



A Study on Expectation and Satisfaction of Foreign Tourists Towards PPP Services in Karnataka Tourism

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ABSTRACT

Tourism is all about experiences, thrilling, exciting and wonderful experiences of mind, body and soul. Tourism is much more than a trace or a business. It involves exchange of ideas, customs, traditions, habits and culture. It enhances one's knowledge and wisdom. It leads to better understanding of people belonging to difference culture, lifestyle, heritage etc., different regions and different countries.

Today, in tourism sector, there is an acute shortage of skilled personnel, and the feedback on experience of tourists (both foreign & domestic) about the service deliveries, like basic facilities of tourists, safety and security, hospitality services, tourguides, taxi/auto drivers, entertainment/recreation are very poor. Greater thrust and greater investment to correct this short coming is the need of the hour.

Therefore Public Private Partnership (PPP) is one of the best strategies to furnish the best quality services for both foreign and domestic tourists; in tourism industry the PPP plays an vital role in fulfilling the needs of expectation of foreign tourists. PPP broadly refers to a long term contractual partnership between public and private sector agencies specifically targeted towards financing, designing, implementing and operating infrastructure facilities and services that are traditionally provided by the Government and/ or its entities. PPPs aim to take advantage of the strength of the public sector through stable governance, citizen's support and those of private sector by their enhanced operational efficiency, innovative technology, managerial effectiveness so as to deliver higher standard of service to the people with better value for money and thus fulfilling needs and expectation of all tourists in the state. In this context, my study is confined to the study on expectation and satisfaction of tourists' in Karnataka. The study helps to identify the major loopholes and lacking behind the quality service of tourism industry and expectation and satisfaction level of the tourists in the state of Karnataka.

KEYWORDS : Tourism, Tourist expectation and satisfaction, foreign tourist's trend, PPP.

1.1 Introduction:

Tourism is the act of travel for the purpose of recreation and business, and the provision of services for this act. Tourists are people who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (official UNWTO definition).

The word Tour is from **Greek** word "**Go Round**". It means join to one place with another place. Supplying of services to the tourists is called as a Tourism and it is comes under the tertiary sector in economic activity. It is one of socio-economic consequences in Modern Society.

A more comprehensive definition would be that tourism is a service industry, comprising a number of tangible and intangible components. The tangible elements include transport systems - air, rail, road, water and now, space; hospitality services - accommodation, foods and beverages, tours, souvenirs; and related services such as banking, insurance and safety and security. The intangible elements include: rest and relaxation, culture, adventure, new and different experiences.

The word "Tourism" consists of all those trades, which together satisfy the different needs of the travellers. Travel may be considered Tourism, if it satisfies the following conditions:

- Travelling is a temporary aspect.
- Travel must be voluntary.
- Travel should not have remunerative employment as its aim.

1.1.1 An Overview of Karnataka Tourism:

Tourism is defined as one of the largest industries with the annual growth rate of 7.5 percent over the past twenty years in Karnataka. It generates substantial economic benefits. The main economic impacts of tourism include its contribution to government revenues, generation of foreign exchange earnings and employment along with the initiation of various business opportunities. Moreover, the processes of economic reforms, private participation in infrastructure development and foreign investments have made tourism industry a major source of invisible earnings. Tourism is an income generating and profitable

industry. In some parts of the State tourism has transformed the face of many backward villages into frontline tourist centres.

Today, Karnataka is one of the top four states in terms of attracting foreign tourists. Karnataka has realized its strength and has been making concerted efforts in the recent years.

Karnataka is a state with strong tourism potential, ranking among the top four in tourist arrivals and being endowed with immense natural, historical and cultural resources. Recognizing the tremendous potential of the tourism sector and its positive impact on economic and social development, Karnataka has been making deliberate efforts to develop and position itself in the tourism map of India.

Karnataka needs to undertake long term measure to address the constraints and exploit the untapped potential of the tourism sector and to stimulate private sector participation to create high standard tourist attraction in the short term ensuring incremental gains in a short period.

The states outstanding natural beauty of historical and archaeological sites and ancient towns, waterfalls, coastal beaches, majestic Deccan rocks, thick lush tropical forests, sandal woods and incredible variety of rare flora and fauna, forts, palaces, ruins and temples, pilgrimage centres and hill resorts have become most important economic assets as well as tourism products.

1.2 Review of Literature:

The researcher has carried out a review of exhaustive literature relating to expectation and satisfaction of foreign tourists towards PPP services in Karnataka tourism. An attempt has been made to summarise the important studies and works keeping in mind the relevance of the present study. Literature survey used, was strong based to the research on analysing of foreign tourist issues and challenges in tourist destination of Karnataka.

Review of thesis:

Aras Kumar M.R (2007) in his study reveals the need for state government and private sector people to play a great role in develop-

ment of tourism and also perception of tourism services, problems faced by tourists, employment opportunity in hotel and souvenir industry, and future development of tourism industry particularly in Karnataka. (M.R, 2007)¹

Ahmed N.S (2009) in his study he reveals the deficiencies in Karnataka state tourism. His research study focuses on being tourist satisfaction and dissatisfaction. He has highlighted the impediments in tourism promotion from different angles such as tourist, tour operators, government agencies and other service providers. While at the same time he speaks about Karnataka abundant resources. He has outlined some key pointers for devising a comprehensive development framework, so that the Karnataka tourism industry may function proactively and obtain a place as amongst the most desirous spots in the tourist destinations in the world. However new thrust areas such as adventure tourism, coastal tourism, eco tourism which are increasingly on demand by tourist are not covered in his study. (N.S, 2009)²

Ramesh H.N (2008): discussed the concept of Service quality and has demonstrated the model of services quality gaps: it aims to measure tourists' gap between satisfaction levels of interpretation of services and their preferences of the interpretive service in Mysore. While Indian tourists regard security and safety are important factors for them to stay or revisit Mysore. Service quality is indeed an important driver of customer retention. Where price and safety perceptions are poor, there is potential for improving services quality to a significant increase in rate of retention. (N, 2008)³

1.3 Statement of the Problem:

In a competitive global environment, governments around the world are focusing on new ways to finance projects, build infrastructure and deliver tourism services. Public Private Partnerships are becoming a common Strategy to bring together the strengths of tourism sectors and fill the gaps. However there is a still remain facing several issues and challenges of foreign tourist concerning safety and security, data information system, infrastructure development, lack of tourist guides, lack of international hotels, and lack of comprehensive guide book and route map in tourist destination of Karnataka. Therefore, it is important channel for achieving economic growth through the development of tourism industry, putting them to potential through partnership.

1.4 Need for the study:

Tourism is interconnection of people and their environment, means that its long – term survival depends on sustainable tourism developments that foster healthy and vibrant natural and cultural environments. If the purpose is entertainment and enjoyment during the stay, there is a necessity to create all sorts of awareness, provide necessary infrastructural facilities, safety and security, regular up-dates of tourism information system, so that the foreign tourist goes back with a satisfying experience of Karnataka tourism. the tourism policies of both the state and central government will not be effective unless efforts are made to improve and develop essential needs like infrastructure, safety and security, hospitality and data information system, creative marketing, international hotels, tourist guides, tourist route map.

1.5 Scope of the study:

The PPP concept is relatively new and the implementing officers require necessary insight, orientation and assistance of project development, effective marketing and implementation of the projects and also economic development. Hence, the basic aim of the obligation is to strengthen the project development process in the tourism department for implementing tourism infrastructure projects through public private partnership and also identifies the expectation and satisfaction of tourists towards PPP services in Karnataka .therefore, my study is confined to tourist destination in Karnataka state.

1.6 Objectives of the study:

To study the various needs / expectation of foreign tourists in Karnataka.

- To study the role of Public Private Partnership to fulfilling needs and expectations of tourists.
- To study the problems faced by foreign tourists in tourist destination of Karnataka.
- To suggest remedial measures to overcome the problems faced by foreign tourists.

1.7 Hypothesis of the study:

H₁: There is a gap exist between expectation and satisfaction level of foreign tourists.

H₀: There is no gap exist between expectation and satisfaction level of foreign tourists.

1.8 Research methodology:

The research work is on the basis of primary and secondary data. An effort was made to collect actual data about the "Expectation and satisfaction of foreign tourists towards PPP services in Karnataka tourism", for this purpose a structured questionnaire was administered to the samples of respondents among foreign tourists in Karnataka. The sample size was selected on **Stratified Random Sampling** method. Besides, required data is also collected through interaction with the departmental heads of tourism in Karnataka.

Sample size: 125

For this study the statistical testing were used like **chi-square**, frequency and percentage.

1.9 Data Analysis:

The analysis was done by using charts, table and simple percentage and explanation is given under table.

Statistical Methods Applied Frequencies

The Frequencies procedure provides statistics and graphical displays that are useful for describing many types of variables.

Chi-Square Test

The Chi-Square test is most popular non parametric of significance in social research. It is used to make comparison between two or more nominal variables. Unlike to test of significance, the chi square is used to make comparison between frequencies rather between mean cores. This test evaluated whether the difference between the observed frequencies and the expected frequencies under the null hypothesis can be attributed to chance differences.

The calculated value of compared with the table value of χ^2 for given degree of freedom at the specified level of significance. The calculated value of chi square greater than the table value, the difference between theory and observation is considered to be significance. i.e., it could not have arisen due to fluctuation of simple sampling. On the other hand, if the calculated value of chi square is less than the table value, the difference between theory and observation is not considered to be significance. i.e., it could have arisen due to fluctuation of sampling.

Testing Hypothesis:

H₁: There is a gap exist between expectation and satisfaction level of foreign tourists.

H₀: There is no gap exist between expectation and satisfaction level of foreign tourists.

Table No. 1.01
Frequency and Percentage Responses for the Statement - H₁

SL .no	Statement	SD	D	CS	A	SA	Test Statistics
1	There is a lack of safety and security for foreign tourists in India.	F 10	18	12	35	50	$\chi^2=46.720$ p=.000
		% 8.0	14.4	9.6	28.0	40.0	
2	Only a few International standard hotels are available in Karnataka	F 11	9	20	36	49	$\chi^2=46.960$ p=.000
		% 8.8	7.2	16.0	28.8	39.2	
3	There is a lack of reliable tourism information system in tourist places of Karnataka.	F 14	28	18	45	20	$\chi^2=24.160$ p=.000
		% 11.2	22.4	14.4	36.0	16.0	

4	Free moment of foreign tourist in tourist places is not allowed, due to the problem of Terrorism.	F	28	37	3	39	18	$\chi^2=35.280$ p=.000
		%	22.4	29.6	2.4	31.2	14.4	
5	Foreign tourists demands for comprehensive guide book and information needs by website of Indian Tourism.	F	9	12	4	26	74	$\chi^2=130.720$ p=.000
		%	7.2	9.6	3.2	20.8	59.2	
6	Foreign tourists expect a simple and friendly visa system, preferably on arrival visa basis.	F	12	23	7	20	63	$\chi^2=78.640$ p=.000
		%	9.6	18.4	5.6	16.0	50.4	
7	Tourism Department of Karnataka is lacking in providing accurate and up-to-date tourist information.	F	2	6	16	28	73	$\chi^2=131.360$ p=.000
		%	1.6	4.8	12.8	22.4	58.4	
8	Safety for female tourists and children must be expected high standards in tourist places of Karnataka.	F	6	9	7	24	79	$\chi^2=154.320$ p=.000
		%	4.8	7.2	5.6	19.2	63.2	
9	Foreign tourists demands for hygienic foods and shopping malls at tourist destination in Karnataka.	F	4	8	9	23	81	$\chi^2=165.040$ p=.000
		%	3.2	6.4	7.2	18.4	64.8	
10	PPP plays an important role in maintaining and promoting, strengthening of existing tourist centres for sustainable tourism in Karnataka.	F	12	9	10	41	53	$\chi^2=67.600$ p=.000
		%	9.6	7.2	8.0	32.8	42.4	

Note: F-Frequency; %-Percent; SA-Strongly agree, A-Agree, CS-Can't say, D-Disagree, SD-Strongly disagree.

Table No. 1.02

Percentage Responses for all Statement and Testing- H_1

	Sl. No	Perception	Frequency	Percentage
H_1	1	Strongly agree	560	44.8
	2	Agree	317	25.4
	3	Can't say	106	8.5
	4	Disagree	159	12.7
	5	Strongly disagree	108	8.6
	Total responses of all Statements		1250	100
	Chi square (χ^2) tested value			599.080
	p			.000
	df			4

Note: p = Significance level, df = Degree of freedom, χ^2 = Chi square.

The above table clearly states, when the responses of all the statements of "There is a gap exists between the expectation and satisfaction level of foreign tourist. It was found that 560 respondents are strongly agreed and 317 respondents be agreed and making a total of 70.2 percent of responses are agreement. Chi square test revealed that the tested value of 599.080 was found to be significant at .000 levels. Further, it is clear that the tested value is significantly higher than the table value. Thus it indicating "There is a gap exists between the expectation and satisfaction level of foreign tourist". Therefore **the results indicate that the null hypothesis be rejected and accept the alternative hypothesis.**

1.10 Limitation of the study:

The respondents in this study were limited to 125 tourists at the selected tourist destination in Karnataka. If the subjects were drawn more than 125 respondents from other tourist centres in Karnataka, the result would be slightly difference and more generalized.

With this small size of sample of a selected destination of Karnataka, the result cannot be considered as whole.

1.11 Major findings:

- Majority of 68 percent of opinion say lack of safety and security is the unsolvable problems not only in India and it is global concern.
- Majority of 45.6 percent of respondent's opinion say free movement of foreign tourist in tourist places is not allowed due to the concerns of terrorism.
- Majority of 68 percent of responses indicates three is only a few international standard hotels are available in Karnataka.
- Majority of 80.8 percent respondents are strongly agreed about the lacking in development of micro level database like a Management Information System to capture the number of domestic and foreigners visiting the site, number of people staying in the destination, duration of stay, up to date tourist information of places visited in Karnataka.
- There is a lack of financial assistance support to PPP projects by the private sectors towards development of tourism industry by attracting more number of tourists in Karnataka.
- Majority of 82.4 percent respondent's opinion about the safety for female tourists and children must be expected high standards in tourist places of Karnataka.

- Balance to be pursued in achieving sustainable development of Karnataka.
- Majority of 83.2 percent of foreign tourists have a more demands for hygienic foods and shopping malls at tourist destination in Karnataka.
- It is so happened that all areas in tourism industry could not cope up with the needs of the potential tourists. This, in turn, causes serious concern in the overall development of tourism industry in India more particularly in Karnataka.
- Lack of commitment by tourism operators and travellers to contribute to the maintenance of the local environment and culture of the host destination.
- Strengthening tourism industries has been one of the central issues facing emerging markets and developing economies.

1.12 Major suggestions:

- The tourism ministry is also making efforts towards sensitising various stakeholders through electronic and print campaigns for ensuring the safety and security of tourists.
- Tourist Police Task Force has been established by various state governments for ensuring safety and security for tourists. Special sensitisation campaigns may be implemented for women tourists and to publicise these campaigns on global platforms. Health concerns for tourists visiting India also needs to be mitigated.
- Future tourist choice will be guided by various factors that create an image about the country and particularly state. Issues of environment and ecological preservation, human right violation, drug abuse, child sex abuses etc. will be important factors in such decision to be taken by the government of Karnataka tourism.
- Provision of funds under the Central Financial Assistance to states of Karnataka for setting up of Tourist Facilitation and Security Organization and issuance of guidelines for adoption of code of conduct for safe and honourable tourism issued to hotels, guides, tour operators and other professionals and institutions are other important steps. With rise in number of women travellers both in terms of domestic as well as foreign tourists, ensuring their safety has emerged as a major concern. The Ministry of Tourism has launched a sensitization campaign, 'I respect women', with an aim to raise awareness about the need for sensitive behaviour towards women and to provide greater security.
- For the sustainable development of tourism in the area of social, cultural, economical, medical, technological field as to indentified and create a better policy and infrastructure through PPP projects particularly in Karnataka tourist destinations.
- The department of tourism must maintain data base information system about the number of tourist visited, the infrastructure facility demand, the status of supply and revenue generated. These kind of information are to be useful in taking a appropriate decisions in establishing and providing various tourism services at a affordable price.
- The government is simply making a policy an investing huge quantum of money in tourism sector. The government must make a provision for a monitoring cell relating to supervising and properly managing and evaluate the scheme implemented by the government recommendation and the feedback of the monitoring cell can be considered in the next face of development to fulfil the international tourist demands.

- Maintain a transparent and balanced mechanism for generating travel advisories and Develop online travel registration tools for collecting data on outbound tourists. KSTDC take more initiatives for administrative arrangements to get quick access to tourist's data without compromising the data privacy for identifying tourists in times of emergency.

1.13 Conclusion:

Being a hub of the Indian IT industry, you might expect only tall corporate buildings in the state but, quite contrary to it, Karnataka is one of the most beautiful places in the country, which is well-endowed with natural beauty. Satisfaction of tourists with the different aspects of the tourism offer is crucial for profound understanding of the tourism demand. In contrast to the market segmentation approach, analysis of satisfaction focuses more on the perceived characteristics of the destination. It can go deeper into the perception of the foreign tourists, and helps to understand the perceived strengths and weaknesses of the destination. It enables evidence based creation and/or positioning of the brand in the minds of tourists. Factors like cleanliness, safety/security, transportation, infrastructure facilities, international hotels, hospitality of population, nature, professionalism of service etc., It should be integrated into other categories, like culture and attractions in order to add value and contribute to tourist satisfaction effectively.

The strongest point of this study is the size of the sample, but much more researches must be done again with wider sample and different destinations of Karnataka. Of course current outcomes of this study can be seen as practical implications for tourism stakeholders and academicians as well Government of Karnataka, Ministry of Tourism. This study can be considered as a useful information and guidance for tourism related decisions. In other words the results are of value for academicians and tourism professionals.

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