

Tourist Satisfaction towards tourism infrastructure availability in new capital city A case study on Andhra Pradesh

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Abstract - The aim of this study is to evaluate tourist satisfaction among international and domestic visitors who are visiting the Capital city of Andhra Pradesh. The Study is determining the gap between tourist expectations and experiences based on positive and negative aspects. The main purpose of this research study is to evaluate the importance and satisfaction of tourists towards the infrastructure, facilities, amenities and services offered by tourist's destinations of new capital city of Andhra Pradesh. The result was drawn from questionnaire survey of 35 visitors and the data were analyzed using sample data.

Keywords: *Tourism infrastructure, new capital city, tourist satisfaction, Andhra Pradesh*

I. INTRODUCTION

Tourism exists because of attractions (Gunn in Alhemoud and Armstrong (1996)). Attractions are foreseen and mentally visualized by a future traveler. However, element of attraction is not purely the reason that attract tourist to a destination. Plan of appropriate tourist facilities should come stable with tourist attraction elements in order to maintain the sustainability in tourism industry. For many countries tourism has become a prominent source of business as well as employment. The mix of destination attractions and facilities create a set of intangible experiences for tourists known as tourism product. A tourism product is any offering that can satisfy need or want of customers (Kim, 2001). It may consist of one or more combination of components. In tourism destination management, maximizing travel satisfaction is crucial for a successful business. The evaluation of the physical products of destination (instrumental performance) as well as the psychological interpretation of a destination product (expressive attributes) are necessary for human actions (Swan & Combs, 1976; Uysal and Noe, 2003), which could be represented as travel satisfaction and destination loyalty. Since the expressive is more related to emotion, whereas instrumental performance is more cognitively oriented, expressive experiences truly motivate and contribute to satisfaction. Instrumental performance includes maintenance attributes which, if absent, could create dissatisfaction. Both concepts can be examined within the context of a tourism system representing two major components of the market place, namely, demand (tourist) and supply (tourism attractions). It has been suggested that the instrumental and expressive attributes work in combination to produce overall satisfaction

(Jurowski, Cumbow, Uysal and Noe, 1996; Uysal and Noe, 2003).

The New capital city of Andhra Pradesh:

Amravati is envisaged to be developed as smart, green and sustainable city. Amravati is the riverfront Capital City of the India State of Andhra Pradesh. It is located on the Southern banks of the Krishna River in Guntur District of Andhra Pradesh Capital region. Andhra Pradesh was rich in tourist attractions including beaches, hills, caves, wildlife, forests and temples.

II. RESEARCH GAP

Several national and international studies were referred majority of the studies highlighted about the tourist's satisfaction with respect to tourism infrastructure facilities and also satisfaction with accommodation, outdoor activities, and attractions at particular place/region. However, no study was covered mainly on tourism infrastructure satisfaction on amaravathi a new capital city of Andhra Pradesh. This study recommend improvement strategies that should be prominence in tourism development action plans, to provide better services for future tourists

Objective:

1. To Known Tourism facilities and services in Amravati.
2. To investigate the Satisfaction levels of Tourist who visits the Amaravathi, a newly formed capital city of Andhra Pradesh.

Hypothesis (H₁): There is significance difference among the Amaravathi Tourist's satisfaction with respect to their demographic characteristics

III. LITERATURE REVIEW

Tourism infrastructure is usually influenced by the commercial enterprise and importance in overall economic development and characteristics of the commercial enterprise product. In some economies, commercial enterprise potential to strengthen alternative economic sectors in rural and concrete regions has resulted with prioritization within the development and improvement of onerous infrastructure (facilities, utilities, transportation networks) whereas the soft infrastructure (human resources) have left underdeveloped (Thapa, 2012)

Infrastructure focuses more on providing necessary conditions for development, while recreational facilities are seen as a way to improve everyday life. They should be accessible on everyday basis and developed for area people and guests (Bell et al. 2007; Lewinson, 2001), including a range of different elements from hiking, trekking and thematic trails to sports halls, water parks and swimming pools (Hadzik and Grabara, 2014; Heldt, 2010). The scope infrastructure is broad and associated with all those parts during a destination that alter and boost commercial enterprise development (Swarbrooke and Horner, 2001)

Tourist satisfaction is the measure between tourists' actual feelings after the travel and their expectations before the traveling. It is a key element to consider scenic spots competitiveness. Beard (1980) Value that tourist satisfaction was based on the positive effect of comparison

between tourists' expectation and real perception; it should be a "positive" cognition or feeling. Seohe (2006) explain that tourist satisfaction not only referred to tourists' experience in tourist destinations but rather a reflection of whether the tourist was satisfied with tourist destination. However, tourism infrastructure has very prominent role to tourist satisfaction from destination (Susskind et al. 2000). As per Malthouse et al. (2004) satisfaction with accommodation, outdoor activities, and attractions has the highest impact on overall satisfaction with the destination.

The main point is the tourists to recommend destination to other tourist's friends and relatives, to share positive response about destination (Moscardo 2017). Mikolon et al. (2015) emphasis that responses to play a important role in encouraging visitors and supporting more positive tourist experiences. According to (Persson and Ryals 2010) Word-of-mouth is positively influenced by destination perceived quality and tourist satisfaction.

IV. RESEARCH METHODOLOGY

The Primary data was collected through questionnaire survey. The questionnaire consists of demographic profile and 11 attributes using Likert scale of 5 ranging from 1(very unsatisfied) to 05 (Very satisfied) with a neutral position in the middle scales the respondents were required to state their level of response based on their expectations. The collected data then were analyzed using SPSS Application. T-test and Annova test utilized to show significant result.

V. FINDINGS

Table.1. Differences among tourist's satisfaction regarding infrastructural facilities in new capital city at Andhra Pradesh.

	Demographics of tourists	N	Mean	Std. Deviation	Mean squares	F	Sig	Hypothesis accepted
Tourist's satisfaction	Age							
	up to 20	2	4.00	1.414	.467	1.302	.286	H ₀
	20-40	30	3.53	.571				
	40-60	3	4.00	.000				
	Education							
	Matriculation	1	3.00	.	.193	.514	.603	H ₀
	Graduate	14	3.64	.633				
	post Graduate	20	3.60	.598				
	Occupation							
	Public sector employee	6	3.33	.516	.262	.698	.560	H ₀
	Private sector employee	11	3.73	.467				
	Un employee	10	3.70	.483				
	others	8	3.50	.926				

From the table.1.The researcher can understand that there is no significance differences among tourists and their satisfaction regarding infrastructural facilities in the new capital city of Andhra Pradesh with respect to their demographics {Age : F =1.302, P(.286) >0.05, Education: F=.514 , P(.603) > 0.05,Occupation: F=.698,P(.560)>0.05} at 5% level of significance. That means all tourists are satisfied regarding Tourism infrastructural facilities at new capital city Amravati, in Andhra Pradesh.

Table 2 Differences among tourist’s satisfaction regarding infrastructural facilities in new capital city at Andhra Pradesh.

	Demographics	N	Mean	Std. Deviation	T	Sig	Hypothesis accepted
Tourist’s satisfaction	Gender						
	Male	21	3.71	.561	1.390	.174	H ₀
	Female	14	3.43	.646	1.350	.189	H ₀
	Marital status						
	Married	16	3.69	.602	.782	.440	H ₀
Unmarried	19	3.53	.612	.783	.439	H ₀	

From the table.2.The researcher can understand that there is no significance differences among tourists and their satisfaction regarding infrastructural facilities in the new capital city of Andhra Pradesh with respect to their demographics {Gender: T=1.390, P (.174) >0.05, T=1.350, P (.189) >0.05}, {Marital Status: T= .782, P (.440) >0.05, T=.783, P (.439) >0.05} at 5% level of Significance. That means all the tourists are satisfied regarding Tourism infrastructural facilities at new capital city of Andhra Pradesh.

VI. CONCLUSIONS AND RECOMMENDATIONS

The Majority of Tourists were satisfied with the availability of Tourism Infrastructure in New capital city of Andhra Pradesh. Although Most of the tourist’s have been satisfied with existing facilities and amenities but tourist’s expecting better services and facilities and also service providers like travel agents, more tourist information centers and shopping centers near tourist places. It is suggested that the social carrying capacity study to be conducted for better management of the destination. Moreover, better hospitality and services should be done for tourists. The other most important ones are development of infrastructure products like trekking material, winter sports material, wildlife and beach resorts and trained human resource. Facilitating and developing private sector participation is additional factor to the growth of tourism infrastructure.

However, they are domestic tourists, yet they want to be entertained while travelling and therefore the tourism authority of Andhra Pradesh should take action to make their satisfaction is satisfactory too.

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