

TOURIST SATISFACTION WITH REFERENCE TO ACCOMMODATION

Commerce

Dr. Renu Sharma

Teaching Consultant, University Collage of Commerce & Management, Mohanlal Sukhadia University, Udaipur

ABSTRACT

Tourism creates huge employment opportunities, provides equitable distribution of wealth, help to acquire the much-needed foreign exchange, and bring out a speedy development & improvement of infrastructure facilities. However, Accommodation infrastructure plays a central role in Tourism sector. Accommodation facilities constitute a vital and fundamental part of tourist supply and demand. The activities of tourists, related to travelling, food and lodging at a destination are concerned around accommodation. The purpose of this study was to find out tourists' opinion & preference regarding accommodation and examine services & facilities, which attract them. It was found after comparison between Domestic and foreign tourists; foreign tourists were more satisfied with the accommodation facilities compared to domestics. Moreover, significant positive correlation was found between tourist satisfaction and accommodation.

KEYWORDS

Tourist accommodation, tourist satisfaction, services & facilities

Introduction:

Tourist satisfaction is important to successful destination marketing because it influence the choice of destination, the consumption of products and services, and the decision to return. Tourist satisfaction is a key ingredient for the survival and success of the hotel industry. In the tourism research investigating destination, (Chi & Qu, 2008) choose 33 destination items to measure tourist satisfaction, and distinguished seven key factors: lodging, dining, shopping, attractions, activities and events, environment and accessibility. Tourist satisfaction with each component invariably affects their overall satisfaction with the destination.

However, Accommodation plays a central role and basic to any tourist destinations. The traveler who left his home on a journey that cannot be completed in single day required accommodation at his destination. WTO refers tourist must spend at least one night in the destination visited to be a qualified as tourist. All tourists invariably look for a "Home away from Home".

Accommodation attempts to fulfill or satisfy such needs, which become a home away from home providing physiological and psychology base for all vital pursuits of tourist at the destination (Kapoor, 2007). Therefore, Present study focused on tourist satisfaction with special reference to accommodation.

"Life is a journey that must be traveled no matter how bad the roads and accommodation."

-Oliver Goldsmith

Characteristics of Accommodation-

- Essential component of tourism
- Tourist stays at a place of temporary residence for at least one night
- An important input, which flows into the overall tourist system
- Stay in hotel becomes a part of experiences of the tourist
- Tourism is largely dependent on the range and type of accommodation available at the destination
- A country, which provides adequate accommodation facilities suitably tailored to the requirements of the basic conditions of tourism development
- It is core area of the tourist industry and plays a distinctive role in the development.

There are various grades of Hotels, which are classified as one star to five stars based on facilities at the hotels. Tourist can select accommodation as per their need & budget. Hotel, motel and resorts are an important part of the tourism industry.

Literature Review:

Naik (1979) concluded that the future growths of tourism would largely depend on the growth of suitable hotel accommodation in the country.

Gunn (1988) revealed that Tourism has become a vital economic force throughout the world. It is a significant contributor to the economy and the developing countries are rushing into tourism for economic development. Tourism is a multi-dimensional phenomenon with different activities like accommodation, transportation, food, beverages, travel, financial services, taxis, service stations, telecom munications, retail shops, and industry supplies and so on.

Koozak (2000) stated that Tourist satisfaction is considered one of the prime variables to sustain competitive business in the tourism industry because it affects the choice of destination, consumption of products and services.

Atkinson, A (1988) revealed that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. **Knustson (1998)** found out that room clines and comfort, convenience and location, prompt service safety and security and friendliness of employee are important to guest.

Barsky and lagagh (1992) stated that employee attitude, location and rooms are likely to influence travelers' satisfaction. **Akan (1995)** revealed that the primary determinats of hotel guest satisfaction are the behaviour of employees, cleanliness and timeless.

Nova scotia (2004) concluded that customer loyalty measures the degree of commitment based on obligation or consumer preferences and degree of asatisfaction. It is the tendency of a customer to choose one business or product over another for a particular need. Staff quality, room qualities and value are the top three hotel factors that determine travellers' satisfaction. **(Choi & Chu, 2001)**

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.

Anamika Punia (2011) has concluded that Rajasthan is not well prepared for this increasing number of tourist arrival. Policies and planning to increase the availability of basic tourism facilities as accommodation, transportation, tourist reception centers etc. Are badly needed in these areas to sustained tourism industry.

Dr. Irfan Mehar (2011) state that problem of accommodation and lodging facilities vis-à-vis influx of the tourists in the Western Rajasthan since last ten years the picture is quite disappointing. To facilitate the comfortable stay of the tourists the hotel industry should be given all possible encouragement. The tourism department needs complete gearing of its administrative machinery to look into and solve various problems pertaining to lodging and transport of the tourists.

Klaus Weierna (2003) state that 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 paper concludes with implications for the management of destinations and a brief outlook for further research.

Research Methodology Objectives:

The followings are the specific objectives of the present research-

1. To find out the tourist's opinion & preference regarding accommodation.
2. To find out the services & facilities (motives) which attracts the tourists to tourist destinations?

Hypothesis:

1. There is significant positive correlation between accommodation & Tourist satisfaction.
2. There is non-significant difference in the level of satisfaction of Indian & Foreign tourists with accommodation factor.

Research Design:

Descriptive research has been adopted to conduct the present research, which is part of Ph.D. work, and a subsequent part of the same has been also for this paper.

The present study based on primary data. The data were collected from 400 tourists such as 200 foreigner & 200 domestic tourists from 5 districts of Southern Rajasthan namely Udaipur, Chittorgarh, Rajsamand, Dungarpur, Banswara.

The main sources of primary data are collected from the tourists through a well-structured questionnaire. As the area of the study is limited in districts of Rajasthan and as the total population of tourists is numerable. The convenience sampling techniques are used for this study.

Tools of Analysis-

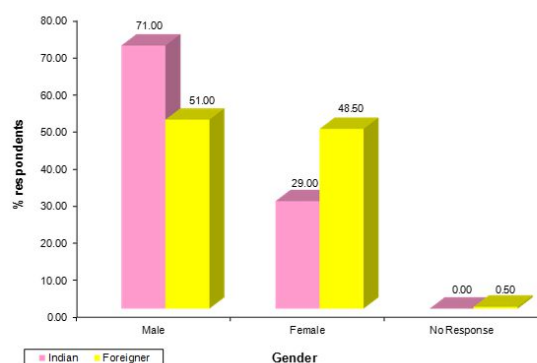
The data thus collected were analyzed by using statistical tools like Z test, correlation, percentage and Ranking method to examine satisfaction level.

Data Analysis Results

The analysis of primary data given in below tables:-

Table: 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, whereas 51% male respondents and 48.50% female respondents among foreign tourists. 0.5% i.e. 1 foreign respondent did not disclose his/her gender. The data reveals that the higher percentage of female tourists among foreign tourists i.e. 48.50 percentage compared to 29% female in domestic category shows more freedom of travelling and more economically independence of foreign female tourists compared to female domestic tourists.

Table 8: Approximate duration of stay in this city.....days

Response	Indian	%	Foreigner	%
1 Day	20	10.00	10	5.00
2 Days	58	29.00	38	19.00
3 Days	52	26.00	42	21.00
4 Days	16	8.00	14	7.00
5 Days	14	7.00	30	15.00
> 5 Days	11	5.50	7	3.50
No Response	29	14.50	59	29.50
Total	200	100.00	200	100.00

The table given above shows the distribution of respondents according to the number of days they stay here. Maximum of Indian tourists were found to have stayed for 2-3 days in case of Indian as well as foreign tourists. In total 45% Indian tourists stayed for 2-3 days where as 40% foreign tourists stayed for 2-3 days. 10% Indian tourists stayed for 1 day whereas 5% foreign tourists stayed for 1 day. 15% Indian tourists stayed for 4-5 days whereas 22% foreign tourists stayed for 4-5 days.

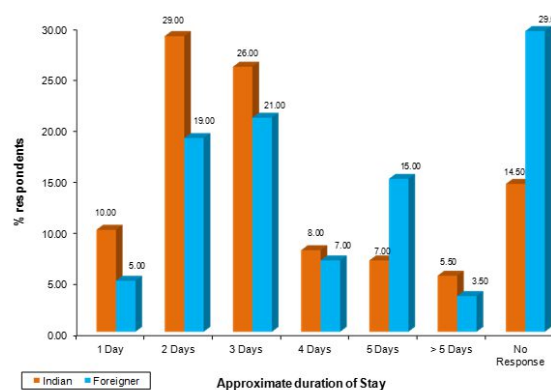


Table 11: Class of Hotel

Response	Indian	%	Foreigner	%
1 st Class	1	0.50	0	0.00
2 nd Class	10	5.00	0	0.00
2 Star	10	5.00	5	2.50
3 Star	21	10.50	29	14.50
4 Star	2	1.00	8	4.00
5 Star	4	2.00	28	14.00
A	2	1.00	0	0.00
B	6	3.00	0	0.00
Dharmshala	1	0.50	0	0.00
Guest House	0	0.00	29	14.50
Heritage	5	2.50	3	1.50
Non Star	42	21.00	1	0.50
Paying Guest Home	0	0.00	5	2.50
Residential	0	0.00	2	1.00
Economy	0	0.00	2	1.00
No Response	96	48.00	88	44.00
Total	200	100.00	200	100.00

The above table depicts the distribution of foreign & domestic respondents according to their class of hotel.

This table reveals that the higher percentage of domestic tourists (21%) preferred Non-star hotels that means economy budgeted hotels as their accommodation. The next respondents preferred were three star hotels (10.50%). The lower percentage was 5% preferred 2nd class and 5% stay on two stars. Some respondents preferred were secondary accommodation such as heritage (2.5%) and Dharmshala (.50%).

However, the majority of foreign tourists preferred three star (14.50%), 5 star (14%) and Guesthouses (14.50%) as their accommodation. The lower percentage of foreigner preferred 2nd star (2.50%), 4 star (4%) and paying guesthouse (2.5%). 44% did not disclose their accommodation.

These data clearly reflect that in case of foreign tourists, most of the tourist (35%) stays in Star hotels (2 star-5stars) and 14.50% respondents stay in guesthouse compared to domestic tourist. The

tendencies of domestic category to accommodation economically lower than foreign species.

Tourist Satisfaction related to Accommodation

Tourists come for visits to a particular place to relax and entertain themselves and they pay for it and if despite making payments and expanding money they do not get proper infrastructure and facilities for which they are paying they do not get satisfaction and they get hurts and people do not come again to that place.

Respondents were asked to rate their satisfaction level on different aspects of various factors of infrastructure, travel facilities & governance like- Hotel, Travel & Traffic, Public Administration etc. on the scale of five from highly satisfied to highly dissatisfied. These score for different aspects of different infrastructure factor and for overall level are show in table given below.

Satisfaction with Hotel Facilities

S.No.	Service / Facilities	Satisfied (%)	Rank		
		Low	Medium	High	
1	Location of Hotel	2.00	19.75	78.25	1
2	Room services	4.50	29.00	66.50	6
3	Water Supply in Hotel	3.25	29.50	67.25	3
4	Power supply in Hotel	2.75	21.75	75.50	2
5	Restaurants/Bar in Hotel	5.75	28.00	66.25	5
6	Foods & Beverages Quality	6.00	31.25	62.75	8
7	Food of Choice at hotel	6.00	34.75	59.25	7
8	Communication facilities in Hotel (Phone)	6.25	36.25	57.50	9
9	Internet facility in Hotel	10.50	38.25	51.25	10
10	Parking Facilities at hotel	8.50	44.50	47.00	11
11	Clean and Hygiene at hotel	6.50	25.25	68.25	4
12	Availability of Conference Hall	11.25	53.50	35.25	12
	Overall average	6.10	32.65	61.25	

The table given above shows the distribution of respondents according to satisfaction they get from various hotel facilities. The above table reveals that tourists were most satisfied with Location of hotel, then power supply of second number then with water supply in hotel and clean & hygiene at hotel.

From the facilities like Restaurant or bars at hotel, Room services, Food of choice at hotel, food & beverages quality and communication facilities at hotel, tourists were moderately satisfied.

Tourists were found less satisfied with facilities like internet facilities at hotel, parking facilities at hotel and availability of conference hall at hotels.

Hence it can be concluded that regarding hotel facilities tourists were most satisfied with infrastructure facilities then moderately satisfied with facilities provided at hotel like food, room services etc. and found less satisfied with parking facilities, internet facilities etc.

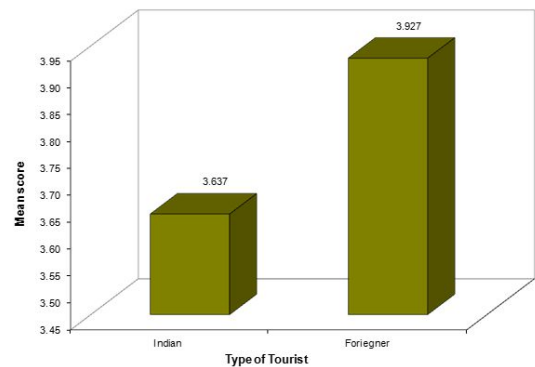
Satisfaction with Hotel facilities

Factor	Mean
Hotel	3.86

Satisfaction with various infrastructure and tourist factor Factor- Hotel

Tourist Category	N	Mean	SD	Z	Result
Indian	200	3.637	0.636	-4.54	***
Foreigner	200	3.927	0.643		

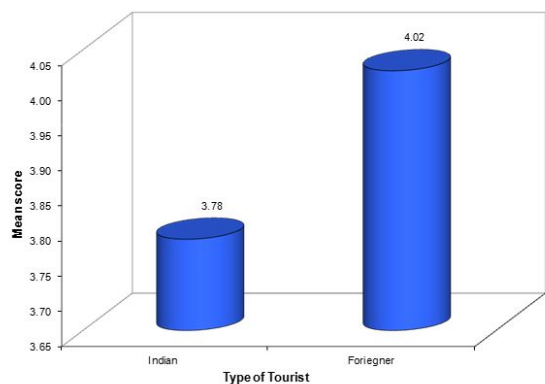
The test results given above show that there is highly significant difference in the satisfaction level of Indian and Foreign tourists with reference to hotel. The result shows that foreign tourists are more satisfied as compared to Indian tourists and this difference is highly significant ($Z = -4.54$, $p < 0.001$)



Overall Stay Experience at Hotel

Type of Tourist	N	Mean	SD	Z	Result
Indian	187	3.78	0.74	-2.95	**
Foreigner	189	4.02	0.80		

Overall stay experience at hotel – Satisfaction regarding overall stay experience at hotel was above average level for both Indian and foreign tourists and the difference in the satisfaction level of Indian and foreign tourists was highly significant ($Z = -2.95$, $p < 0.01$) and foreign tourists were found to be more satisfied as compared to Indian tourists.



Correlation-

For the testing of Hypothesis, relevant data was found only 353 for Hotel Factor. Therefore, I examined only 353 respondents for testing of correlation between accommodation and tourist satisfaction.

Correlation between accommodation & Tourist satisfaction-

Factor	N	r	Result
Hotel	353	0.427	***

Hence, our null hypothesis is accepted and it is concluded that despite significant difference in the satisfaction level with reference to certain factors at overall level non-significant difference in the satisfaction level of Indian and foreigner tourists exists with reference to various infrastructure and tourist factors.

Conclusions:

The study concluded that foreign female tourists have more economically independent and freedom to travel compared to Domestic female tourists. The overall duration of stay of domestic as well as foreign tourist was 2& 3 days. Majority of the foreign tourists stays in Star hotels (2 star-5stars) and in guesthouse compared to domestic tourists. The tendencies of domestic category to accommodation economically lower than foreign species.

As per the analysis done using z test, a highly significance in the satisfaction levels of Indian & Foreign tourists with reference to hotel was found. The result also shows that foreign tourists are more satisfied with location of hotel, power & water supply, cleanliness & hygiene services as compared to Indian tourists. Karl Pearson's Coefficient of correlation between overall tourist satisfaction and accommodation facilities is non-significant was found.

Suggestions:

- There is a need to develop suitable infrastructure in terms of accommodation and transport in order to improve accessibility and feasibility requirements of all categories of domestic and foreign tourists.
- Provision for decent quality accommodation at reasonable prices should be made for domestic as well as foreign tourists of all segments.
- The traditional concept of associating hotels with foreigners only has to be reviewed.
- The accommodation sector should be encouraged to provide complete and authentic understanding of Indian art and culture so that tourists are not left on their own to pursue their culture interest.

Limitation of the study:

The study was confined only to the tourist arrivals both foreign and domestic tourist in Southern Rajasthan.

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