it came to importance and satisfaction levels of tourists.

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