



An assessment of tourists perception and satisfactions on Tanjore traditional tourism

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Received: 10 April Revised: 18 April Accepted: 26 April

Abstract

Tourism has become an important global economic and leisure activity due to its growing acceptance and benefits. Therefore, countries engage in numerous marketing and promotional activities to attract more tourists and improve their satisfaction. If destination can identify and satisfy the needs and wants of tourists, these tourists will probably make repeat visits and spread positive word of mouth publicity. The close relationships among the psychological variables, such as motivation, attitude, perception, and satisfaction have to be discussed. Therefore, it is worthwhile to use these variables to study about the tourists' behaviour. The main objective of this paper is to identify the relationship between the tourists' perception and satisfaction and discuss how it will influence on Tanjore traditional tourism.

Indrouction

Tourism is a major social phenomenon of modern society with enormous socio economic consequences. It is importance as an instrument for economic development and employment generation. Tourism is an industry that helps to earn huge foreign exchange that creates direct and indirect employment opportunities to every section of the society. Particularly remote backward areas have been well recognized the world over. Besides it promoting the handicrafts fine arts of the nation, it helps in preserving the nature's beauty cultural heritage of land traditions of soil and strengths the process of national integration and universal brotherhood. The importance of tourism is as a creator of job opportunities. So Thus, the study is confined to the various factors of Traditional Tourism of Tanjore Region. It examines the potential of Traditional Tourism with respect to tourist perceptions and satisfaction and tries to bring out effective customer retention strategies. This study helps the new techniques to promote tourism product in Tanjore and increase the number of tourist arrivals.

Satisfaction helps to create, develop, and maintain a favourable publicity and goodwill about a tourist destination Satisfaction is a measure of how products and services supplied by a destination meet or surpass the customer expectations. Also, the customer satisfaction is considered as an important performance indicator of a successful business operation. In a competitive tourism business, customer satisfaction is seen as the main differentiator and increasingly becomes the key element of business strategy Tourists travel to fulfil their dreams also considered as to have a psychological relief.

Motivation and satisfaction are closely interrelated like two sides of a coin and tourists determine the travel decisions based on their expectations. India boasts one of the oldest, most complex and most fascinating civilization in the world and a history reaching back 4000 years. The



philosophies and religions that have evolved in India are attractive and intriguing. It is a country of all seasons and all reasons. It is an interesting and charming introduction of India as a tourist country. For the traveller, India and her history are both an inspiration and a challenge. A community with a closely knitted culture and tradition constitutes the identity of any settlement. The rituals and customs were the results of a myth, facts or historical background. Though historical towns in Tamilnadu can be classified as single centered or multcentred, a strong religious and heritage characters bounds the town and in turns it propagates the growth from earlier periods.. It is also invites tourist in major role and its proper heritage town to develop sustainable urban design strategy.. Tamilnadu has more than 4,000 years of continuous cultural history. Tamil Nadu known as the 'temple state of India', and all across this magnificent state one will find a remarkable memorials, temples containing involved carvings and humbling gateways in Tamil Nadu.

Tanjore has some of the most remarkable temple architecture in the country, and a living tradition of music, dance, folk arts and fine arts. Tamil Nadu culture and tradition together which attracts tourists from the whole world. It is characterized by a history ,dates back to over five thousands years and a rich culture. Tanjore is well renowned for its temple towns and heritage sitesTamil Nadu is taking a lot of opportunity for the development of tourism industry. It has many heritage centers,and pilgrimage centers. So that the researcher is interested to posses Perception and Satisfactions in tanjore traditional tourism

Review of literature

Pougajendy and Senapathi (2011)¹ in this study is the outcome of the title 'An Empirical Study on awareness level of Medical Tourism in Tamilnadu (Chennai).The main objective of the study is to find awareness and attraction of medical tourism customers to Chennai. Over the last few decades, medical tourism has evolved into a full - fledged industry; medical tourism is the major driver of economic growth. It is to be one of the significant sectors of the economy for attracting investment and generating employment. A survey was conducted to assess awareness towards medical tourism for which 50 respondents were selected for the study. The study was undertaken for a period of two months May-June 2011. Convenience sampling was adopted for collecting the information from the respondents in Chennai. Convenience sampling has its own limitation, because the chances of right person being selected can be less. The questionnaire designed is a one consisting of closed ended, multiple choices, dichotomous, ranking and open ended questions .To find appropriateness the Questionnaire was tested among 10 respondents and found out no change needed , hence the existing questionnaire was used for the entire study. The collected data are tabulated and analysed using Percentage analysis. From the study it is found that majority of customers are aware of Medical Tourism, some suggested to impress by means of advertisement and insurance benefits in order to attract medical tourist from different parts of world.



Spathis, C., Petridou, E and Glaveli, N (2004)², wrote “ Managing Service Quality in Banks: Customers, Gender Effects. Managing Service Quality”. The paper discusses service quality of the Greek banks as perceived by the customers and analyses how perception of service quality; - terms of effectiveness and assurance, access, price, tangibles, service portfolio end reliability differs across gender. The results of the empirical study of 1,260 customers of Greek banks supports the hypothesis that males and females have different perceptions regarding the service quality delivered to them.

Methodology

. This study is an analytical one based on primary and secondary data. The secondary data required for the study was drawn from published documents of India Tourism Development Corporation Limited (ITDC), Tamilnadu Tourism Development Corporation Limited (TTDC), journals, articles, books reports relating to tourism and other websites relating to tourism.

The data collected from the above sources are supplemented by the information collected through discussions with the persons related to the tourism industry. For collecting primary data questionnaires were prepared. Before preparing the questionnaire a pilot study was conducted in which discussions were held with subject experts. After the completion of the pilot study, the questionnaire was modified and restructured based on subject experts and prepared the questionnaires for tourists.

Tourism is a fastest growing industry where human spirit is deeply involved to know more about the nature and its mysteries. A tourist is keen to know about the phenomenon of the tourism and he has a hope of getting maximum satisfaction when he plans a tour program. Tourism is a composite of activities- services and industries that delivers a travel experience namely transportation, accommodation, eating and drinking establishment, shops, entertainment, activity facilities and other hospitality related services available for individuals or groups that are travelling away from home. The present study has made an attempt to analyze the level of satisfaction of tourists who visited to different tourist centers at Tanjore District, Tamil nadu.

Sampling

The study is to examine the Customer's Perception and Satisfaction of Traditional Tourism of Tanjore Region, Tamilnadu. A study of this nature required the selection of a suitable place. To fulfil this, collection of primary data from the tourist of Traditional Tourism of Tanjore Region becomes pertinent. For the purpose of analysis, the data has been collected from seven hundred and fifty customers from the selected sampled Traditional Tourist of Tanjore Region. The samples have been selected on the basis of convenient random sampling techniques. Convenient sampling method is adopted for choosing 700 domestic tourists and 50 foreign tourists in the study area.



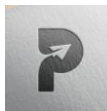
Table –opinion regarding level of satisfaction of traditional tourism of tanjore region

S.No.	ITEMS		SA	A	N	DA	SDA	TOTAL	Mean	SD	Alpha
1	Accommodation	Freq	46	60	127	384	133	750	3.66	1.05	0.719
		%	6.14	8.00	16.93	51.20	17.73	100			
2	Food	Freq	45	73	166	361	105	750	3.54	1.04	0.700
		%	6.00	9.73	22.13	48.13	14.00	100			
3	Transportation	Freq	53	58	236	250	153	750	3.52	1.11	0.702
		%	7.07	7.73	31.47	33.33	20.40	100			
4	Shopping facilities	Freq	46	93	191	322	98	750	3.44	1.06	0.707
		%	6.13	12.40	25.47	42.93	13.07	100			
5	Guidance/Information services	Freq	45	83	202	306	114	750	3.48	1.07	0.706
		%	6.00	11.07	26.93	40.80	15.20	100			
6	Banking services	Freq	66	97	175	307	105	750	3.38	1.14	0.700
		%	8.80	12.93	23.33	40.93	14.00	100			
7	Communication facilities	Freq	44	91	224	260	131	750	3.46	1.09	0.704
		%	5.87	12.13	29.87	34.67	17.47	100			
8	Vehicle parking	Freq	58	76	213	286	117	750	3.44	1.11	0.700
		%	7.73	10.13	28.40	38.13	15.60	100			
9	Peaceful atmosphere	Freq	57	96	198	275	124	750	3.42	1.13	0.709
		%	7.60	12.80	26.40	36.67	16.53	100			
10	Sanitation and drinking water	Freq	51	79	207	274	139	750	3.49	1.11	0.705
		%	6.80	10.53	27.60	36.53	18.53	100			
11	Tourist friendliness of authorities	Freq	58	62	103	393	134	750	3.64	1.10	0.703
		%	7.73	8.27	13.73	52.40	17.87	100			
12	Tourist friendliness of local people	Freq	63	61	138	337	151	750	3.60	1.14	0.700
		%	8.40	8.13	18.40	44.93	20.13	100			
	Cronbach's Alpha	0.717									
	Mean	41.98									
	Variance	42.879									
	Std. Deviation	6.548									
	No. of Items	12									

Source : Primary data

Inference

The table shows and highlights that overall percentage of Opinion regarding Level of Satisfaction of Traditional Tourism in Tanjore Region according to their opinion about Accommodation, Food, Transportation, Vehicle parking



Shopping facilities, Guidance/Information services, Banking services, Communication facilities, Tourist friendliness of local people, Tourist friendliness of authorities, Sanitation and drinking water, Peaceful atmosphere. The twelve factors would be influenced by the tourist arrival.

To test whether there is any association between Nature of Tourist and Opinion Regarding Level of Satisfaction of Traditional Tourism of Tanjore Region, two-way table was made and the results are presented below:

Table- association between nature of tourist and opinion regarding level of satisfaction of traditional tourism of tanjore region

S.No.	NATURE OF TOURIST		SDA	D	N	A	SA	Total
1	Foreigner	Freq	47	41	59	41	43	231
		%	6.3%	5.5%	7.9%	5.5%	5.7%	30.8%
2	Within the state	Freq	63	46	54	61	58	282
		%	8.4%	6.1%	7.2%	8.1%	7.7%	37.6%
3	Outside state	Freq	39	39	57	52	50	237
		%	5.2%	5.2%	7.6%	6.9%	6.7%	31.6%
	Total	Freq	149	126	170	154	151	750
		%	19.9%	16.8%	22.7%	20.5%	20.1%	100.0%

Source: Primary data

Inference

The table shows and highlights that overall percentage of Opinion regarding Level of Satisfaction of Traditional Tourism in Tanjore Region was the highest (37.6%) within the state and the same was the lowest (30.8%) in Foreigner. Among them the percentage of Strongly Agree was the highest (7.7%) within the state and the same was the lowest (5.7%) in Foreigner. The percentage of Agree was the highest (8.1%) within the state and the same was the lowest (5.5%) in Foreigner. The percentage of Neither Agree or Disagree by the respondents was the highest (7.9%) in Foreigner and the same was the lowest (7.2%) within the state. On the other hand, the percentage of Disagree on the highest (6.1%) within the state and the same was the lower (5.2%) in Outside state. The percentage of Strongly Disagree was the highest (8.4%) within the state and the same was the lowest (5.2%) in Outside state.

In order to find the association between the Nature of tourist and Opinion regarding level of satisfaction of traditional tourism in Tanjore Region, chi-square test was implied to test the hypothesis given below:

NULL HYPOTHESIS There is no significant association between the Nature of tourist and Opinion regarding level of satisfaction of traditional tourism in Tanjore Region.



Table -.chi-square test

Pearson Chi-Square	Calculated value	Df	P-value	S/NS	Remarks
	6.712	8	0.568	NS	Accepted

P<0.05 NS-Not Significant

Inference

It is revealed from the above table p-value is greater than 0.05 and the result has been not significant at 5 % level. Hence, the null hypotheses (Ho) is accepted and the alternative hypotheses (H₁) is rejected.

From the analysis it is concluded that there is no significant association between Nature of tourist and Opinion regarding level of satisfaction of traditional tourism in Tanjore Region.

Conclusion

The study focuses on identifying the foreign and domestic tourists' perceptions and satisfaction on traditional tourism of Tanjore. A regression model is utilized to identify the tourists' perception and satisfaction by using and measuring twelve destination related independent variables. According to the regression analysis, it is clear to see that when each factor is considered individually, each one significant, which implies that those factors are influencing the positive perception and satisfaction of the tourists. Furthermore, the model can be adopted to Tanjore destination to identify the tourists' satisfaction by employing the same variables or modifying the variables according to the context.

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International journal of basic and applied research

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ISSN 2249-3352 (P) 2278-0505 (E)

Cosmos Impact Factor-5.960

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