

# A Study on Customer Satisfaction of Tourist Services in Tiruchirappalli District

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**Abstract** - Tourism sector is revolutionized in the impact globalisation and technological developments. It provides direct and indirect employment to many people namely hotel, transport services, banking services and travel guides. So important aspect is to decide selection of tourist place depends up on tourist satisfaction about these services. If tourist is satisfies the services namely transport, food and accommodation. These factors motivate the tourists' aspirants to select the particular tourist's service for their vocational trips. The sampling was confined as 90 prospective respondents. The primary data were collected through well structured questionnaire. The tourism service providers concentrate on quality services, because transport vehicles, hotel accommodation are the main factors influencing customer satisfaction. So the researcher suggests that tourism service providers take initiative for offer quality services.

**Key words:** Tourism, transportation, banking service

## I. INTRODUCTION

Tourism over the years has developed to be the largest and fastest growing industry in the world. It is also one of the major recreational practices of the modern culture of the people. Tourism industry development is understood by almost all countries of the planet as essential elements in the economic growth of the nation. It is considered as a industry can reveal our national heritage and cultural standard of our forefathers.

Tourism industry operates as important process of both economic and social change. It can motivate employment opportunities and foreign direct investment; create path way to innovative economic strategies and generate export and contacts to business people. The products and services consumed by the foreign tourist and their expenses is contributed our country economic development. In the process, the total income earned from tourism is a number of times more than the actual spending. The multiplier effect of tourism receipts is completely recognized as spreading to secondary and tertiary spheres of the economic activities of a nation. It encompasses economic, social cultural, educational and political significance. Marketing and promotion are of vital importance in tourism because of the competitive nature of the industry both within and between the generating countries. Tourism creates direct, indirect and induced employment. It produces a vast spectrum of employment form highly qualified and trained managers of five-star hotels to room boys, sales girls, and artisans. With its faster growth, new horizons of

employment open up for the unemployed and underemployed youth of the developing countries.

Today, tourism is the fastest growing industry in the world and also one of the most competitive sectors. This competition is constantly growing as more and more destinations seek to attract tourists and more companies and organizations become involved in highly skilled business of destination planning, transportation, accommodation and catering for the tourists. Travel and tourism needs to be marketed more vigorously than other products as it is an industry in which the customer has immense variety of choice and also varied motivations for travel.

Tourism sector is revolutionized in the impact globalisation and technological developments. It provides direct and indirect employment to many people namely hotel, transport services, banking services and travel guides. So important aspect is to decide selection of tourist place depends up on tourist satisfaction about these services. If tourist is satisfies the services namely transport, food and accommodation; he motivates their family member to select particular tourist for their vocational trips.

## II. REVIEW OF LITERATURE

Eunice Fay Amisah (2013) assessed the factors that influence overall tourist satisfaction with hotels and also examined the relationship between service quality, tourists' levels of satisfaction and revisit intentions in the hotel industry using the gap model. The study was conducted in Cape Coast and Elmina, two of the most popular tourist destinations in Ghana. The results revealed four main

factors which influence tourists' satisfaction with hotel services. Also, there was a significant relationship between satisfaction and revisit intentions. It is recommended that management of these hotels should put in place strategies to improve employee confidence, prompt delivery of service and materials associated with service<sup>1</sup>.

Thi Hai Ninh Do (2016) identify the main factors influencing a traveler's Destination Decision-Making Process (DDMP) by applying a hybrid Multi-Criteria Decision-Making (MCDM) model. To examine the relationship among the three dimensions such as tourist motivation, information searching process, decision making of the DDMP, the MCDM model, combining decision-making trial and evaluation laboratory (DEMATEL) and Analytic Network Process (ANP), was adopted. Based on a literature review, six main perspectives and fifteen criteria were extracted and subsequently validated by six tourism experts. A questionnaire was then constructed and answered by both tourism experts and tourists. The results show that the external search is the most important perspective, and it also influences the remaining perspectives. Furthermore, this work presents the criteria for each perspective. By proposing strategies to academics and practitioners, this study can serve as a valuable guide and reference for travel destinations in order to attract more tourists<sup>2</sup>.

Castro, J.C., Quisimalin, M., de Pablos, C., Gancino, V. and Jerez, J. (2017) identifying and validating determinants of tourist satisfaction. The sample synthesized an unknown sampling frame of 610 random tourists, representative sample where a semi-structured personal survey of 34 questions was applied considering 46 moderate variables and 9 classification variables. All this was validated with the internal consistency of the model through composite reliability (CR), and Cron Bach's alpha, convergent validity was analyzed using the mean variance extracted (AVE), the structural model was examined through the coefficient Of determination (R2) and the Path ( $\beta$ ) values, determined that this relationship is positive and consistent between variables of infrastructure, attention, cleanliness of the establishment and availability of parking; food and fun; ease of finding places and availability of service information; gastronomic and cultural tourism, positive tourism experience, successful choice of destination, fulfilled expectations, repetition of the trip and recommendation of destination<sup>3</sup>.

<sup>1</sup> Eunice Fay Amissah (2013) "Tourist Satisfaction with Hotel Services in Cape Coast and Elmina, Ghana", American Journal of Tourism Management 2013, 2(1A): 26-33.

<sup>2</sup> Thi Hai Ninh Do (2016) "Destination Decision-Making Process Based on a Hybrid MCDM Model Combining DEMATEL and ANP: The Case of Vietnam as a Destination", Modern Economy, Vol.7, pp. 966-983

<sup>3</sup> Castro, J.C., Quisimalin, M., de Pablos, C., Gancino, V. and Jerez, J. (2017) Tourism Marketing: Measuring Tourist Satisfaction. Journal of Service Science and Management, 10, 280-308

### Statement of the problem

Indian tourism industry is growing enormously with the development of information technology. People from foreign countries came to know about Indian tourist place through online and some tourist agencies. Tourism is helps to provide employment and growth opportunities to other service sectors like hotel and accommodation, transport and banking. These services are very important for every tourist. If a tourist is going select a tourist place; tourist try to know is it important services available at tourist place namely good food and accommodation, communication facilities, banking services, transport facilities and so on. These facilities may not available the tourist change place. The present study is an attempt to know the perception of tourist about services they consumed in Tiruchirappalli district.

### Objectives of the study

The following objectives were framed for the present study

1. To study the tourist satisfaction about services of tourism in Tiruchirappalli District
2. To know the factors influencing service quality of tourism
3. To offer suitable suggestions to improve service quality of tourism services

### III. METHODOLOGY

The present study is descriptive and analytical in nature. The study covers tourist places in Tiruchirappalli district. So this study is confined as study area Tiruchirappalli District. The sampling was confined as 90 prospective respondents. The primary data were collected through well structured questionnaire. The secondary data were collected from various websites, books, journals and official records.

#### Customer satisfaction about transportation facilities

S. No	Satisfaction level	No. of Respondents	Percentage
	Highly satisfied	27	30.0
	Satisfied	33	36.7
	No opinion	3	3.3
	Dissatisfied	15	16.7
	Highly Dissatisfied	12	13.3
	<b>Total</b>	<b>90</b>	<b>100.0</b>

#### Source: Primary Data

The above table reveals that maximum 66.7% of the respondents were satisfied about transport facilities. 30% of the respondents were dissatisfied about transport services.

#### Karl Pearson co-efficient correlation Test

S. No.	Statement	Mean	Standard deviation	R value	Statistical inference
I	Transport Service	2.20	1.436	.039	0.435>0.05 Not significant
II	Hotel and accommodation	1.96	1.372	.160**	0.013>0.05 Significant
III	special cuisine	3.18	1.464	-.025	0.622>0.05 Not significant
IV	Communication service	3.04	1.188	.104*	0.018>0.05 Significant
V	Safety and security	3.40	1.236	-.164**	0.001>0.05 Significant
VI	Tourist guide	2.98	1.243	-.036	0.467>0.05 Not significant
	Overall satisfaction about services of tourism	13.73	4.929	-0.021	0.003>0.05 Significant

#### IV. RESEARCH HYPOTHESIS

There is a significant relationship between gender of the respondents and their Overall satisfaction about services of tourism

##### Null hypothesis

There is no significant relationship between gender of the respondents and their Overall satisfaction about services of tourism

##### Statistical tools

Karl Pearson co-efficient correlation Test was used for the above table

##### Findings of hypothesis

The above table reveals that there is no significant relationship between gender of the respondents and their Overall satisfaction about services of tourism. Hence, the calculated value is greater than table value ( $P>0.05$ ). So the research hypothesis is rejected and the null hypothesis is accepted

#### V. FINDINGS OF THE STUDY

- 71.3% of the respondents agree with the view that special cuisine available is in high quality.
- 72.1% of the respondents satisfied with the Hotel and accommodation service.
- 57.6% of the respondents agree with the view that Guides provide services according to the tourist wishes.
- 70.2% of the respondents agree with the view that Tiruchirappalli has more entertainment facilities like cinema theatres, shopping malls, attractive tourist places etc

- 61.7% of the respondents agree with the view that Travel expenses are affordable by the tourist
- 58.1% of the respondents disagree with the view that Hotel services provide good security and all the corridors fix with CCTV cameras

#### VI. SUGGESTIONS

- Banks with ATM facilities should be started in centres of tourist attraction. Banks and ATM centres are primary need of the tourist. They transfer money and also exchange their currency to our nation currency in proper way, so they need banking facility.
- The tourism service providers concentrate on quality services, because transport vehicles, hotel accommodation are influencing customer satisfaction. So the researcher suggests that tourism service providers take initiative for offer quality services.
- Government take initiatives to control over tourism products like control over price, quality of product and quality services and so on. Because most of the tourist places tourist paying more than product or services is affordable.

#### VII. CONCLUSION

Today, tourism is the fastest growing industry in the world and also one of the most competitive sectors. This competition is constantly growing as more and more destinations seek to attract tourists and more companies and organizations become involved in highly skilled business of destination planning, transportation, accommodation and catering for the tourists. Travel and tourism needs to be marketed more vigorously than other products as it is an industry in which the customer has immense variety of choice and also varied motivations for travel.

#### REFERENCES

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