

# A Study of The Factors Influencing Tourist Satisfaction In Rajasthan

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## Abstract:

Rajasthan is the most colourful state of India. Rajasthan gives tourists an opportunity to explore its unique heritage, colourful culture majestic palaces, historical forts, havelis, desert, lakes, wildlife sanctuaries, carved temples to crafts, fairs & festivals which attract any tourist to visit the state. Rajasthan offers diversified interest for every age group of tourist and of any background.

A study of tourist satisfaction plays an important role in marketing and promoting tourism products and services. In this paper an attempt has been made to highlight the factors influencing tourist satisfaction. The emphasis of this study is on Rajasthan. Tourist satisfaction is also shown by the positive or negative recommendation about the destination. This paper shows the significance of tourism industry in economic development and in today's business scenario.

**Keywords:** Tourist satisfaction, Rajasthan tourism, Development

## Introduction

Rajasthan is one of the favourite destinations for the domestic and foreign tourists in India. Rajasthan is glorified with natural beauty and a great history. This is the most colourful state of India accompanying majestic palaces, historical forts, havelis, desert, lakes, wildlife sanctuaries, carved temples to crafts, fairs & festivals which attract any tourist to visit the state. Rajasthan is the land of Kings, narrates the story of warriors, and their chivalry, glory and romance. Jaipur, Udaipur, Bikaner, Jaisalmer and Jodhpur are the most preferred tourist destinations in Rajasthan.

The shining Rajasthan tourism provides tourists an opportunity to explore its unique heritage, colourful culture, thrilling desert safaris, shining sand-dunes, lush forests and exotic wildlife. Rajasthan offers diversified interest for every age group of tourist and of any background. The tourist can visit the state with the purpose of knowledge, enjoyment, leisure and recreation, medical, wedding, adventure, sports, cultural, pilgrimage, education and training, shopping etc.

Rajasthan Tourism Development Corporation Ltd. (RTDC) plays a very significant role in Rajasthan tourism. It organises various projects and launch new schemes that expand tourism in the state. To enhance the experience of the tourist's, the Corporation also organizes package tours, fairs, festivals, and entertainment, shopping and transport services. Its main motto is the R-Respect, T-Trustworthiness, D-Dedication and C-Care. It has been successfully attracting domestic as well as foreign tourist.

## Tourist Satisfaction

Tourist satisfaction is finding out by different items such as overall satisfaction, performance, expectation of the tourist, and positive recommendation. Tourist satisfaction can be obtained with constructing destination image and that destination competitiveness can be ensured by virtue of organized form of interactions with tourists.

Customer satisfaction is essential if business wants to survive in today's competitive world for a longer

period of time. It relates with the arrangement of goods or services that fulfil the customer's expectations in terms of quality and service in relation to the price paid. To find out the tourist satisfaction is very important because it's a leading indicator of tourist revisit intentions and loyalty, reduce negative word of mouth and increase revenue.

### **Review of Literature**

Tz-Li Wang, Phuong Thi Kim Tran, Vinh Trung Tran, (2017) aims to find out tourist demographic characteristics such as gender and visit frequency and various other factors which affect tourist satisfaction and word of mouth regarding tourist destination. He observes from the study that destination perceived quality has significant, positive and direct effect on tourist satisfaction.

Paper titled "Factors affecting European tourists' satisfaction in Nha Trang city: perceptions of destination quality", by Cong Chi Le, Dam Xuan Dong, (2017) reveals that, the composition of the destination quality such as accommodation, food services, the retail and souvenir shops and destination attractions has a great impact on domestic tourist's satisfaction. As well as the other factor like friendliness and hospitality also plays a major role in tourist satisfaction.

Muhammad Sabbir Rahman, Hasliza Hassan, Aahad Osman-Gani, Fadi Abdel Muniem Abdel Fattah, Md. Aftab Anwar, (2017) contributes to the growing literature on education travel destination, where the researchers investigated the role of tourist satisfaction by using perception and perceived service quality towards their intention to visit a destination for education tourism.

### **Objective of the Study**

In this paper an attempt has been made to find out the Tourist Level of Satisfaction in the context of Rajasthan. This paper shows the various factors which affect the tourist satisfaction. The results are expected to contribute significantly towards the current thinking of tourist and future prospect of the tourism industry in today's emerging business

- To identify the factors affecting tourist satisfaction in Rajasthan
- To study the significance of Tourism Industry in Economic Development

### **Methods of Data Collection**

#### **•Secondary Data**

In this study we use secondary data. Secondary data refers to data that was collected by someone other than the prime user. It includes Published data already collected by and readily available from other sources. The secondary data will be collected from books, magazines, newspaper, articles, various journals and websites etc. Common sources of secondary data include information collected by government departments, organisational records etc. Such data are cheaper and more quickly obtainable than the primary data.

### **Factors Affecting Tourist Satisfaction**

- Hospitality
- Accommodation
- Accessibility and Infrastructure
- Attraction- Cultural, Natural, Recreational Activities
- Environment- climatic condition, cleanliness, Air quality

- Historical and cultural factors
- Cost of staying
- Safety and security
- Medical facilities, Guide/escort facilities

#### Other factors

- **Hospitality-** Hospitality suggests the relationship between a guest and a host. The hospitality industry is a widespread category in service industry that comprises lodging, event planning, transportation, cruise line, theme parks etc. It mainly concentrates on the satisfaction of customers and providing great experiences for them. Hospitality industry includes these basic areas. The first area is accommodations, next area is food and beverage and the last area of the hospitality industry is travel and tourism.
- **Accommodation-** Accommodation is one of the basic necessities for tourist in their travel. Accommodation sector is directly or indirectly affect the development of the particular region in the context of tourism. This element comprises of those who provide accommodation to the people in the form of hotels, resorts, guest houses, apartments, cruise, camps, etc. The accommodation can be promoted at individual level or may be through the tour operators in the form of tour package. If expectations are match with the reality then it will ensure satisfaction among tourist.
- **Accessibility and Infrastructure-** Accessibility relates with the concept of products and services are easily accessible to all people, regardless of their physical limitations, disabilities or age. It comprises publicly and privately owned tourist locations. The infrastructure of tourism encompasses basic infrastructure like airports, railways, roads, waterways, electricity, water supply, drainage, sewerage, solid waste disposal systems and services. Moreover, facilities like accommodation, restaurants, recreational facilities and shopping facilities also comes under the ambit of Tourism Infrastructure.
- **Attraction- Cultural, Natural, Recreational Activities-** A tourist destination is a point of attraction which is inspect by the tourist for its natural or cultural aspect, historical importance, natural or architectural treasure, exhibit leisure, adventure and amusement parks. Natural beauty comprises waterfall, beaches, mountains and forests, hiking and camping in national parks etc. cultural tourist point includes historical places, monuments, art and craft, folk music, dance, costumes, various languages, ancient temples, museums and art galleries etc. These attractions play a major role for any tourist to influence their satisfaction level.
- **Environment- climatic condition, cleanliness, Air quality-** Environment of a tourist destination is a basic element through which the tourist has the feeling of satisfaction or dissatisfaction. Ecotourism mainly includes travel to destinations where flora, fauna, natural and cultural heritage are the primary attractions. If environment conditions are good with high cleanliness then tourist will be satisfied and plan to revisit the destination.
- **Historical and cultural factors-** Cultural Tourism particularly the lifestyle and history of those people who relates with specific geographical areas, their art and craft, architecture, religions, music, languages, customs and traditions that build up their journey of living life. The National Trust for Historic Preservation in the United States defines heritage tourism as “travelling to experience the places and activities that authentically represent the stories and people of the past,” and cultural

heritage tourism is defined as “travelling to experience the places and activities that authentically represent the stories and people of the past and present.”

- **Cost of staying-** if producer wants to ensure purchase of their product by consumers, and promote the product by intermediaries and distributors the price must be consistent, accurate and competitive. Cost of staying greatly affects the level of tourist satisfaction. It includes the overall cost from coming to the destination to going from the destination.
- **Safety and security-** safety and security is very important matter for the tourism industry. Tourist likes to visit those destinations which are protected and risk-free. The success, failure and popularity of a tourism destination rely on the potential to serve safe and secure environment for visitors.
- **Medical facilities, Guide/escort facilities-** medical and escort guide facilities are also significant in travel and tourism industry. Tourist wants best medical facilities in case of any unfortunate incident with them. As well as perfect guide helps for better understanding about the destination. It greatly affects the level of tourist satisfaction and positive recommendation about destination.

### Significance of Tourism Industry in Economic Development

Tourism is one of the sectors that contribute to the development of the country. This sector brings opportunities to the country and its people by providing employment opportunities through several sectors like accommodation, food and beverages and transportation services. Besides, this sector also encourages new development that focuses on the infrastructure such as road, water services and sewerage. Consequently, it also increases the tourists' accessibility while travelling to a particular destination. Tourism industry is a significant contributor to the economy.

Year from 2005-2007(F)	GDP Contribution in USD Billion
2005	18
2006	25
2007	24
2008	26
2009	31
2010	31
2011	36
2012	40.1
2013	40.6
2014	42.8
2015	71.5
2016	76.5
2017(Forecast)	148

Table 1: Contribution of Travel and tourist sector in GDP 2005- 2017.

Source: India Brand Equity Foundation (July, 2017). “Growth of tourism and Travels in India”. New Delhi

For many countries tourism is seen as a main instrument for regional development, as it stimulates new economic activities. Tourism may have a positive economic impact on the balance of payments, on employment, on gross income and production. The environment, being the major source of tourist product, should therefore be protected in order to have further growth of tourism and economic development in the future. This is especially true with regard to tourism based on the natural environment as well as on historical-cultural heritage. Sustainable tourism has three interconnected aspects: environmental, socio-cultural, and economic. Sustainability implies permanence, so sustainable tourism

includes optimum use of resources, including biological diversity, minimization of ecological, cultural and social impacts, and maximization of benefits for conservation and local communities. Tourism is an important industry because it provides a direct source of income to the country and generates earnings from foreign exchange, revenue and employment.

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