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An Empirical Study of Tourists' Experience in Udaipur City

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ABSTRACT

Tourism is one of the world's fastest growing industries as well as the major source of foreign exchange earnings and employment for many developing countries, it certainly constitutes an opportunity for economic development, economic diversification and the growth of related activities, in developing countries. Udaipur is known as the city of lakes & is an attraction for the visitors. This study is to highlights the motives which attracts the tourist destination and also focus on tourist's satisfaction regarding various parameters such as Hospitality, heritage, life style, Culture, Infrastructure, stay experience at tourist place, behavior & nature of public in Udaipur city. This research concluded that the majority of tourists were male and the main purpose of visiting was travel & recreation. This study is also found that the main attraction of tourist was Culture, Heritage/Monuments/ palaces in Udaipur city.

KEYWORDS :

INTRODUCTION

Tourism plays a vital role in the rapid growth of developed and developing countries' economy. It has strong relevance to economic development and employment generation. It creates huge employment opportunities; provides equitable distribution of wealth, help to acquire the much-needed foreign exchange, bring out a speedy development & improvement of infrastructure facilities. In India, Tourism creates huge employment opportunities and provides equitable distribution of wealth to local community. Hence, it is significance role-play in economic development and employment generation.

Tourism is one of the world's fastest and growing industries as well as the major source of foreign exchange and employment generation. Tourism in India is emerged most booming industry. The reason is that first, the upward trend observed in the growth rate of Indian economy has raised middle class incomes, promoting more people to spend money on vacations abroad or at home. Secondly, India is glowing in the information Technology industry and has become the IT center. Thirdly, aggressive advertising campaign "Incredible India" by the Govt. has also had in changing India's image from that of a land of snake charmers and sparking new interest among foreign travelers.

REVIEW OF LITERATURE

The study by Yooshik yoon, Muzaffer Uysal (2003) titled "An examination of the effects of motivation and satisfaction on destination loyalty: a structural model" mentioned that an integrated approach to understanding tourist motivation and attempts to extend the theoretical and empirical evidence on the casual relationships among the push and pull motivations, satisfaction and destination loyalty. The study titled "New Perspectives of Satisfaction research in tourism destination" done by Klaus Weiernaur (2003) identified the important measurement approaches in the field of customer satisfaction with service and applies those empirically for service bundles at the level of the tourism destination. The study by A.K.Raina and Neelu Jain (2004) presented a comprehensive view of tourism industry in Rajasthan focusing the interrelationship and interdependencies of its various aspects and elements. The authors cover all aspects from Organization, promotional and marketing point of view and describe how this industry can be utilized from particular business. Dhariwal, Richa (2005) in their article titled "Tourist arrivals in India: how important are domestic disorders" revealed that an empirical analysis of the determinants of international tourist arrivals in India. The result show those sociopolitical factors: communalism, terrorism and tensions with Pakistan constitute serious threats to the tourism industry limiting the gains that could otherwise have been realized.

Another study done by Bruno Busacca, Giovanna Padua (2005) writes that academics and practitioners may gain further insight into procedures for measuring customer satisfaction and an understanding of the relative benefits and limitations of the procedures that may be adopted.

G. Satyanarayana and M. Reddi Ramu (2006) in his study argue that there is a great potential remained unexplored in Andhra Pradesh, suffer for want of modern infrastructure facilities. With the necessary modern infrastructure and appropriate media, certainly these two places in the district will attract a good number of both domestic and foreign tourist and thus pushup the economy of the district through the tourist proceeds.

M.R. Phillip, A L Jones (2006), in his research paper stated that the importance of costal zones to the tourism industry and the need to protect such resources is not only vital to the economy of nations but presents a growing dilemma for many localities and regions. Beaches have become synonymous with tourism and with current predication of climate change and sea-level rise, they are under significant threat of erosion worldwide.

A.Satish Babu (2008) in his research book "Tourism Development in India" concluded that a caring Attitude is just as important as an expertise. The Andhrites are friendly and the hospitality of the people is unique and warm. T. Mohamed Illyas (2008) studied that India, touted as the favorite destination for information technology majors, is currently emerging as a preferred destination for medical or health tourism. It has a huge diversity of holiday option raging from the beaches of Goa, to the mighty Himalayas, diverse wildlife and thousands of years of culture. The study by Konstantinos Andriortis George, Athanasios (2008) stated that a segmentation procedure based on destinations dimensions produced three cluster, 'the higher-satisfied', the 'In –betweeners' and the 'lower satisfied'. The implications and the conclusions of the study are provided in relation to the marketing of the island of Crete.

Manikanda Muthukumar (2009) in his research stated the boarding problems can be solved by the state government by framing rules and regulations for construction of more number of spacious hotels in tourist centers and taking steps for providing hygienic food and healthy environments in restaurants through government agencies like health department. The study of Huang, Hsu (2009) indicated that one of travel motivation is underlying dimensions, shopping, positively affected Beijing tourists revisit and satisfaction positively influenced revisit intentions.

P. Ishwara (2010) in his research paper titled "Costal Tourism Opportunities and Challenge" mentioned that transport infrastructure plays a vital role in the growth of tourism. Important beaches need to be identified for development as tourists; centre and basic facilities like transport, hotels and shops around need to be developed. To develop tourism industry, tourism education awareness programmers i.e. workshops or seminars should be co conducted either by the educational institutions or by the tourism department for creating awareness and importance of tourism among the auto rickshaw drivers, shop owners, hotel owners and public at large etc.

The study by Jaquin Alegre, Jaume Garau (2010) identified that some of the tourists negative or unsatisfactory experiences need to be defined with in a specific context of evaluation. This paper examines the impact of the satisfaction and dissatisfaction based evaluations on both the tourists overall satisfaction and their invention to return to the destination.

The study by Maria Deuesa, Marta Laguna, Andrea Palacios (2010) concluded that motivation is a determinant of the visit assessment criteria and as a direct consequence of the level of satisfaction (specific factors) of the visitor.

G. Raveendran (2010) in his research paper stated the word tourism encompasses all activities of person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

RESEARCH METHODOLOGY

Objective of the Study

1. To Study the motives which attracts the tourist destinations?
2. To examine tourist's satisfaction regarding various parameters of tourist destination.

Research Design: Descriptive Research

Sampling Design: Stratified Purposive sampling method has been used to collect data from tourists visiting Udaipur. Since the population is very large, a Convenience Sample Size of 400 was taken. In each tourist destination, equally tourists like domestic & foreigner have been selected for this study.

DATA ANALYSIS & INTERPRETATION

Gender of respondents

Table 1: Gender wise distribution

Gender	Indian	%	Foreigner	%
Male	142	71.00	102	51.00
Female	58	29.00	97	48.50
No Response	0	0.00	1	0.50
Total	200	100.00	200	100.00

The above table shows the distribution of Indian & Foreign tourist respondents according to gender. There were 71% male respondents & 29% female respondents among Indian tourists, where as 51% male respondents and 48.50% female respondents among foreign tourists. 0.5% i.e. 1 foreign respondent did not disclose his/her gender.

Age of Respondents

Table 2: Age wise Distribution

Age	Indian	%	Foreigner	%
<=20 years	34	17.00	11	5.50
21-30 years	68	34.00	105	52.50
31-40 years	49	24.50	29	14.50
41-50 years	32	16.00	27	13.50
51-60 years	11	5.50	13	6.50
>60 years	6	3.00	10	5.00
No Response	0	0.00	5	2.50
Total	200	100.00	200	100.00

Table 2 shows that in both Indian and foreign tourists' categories the maximum number of tourists come from the younger age groups. Almost more than 70% of tourists come from the age group of 20-40 years category in both Indian and Foreigner category. Moreover, in that category too the maximum were form the age group of 21-30 years age group. Above table shows that 16% , 5,50% and 3% come from the age group of 41-50 years, 51-60 years and above 60 years age group categories respectively in case of Indian tourists.

In case of foreigners 13.50% tourists come from the age group of 41-50 years age group, 6.50% from the age group of 51-60 years age group and 5% from the age group of above 60 years age group. 5 (2.5%) respondents from the foreigners' category didn't revealed their age.

Motives of Visiting Tourist Destinations

Table 3: Main purpose of visiting

Response	Indian	%	Foreigner	%
Travel and Recreation	88	44.00	156	78.00
Business + Travel	10	5.00	10	5.00
Official work +Travel	8	4.00	5	2.50
To meet friends / relatives +Travel	27	13.50	11	5.50
Attend function + Travel	23	11.50	6	3.00
Pilgrimage/Religious + Travel	34	17.00	8	4.00
Other	3	1.50	4	2.00
No Response	7	3.50	0	0.00
Total	200	100.00	200	100.00

The table given above shows the main purpose of visiting of Indian and foreign tourists. From the observation of above that, it was found that though maximum tourists come for travel and recreation, besides other reasons also, but large proportion of Indian tourists came for travel along with other reasons also, whereas this proportion for foreign tourists is low.

44% Indian tourists come for travel and recreation whereas 78% foreign tourists come for travel and recreation. 5%-5% in both the categories come for business as well as travel. Indian tourists come to meet friends, attend social function like marriage etc. and religious / pilgrimage purpose also along with travel, or it can be said that along with above said purposes they travel also. The proportion of foreign tourists in all these categories is low as compared to Indian tourists.

Tourist's Satisfaction Regarding Various Parameters of Udaipur as Tourist Destination

Table 4: Tourist Satisfaction (Overall)

Parameters	Low	Medium	High	Rank
Hospitality of People	3.75	25.25	64.25	6
Heritage/Monuments/Palaces	0.25	12.25	80.75	2
Life Style of People	1.50	15.75	76.00	3
Culture of Rajasthan	0.50	10.25	82.25	1
Overall Infrastructure	3.50	23.50	66.25	6
Overall Stay Experience at Hotel	2.75	24.75	65.50	8
Overall Experience at Tourist Places	2.00	18.50	72.75	5
Behaviour of General Public	4.75	26.75	61.75	10
Helpful nature of general public	8.00	21.50	63.75	9
Satisfaction with current visit at overall level	1.25	16.00	76.25	4

Table given above shows tourists' satisfaction regarding various parameters and at an overall level. All the tourists were found to be satisfied with little variations regarding various parameters.

If hierarchy is observed people were most satisfied with culture of Rajasthan and ranked it first, next they were satisfied with heritage, monument and palaces of Rajasthan, at the third place comes life style of people. At an overall level they were found to be satisfied at fourth rank. Their overall experience at tourist places was good and they were

satisfied and ranked is on fifth place. On the next place come two factors they were hospitality of people and overall infrastructure.

Regarding their overall stay experience at hotel, though tourists were satisfied but to a lesser extent than other parameters and ranked it on eight place. In case of behavior of general public and helpful nature of public though people were satisfied but to a least extent as compared to rest of the other parameters and ranked those on ninth rank both.

Hence, it can be concluded that tourists were more satisfied with Rajasthan's culture heritage, life style and hospitality of its people as compared to other factor which were only facilities for them and that is the main reason why people come here.

CONCLUSION

It can be concluded from the study that majority of male tourists ranging between age of 21 to 40 years visit Udaipur city for Travel & recreation purpose. Tourists are highly satisfied with culture of Rajasthan followed by Heritage/Monuments/Palaces of this city. On the counter part they are not satisfied with the behavior of general public.

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