

Satisfaction Index: A Study In Tourism Geography

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Abstract:

The essence of tourism is positive interaction of man with attributes of space. The element of tourism is mobility or movement of man. Thus man's movement through places becomes the subject matter of tourist activities. According to H.V.Schullard (1910) "The sum total of operators, mainly of an economic nature, which directly related to the entry, stay and movement of foreigners, inside and outside a certain country, city or a region". For the development of destination as a tourist center, the satisfaction of tourist is quite important.

Key words: Tourism, satisfaction etc.

Introduction:

The phenomena of tourism have attracted almost the entire world. The activity is most important to catch economic benefits, to increase social and cultural relations and for employment generation. Tourism has bright future at local, national and international level as a promising industry. Tourism is a major engine of economic growth and an important source of foreign exchange. For the development of destination a satisfaction of tourists is important. Physical, cultural and historical factors as well as infrastructural facilities plays important role in the development of tourist center.

Study region:

The study area Pal tourist center is a village situated in Satpura range on the bank of the Suki River in Raver tehsil in Jalgaon district of Maharashtra state of India. Pal is located at 21⁰.36" North latitude, 75⁰.90" East Longitude. It has average elevation of 397 meters from the sea level.

Objectives:

This work deals with satisfactory index of tourists at Pal.

Database and Methodology:

This research paper is based on primary data only. With the help of random sampling method, it is an effort to find out satisfaction index. To find out satisfaction index following formula is applied:

$$St_i = \frac{\sum M_i N_i}{N}$$

Where, St_i = Satisfaction Index for the "i" th factor,

M_i = Numerical values for particular level of satisfaction for the, i th factor,

N_i = Number of respondents deriving the particular level of satisfaction for the "i" th factor,

N = Total number of respondents for that factor for all level of satisfaction.



Photo 1.1 Scenic beauty of Pal

Factor wise Level of Satisfaction Index (Mi):-

The factor wise level of satisfaction is calculated in the following table which is based upon Interviews and Questionnaire of the tourist at Pal.

Table 1.1. Factor wise level of Satisfaction Index

Sr		Excellent	Good	Satisfactory	Unsatisfactory	Percentage
1	Accommodation	58	12	11	19	100
2	Cleanliness in the place	68	12	12	8	100
3	Food Facility	62	24	8	6	100
4	Drinking Water Facility	65	13	13	9	100
5	Personal Safety	46	22	18	14	100
6	Shopping Facility	20	24	18	38	100
7	Medical Facility	33	25	20	22	100
8	Parking Facility	29	23	21	27	100
9	Toilet Facility	22	16	22	40	100
10	Guide Facility	4	7	14	75	100
	Average	40.7	17.8	15.7	25.8	100
	Percentage	40.50%	18%	15.50%	26%	100%

Source: computed by author

Factor wise average Values of Satisfaction (Ni):-

Factor wise averages values are calculated. The average values for the different level of satisfaction for the different factors are given in table.

Table 1.2 Factor wise average of satisfaction

Sr		Excellent	Good	Satisfactory	Unsatisfactory
1	Accommodation	8.9	7	7	2.95
2	Cleanliness in the place	8.75	7.08	7.08	2.5
3	Food Facility	8.6	7.0	7	3
4	Drinking Water Facility	8.85	6.77	6.77	3
5	Personal Safety	8.83	6.86		2.93
6	Shopping Facility	9.51	6.75		2.55

7	Medical Facility	8.51	6.8	6.08	2.5
8	Parking Facility	8.79	6.65	6.65	2.36
9	Toilet Facility	8.54	6.62	6.62	2.57
10	Guide Facility	8.5	6.86	6.86	2.28

Source: computed by author

These average values are then utilized to calculate satisfaction indices for the tourist place Pal. The ranks are given to this factor, which indicates the priority to the factors.

Table 1.3 Factor wise Satisfaction Index with Rank

Sr. No.	Factor	Satisfaction Index	Positional Rank
1	Accommodation	7.09	4
2	Cleanliness in the place	7.61	1
3	Food Facility	7.57	2
4	Drinking water Facility	7.55	3
5	Personal safety	6.87	5
6	Shopping Facility	5.25	8
7	Medical Facility	6.30	6
8	Parking Facility	5.71	7
9	Toilet Facility	5.04	9
10	Guide Facility	3.24	10

Source: Data Compiled by Researcher.

The satisfactions are weighted by giving ranks to these factors. It is observed that the Cleanliness in the place ranks first. It means tourists are more satisfied with food facility which has received second rank. Drinking water facility ranks third, Accommodation facility rank fourth, Personal safety gets fifth ranks and Medical facility receives sixth rank. Parking facility received seventh rank, Toilet facility, Shopping facility and Guide facility is not available in this tourist center therefore this facilities get last ranks.

Conclusion:

Pal is one of the best place for scenic beauty and religious interest. There is a need to develop accommodation facility, shops for purchasing tourist. MTDC should attain its concentration to develop this tourist center. Government department of tourism need to provide spatial budget as well as need to develop infrastructural facilities in this center. It is one of the neglected center, people are unknown about the place. It must be advertised on multimedia. Satisfaction of tourists is most important in the development of tourist center and satisfaction is depending upon facilities provided at center.

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