

The Study of Bhimashankar Tourist Center with Satisfaction Index, Pune District, Maharashtra

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Abstract :-

Tourism is considered an important factor in the economy of many Countries. Tourism is a tertiary activity that has increased in India as well as in Maharashtra in the recent period. The aim of this research paper is to understand the satisfaction level of tourist at the Bhimashankar tourist Center with different facilities. The information in this study comes from primary source. Primary data was gathered in the study region through field work and visit. A questionnaire, Observation and conversation through personal interviews are also used to collect primary data. Over all 170 questionnaire, where filled by tourist. The functional and behaviour Characteristic of the tourist are important for the future planning and development of the tourist Center. The response of the tourist where transformed into arithmetical value to calculate the satisfaction level's of Selected 15th facilities. On the basis of this evolution levels of satisfaction by tourist where classified into four stages, such as excellent, good, satisfactory and unsatisfactory.

Discussion of present satisfaction level of Bhimashankar tourist Center is Satisfactory with the average score of 48.07 %. Average satisfaction index value for Bhimashankar tourist center would be very useful for future planning and development of this tourist center.

Keywords :- Tourist, Satisfaction Index, Bhimashankar tourist Center, Satisfaction level etc.

Introduction :-

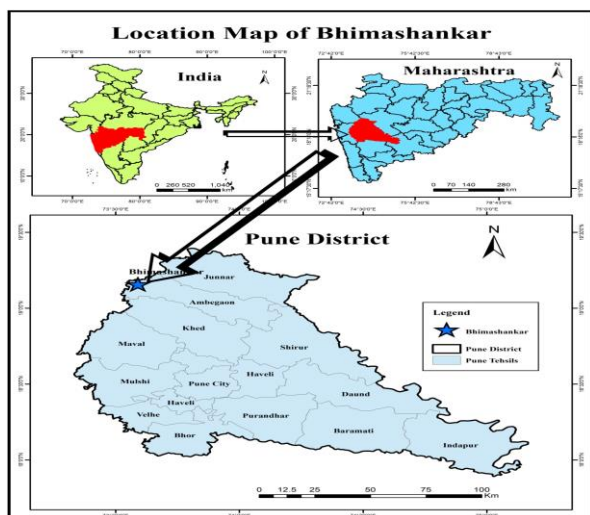
Tourism is considered an important factor in the Economy of many countries. Tourism is a territory activity that has increased in India in the recent period. This activity indicates the economic development of the Nation. The significance of the tourist industry lies in regional as well as National Development. It developed the activity and earned foreign currency. Tourism is an important Economic Activity and this makes people get away from their routine work to relax from daily life, which is more peaceful and healthy. Tourism-related infrastructure has improved in many sections of the country. The tourist centers' main attractiveness is the diversity of physical, social, cultural, historical, and religious features.

Tourism is a cross-cutting industry that affects all sectors of the economy. Economic, social, cultural, and environmental contributions are all required. Tourism is currently acknowledged as a globally significant economic activity. The significance of the activity has grown. Bhimashankar is one of the most popular and significant religious

centre in Pune district of Maharashtra. it is Twelve Jyotirlinga place in India.

Study Area :-

The study area is located in the western part of the Pune district in the khed taluka. Bhimashankar temple is located in the village Bhorgiri. The location of Bhimashankar tourism center lies on 19° 13' North latitude and 73° 64' East longitudes in khed Tehsil of Pune district. it is 130 km northwest of Pune City. Bhimashankar covers a 130.78 Sq k.m. area. This tourism center lies in the region of Thane, Pune and Raigarh districts of Maharashtra. it is found at an altitude of 945 meters from M.S.L. Nowadays it's become a famous tourist centre in 1985.



Map: 1 Location Map of Study Area.

Objective :-

1. To identify the major problem of tourist in the study area.
2. To identify the satisfaction level of tourist with available factor/facility at Bhimashankar tourist center.

Data Base & Methodology :-

This research paper is based on primary data. Which is come from field work with the help of questionnaires and personal interviews. The object of the questionnaires explained to the tourist. Randomly 170 questionnaires, where filled by the tourist. Accommodation, Transportation, Road Condition, Parking, Food, Drinking Water, Darshan Facility, Public Toilets, Information Centre, Shopping Facility, Medical Facility, Cleanliness, Safety, Behaviour of local People and Guide. This 15th facility, where considered in terms of Excellent, Good, Satisfactory and Unsatisfactory through the questionnaires.

All the tourist views where converted into arithmetical numerical values, such as (8,9,10) for excellent, (8,7,6) for good, (6,5,4) for satisfactory and (3,2,1) for unsatisfactory. The factor wise level of satisfaction with different facility was calculated and tabulated. The factor wise average value where, calculated and examined. Average level of satisfaction and ranking of facilities where calculated by mean. These values were multiplied by the respective frequencies, which is given the total satisfaction. The sum was divided by the total frequency for the respective factor, which gives the

satisfaction index for that factor. The satisfaction formula was used to measure the tourist satisfaction index.

The following formula is used for satisfaction index.

$$\text{Formula : } S_{ti} = \frac{\sum M_i N_i}{N}$$

Where, S_{ti} = Satisfaction Index for the 'i'th Factor
 M_i = Numerical value for a particular level of Satisfaction for the 'i'th Factor.
 N_i = Number of the respondent deriving a particular level of Satisfaction for the 'i'th Factor.
 N = Total Number of Respondents for that factor for all levels of Satisfaction.

Analysis of Satisfaction Index in Bhimashankar Tourist Center :-

The data about the Opinion of tourists regarding the facilities available at the Bhimashankar tourist center, were collected through the questionnaire. The factor wise level of satisfaction is shown in table No.1.

Table No. 1: Factor wise Index of Bhimashankar Tourist Center (MI)

Sr. No.	Factor (Facilities & Services)	Excellent		Good		Satisfactory		Unsatisfactory		Total	Total
		No	%	No	%	No	%	No	%	No	%
1	Accommodation	27	15.88	56	32.94	65	38.23	22	12.94	170	100
2	Transportation	08	4.70	82	48.23	50	29.41	30	17.64	170	100
3	Road Condition	12	7.05	17	10.00	106	62.35	35	20.58	170	100
4	Parking	08	4.70	24	14.11	101	59.41	37	21.76	170	100
5	Food	06	3.52	22	12.94	121	71.17	21	12.35	170	100
6	Drinking Water	08	4.70	32	18.82	102	60.00	28	16.47	170	100
7	Darshan Facility	36	21.17	78	45.88	47	27.64	09	5.29	170	100
8	Public Toilets	04	2.35	20	11.76	90	52.94	56	32.94	170	100
9	Information Centre	03	1.76	15	8.82	82	48.23	70	41.17	170	100
10	Shopping Facility	17	10.00	29	17.05	107	62.94	17	10.00	170	100
11	Medical Facility	07	4.11	20	11.76	73	42.94	70	41.17	170	100
12	Cleanliness	18	10.58	68	40.00	62	36.47	22	12.94	170	100
13	Safety	12	7.05	82	48.23	58	34.11	18	10.58	170	100
14	Behaviour of local People	09	5.29	78	45.88	74	43.52	09	5.29	170	100
15	Guide	00	00	47	27.64	88	51.76	35	20.58	170	100
Total		175	-	670	-	1226	-	479	-	2550	100
Average %		6.86	-	26.27	-	48.07	-	18.78	-	-	-

Source: Compiled by Researcher

An average 48.07 % tourist said that facility provided at the Bhimashankar tourist center are satisfactory. 26.27 % tourist said that it is good, 6.86 % tourist reported that it is excellent. But 18.78 % tourist said that it is unsatisfactory.

The above table show that number of tourist facility, which is selected (15th) for assessment at Bhimashankar tourist Center and try to understanding average factor wise satisfaction level in four classes, Such as excellent, good, satisfactory and unsatisfactory to given weighted score. The facility wise level of satisfaction about the Bhimashankar tourist Center was recorded their views in table No 1.

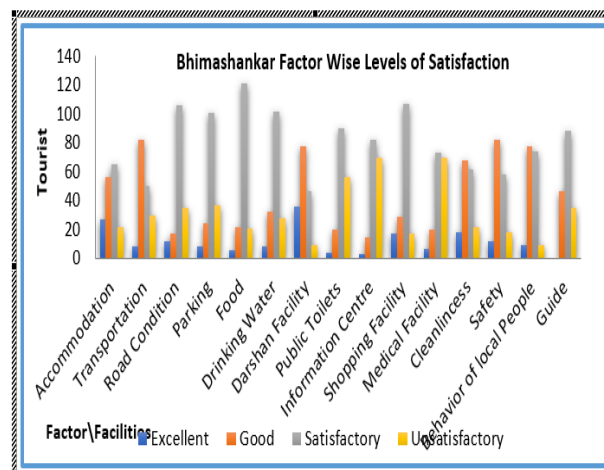


Fig : 1 Factor wise level of Satisfaction.

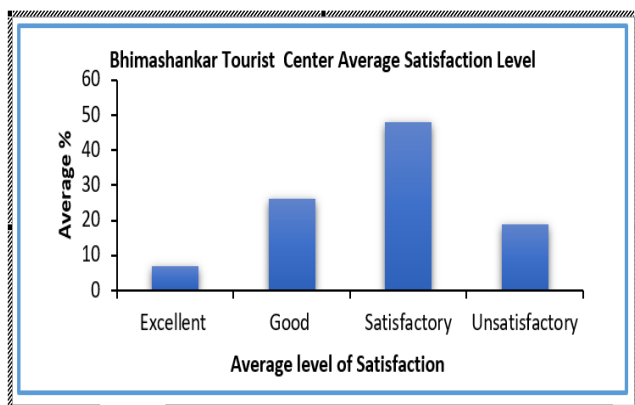


Fig: 2 Average % of All Level Factor in Bhimashankar Tourist Center.

Above figure No 1 and 2 Show the views of 170 tourist about 15th facility, which are selected for sample survey.

Table No : 2 Factor Wise Average Level of Satisfaction (NI)

Sr . N o.	Factor (Facilities & Services)	Average Satisfaction Index (%)			
		Excell ent	Go od	Satisfac tory	Unsatisf actory
1	Accommod ation	8.51	6.4 4	4.49	2.5
2	Transportat ion	8.5	6.5 1	4.5	2.5
3	Road Condition	8.5	6.1 1	4.5	2.48
4	Parking	8.5	6.5	4.50	2.48
5	Food	8.5	8.5	4.49	2.52
6	Drinking Water	8.5	6.5	4.5	2.5
7	Darshan Facility	7.55	6.5	4.48	2.44
8	Public Toilets	8.5	6.5	4.5	2.5
9	Informatio n Centre	8.66	6.5 3	4.5	2.5
10	Shopping Facility	8.11	6.5 1	4.49	2.58
11	Medical Facility	11.57	6.5	4.50	2.5
12	Cleanliness	8.5	6.5 5	4.48	2.5
13	Safety	8.5	6.5 1	4.5	2.5
14	The Behaviour of local People	8.55	6.5	4.5	2.55
15	Guide	00	6.4 8	4.5	2.48

Source: Compiled by Researcher

The above Table No 2 show the factor wise average value of satisfaction (NI). The factor wise Average value for the different level of satisfaction were calculated by multiplying these values by respective frequencies, which gives total satisfaction and total satisfaction is divided by total frequency of the respective factor. Then it gives the satisfaction index for the factor e.g. Bhimashankar tourist center. The total number of 27 tourists given their views and these 27 tourists give 8 to 10 points for excellent that total score is 230, So $(230 / 27) = 8.51$ (show Table No. 2). It means that the average satisfaction level of the excellent class of tourists is 8.51 for the Accommodation factor.

Table No. 3 : Factor wise Percentage Satisfaction Index with Rank (Sti)

Sr. No.	Factor (Facilities & Services)	Satisfaction Index	Rank
1	Accommodation	5.51	4
2	Transportation	5.30	6
3	Road Condition	4.52	12
4	Parking	4.53	11
5	Food	4.90	8
6	Drinking Water	4.73	9
7	Darshan Facility	5.94	1
8	Public Toilets	4.17	14
9	Information Centre	3.92	15
10	Shopping Facility	5.00	7
11	Medical Facility	4.20	13
12	Cleanliness	5.47	5
13	Safety	5.54	2
14	Behavior of local People	5.52	3
15	Guide	4.63	10

Source: Compiled by Researcher

It is so that from above Table No.3 that the factor wise satisfaction index with rank for the Accommodation is 5.51, Transportation factor 5.30, Road Condition 4.52, Parking 4.53, Food 4.90,

Drinking water 4.73, Darshan facility 5.94, Public toilet 4.17, Information center 3.92, Shopping facility 5.00, Medical facility 4.20, Cleanliness for 5.47, Safety for 5.54, Behavior of local people 5.52 and 4.63 for Guides. These factor wise satisfaction indexes are given weighted by ranks.

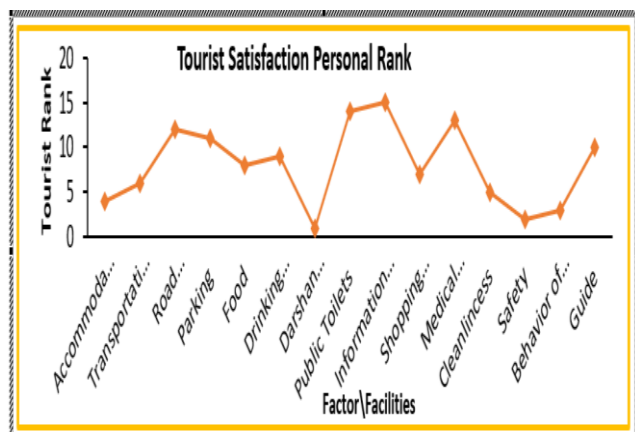


Fig. No. 3 Satisfaction Index with Rank

The Analysis is given in the above Table No.3 & Fig No 3 that the views of tourists about the Darshan facility at the Bhimashankar tourist center received 1st Rank. It means that the Darshan facility is well in Bhimashankar. it is also safety gets 2nd Rank, Behavioral of local people 3rd rank, Accommodation 4th rank, Cleanliness 5thrank, Transportation 6th rank, Shopping facilities 7th rank, Food 8th rank, drinking water 9th rank, Guide 10th rank, parking 11th rank, Road condition 12th rank, Medical facility 13th rank, Public toilet 14th and Information center received 15th Rank.

Factor wise Satisfaction Index with rank. Darshan, safety, Behavioral of local people, Accommodation and cleanliness get high ranks 1to5 at Bhimashankar tourist center.

These all factors are very important and play a vital role in the Bhimasankar tourist center. Tourist place, Darshan facility is good also, the safety of tourist, behavioural local people, accommodation and cleanliness are good.

The satisfaction index for transportation, shopping facility, food, drinking water and guide received 6 to 10 rank, but the satisfaction index rank for parking, road condition, medical facility, public toilet and information center received an 11 to 15 rank. it means that the maximum tourist is not satisfied with these facilities at Bhimashankar tourist

center. so it is an urgent need to improve these facilities at Bhimashankar tourist Center.

Discussion & Conclusion :-

The role of facilities availability at any tourist center is very important for development. Tourist attract every tourist center of their significance and the status of the facilities.

1. The data analysis is presented in table no. 1 shows that out of 170 contact tourists 15.88% of tourists strongly support that Accommodation services are excellent, about 32.94% of tourists said that accommodation services are good, 38.23% of tourists are satisfied with accommodation services. but only 12.94% of tourists are unsatisfactory, with services in Bhimashankar tourist center.
2. The tourist who visited Bhimashankar expressed their opinion about transportation facilities. it shows that about 4.70 % of tourists Said that transportation facilities are excellent. About 48.23% of tourists said it is good, 29.41% of tourists are satisfied and 17.64% of tourists are not satisfied with these facilities.
3. The tourist also gave their opinion about road condition facilities. About 7.05% of tourists are Excellent, about 10 % of tourists experienced it good, 62.35% of tourists are satisfied and 20.58% are unsatisfactory with road condition facilities.
4. 4.70% of tourists said that parking facilities are excellent, 14.11% of tourists said that it is good, 59.41% of tourists are satisfied with parking facilities and 21.76 % of tourists are not satisfied with these facilities.
5. The tourist also mentions their opinion about the food facility at Bhimashankar. About 3.52% of tourists said it is excellent, 12.94% of tourists said it is good, 71.17% of tourists are satisfied and 12.35% of tourists are not satisfied with these facilities.
6. The opinion about drinking water facilities is that only 4.70% of tourists are excellent, 18.82% of tourists said that it is good, 60% of tourists are Satisfactory and 16.47 % of tourists are unsatisfactory.
7. The tourist views about the Darshan facility are different only 21.17% of tourists excellent, 45.88% of tourists felt that it is good, 27.64% of tourists said that it is a satisfactory and 5.29 % of tourists are Unsatisfactory with this services.

8. The tourist views public toilet facilities. About 2.35% of tourists said that it is excellent, 11.76 % of tourists said that public toilet is good, 52.94% of tourists are satisfied and 32.94% of tourists are unsatisfactory with public toilet facilities.
9. The view about the information center at Bhimashankar tourist place is that only 1.76% of tourists said that it is excellent. About 8.82% of tourists said that it is good, 48.23% of tourists are satisfied but, 41.17 % of tourists are unsatisfactory with information center facilities.
10. The tourist views about shopping facility are different 10% tourist excellent, 70.05% tourist felt that it is good, 62.94% tourist said that it is satisfactory and only 10% tourist are unsatisfactory with this services.
11. The tourist views about medical facility. About 4.11% of tourists said that it is excellent, 11.76% said that medical facilities are good, 42.94% of tourists satisfactory and 41.17% of tourists are not satisfied with medical facilities.
12. The Opinion about cleanliness facilities that is only 10.58% of tourists are excellent, 40% of tourists said that it is a good, 36.47% of tourists satisfied and 12.94% of tourists unsatisfactory.
13. The experienced of safety at the Bhimashankar tourist center was also noted by the tourist. About 7.05% of tourists said that safety is excellent, about 48.23% of tourists mentioned that safety is good, 34.11% of tourists were satisfied with personal safety and only 10.58% of tourists felt that they are not safe at the Bimashankar tourist center.
14. The behaviour of local people at the Bhimashankar tourist center was also noted by the tourist. About 5.29 % of tourists said that the behaviour of local people is excellent. About 45.88% of tourists mentioned that Behavior is good, 43.52% of tourists are satisfied with the Behavior of local people and only 5.29% of tourists are unsatisfied with these services.
15. Out of 170 tourists, No one said that the Guided facility is excellent. Only 27.64% of tourists mentioned that it is good, 51.76% of tourists are satisfied with the guide facility and 20.58% of tourists are unsatisfied with the Guide facility in Bhimashankar Tourist Center.

The researcher analysis the 15th-factor views about the services and facilities available in the Bhimashankar tourists place. The tourist opinion

about the overall facilities and services at Bhimashankar are considered with the help of satisfaction index. As per the views of 6.86% tourists reported that all the 15th Service and Facilities are excellent in Bhimashankar. 26.27 % of services and facilities are good, 48.07% of tourists are satisfied with all these factors. just only 18.78 % of tourists are not satisfied with all factors (Services and facilities) at the Bhimashankar tourist Center. (figure No.1)

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