

EMERGING EXPERIENCES, VISITOR'S SATISFACTION AND QUALITY OF SERVICES IN TOURISM

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Abstract

Satisfaction is an excellent forecaster of tourist behaviour as it affects the choice of destination, mouth to mouth publicity, consumption of products and services, and finally increases the inflow of the tourists at the tourist destination. The tourism industry is the largest industries in the world that each year serves millions of tourists and helps them to travel from one destination to another. A.K. Bhatia (1978): Tourism doesn't exist alone, it consists of certain components, three of which may consider as basic. These three basic components of tourism are Transport, Locale and Accommodation, Therefore, to offer different services to the tourists, it depends upon so many components and if any component is missing or its quality is low than the tourist may remain dissatisfied so it is the duty of the responsible authorities of the tourist destination to offer the variety of components so that every category of tourist can get satisfaction.

The present study aims to understand the tourist's satisfaction concerning the basic tourism components that include Attraction, Accommodation and Accessibility. Therefore different pieces of works have been collected, reviewed analyzed to understand the factors that satisfy the most the tourists. The study reveals the most of the tourists visiting a destination are satisfied with the amenities and only those who have a high level of expectations are dissatisfied and expect high level of professional services from the manpower working in different sectors of the industry.

Keywords: Tourism Industry, Tourist Satisfaction, Attraction, Accommodation Tourism Component

Introduction- Food service market

The travel and tourism industry is one of the world's largest and widely extended service industries that comprises several different sectors including aviation, hospitality and entertainment industries etc. Satisfaction is the feeling or emotion which a person encounters after fulfilling some need, wants, desire or appetite. Every human being does any activity to get some kind of satisfaction. At present we are living in the era of urbanization and industrialization and every person wants to involve in some kind of recreational activity to relax his tired body and mind. A tourist travels to a destination to satisfy his leisure and pleasure related needs and he replans and recommends a destination only then when he first gets himself satisfied with the hospitality and services of the visited destination.

The satisfaction of tourists is one of the most significant issues that guarantee future return growth. Now, many organizations have considered tourist satisfaction as an important criterion for measuring the quality of their work. The tourist's satisfaction is attained by designing suitable processes such that the services provided meet the desires of the tourists. Studying tourism literature shows that the satisfaction of the tourists from a destination/place is an important factor in selecting a destination which means that if the tourists are satisfied with their journey to a destination, they are expected to return or to offer the destination to others. Tourist satisfaction has become a substantial subject for most service providers.

Considering that the tourists visit to different destinations in order to achieve mental and health relaxation, the shortage in quantity and

quality of offered services sometimes reduces the number of tourists and prevents the realization of sustainable tourism. Given the importance and increasing contribution of this sector in the modern economy, planning to strengthen the infrastructure of tourism and improving the quality-of-services and facilities for tourists are necessary more than ever.

Major Objectives:

Every research and review exercise is based on some specific objectives and the present exercise is also not an exception, therefore, the main objectives of this paper are listed below:

- To analyze the factors influencing tourists and their level of satisfaction towards tourist attraction at the destination.
- To review, analyze, appraise and present the factors that affect the satisfaction of the tourists while staying in any accommodation.
- To understand the tourist transportation factors that affect the satisfaction of the tourists

Research Methodology:

The present descriptive outcome based on data collected from secondary sources such as reputed journals, edited books, newspapers, reports, official websites of Government and Non-Governmental organizations. For the better understanding of the readers, the collected pieces of work have been classified into three parts: the first part consists of the analysis of the works of literature related to the satisfaction of the tourists from Tourist Attractions at the destination, the second part covers the

manuscripts covered the works related to Accommodation and tourist's satisfaction and third and final part of the paper includes the research works which covered tourists satisfaction with the transportation services. For the better understanding of the readers the collected pieces of works are presented below:

Critical Appraisal of Brought Out Literatures on Tourist Satisfaction with Tourism Components:

Section I: Review of Research on Tourist Attraction:

Corte V.D., Sciarelli M., Cascella C. & Gaudio G.D. (2015) in their research paper on "customer satisfaction in the city of Naples" have found that Naples has not a clear destination image and tourists visiting the city are not completely satisfied. Naples is popular for its cuisines and natural beauty but simultaneously it is known as the dirty criminal destination.

Kozak and Rimmington (2000) measured the level of tourist satisfaction based on factors such as destination attractiveness, tourist attractions and facilities, availability of the English language and facilities and service quality at the destination

Kirom N.R., Sudarmiatin & Putra I.W.J.A. (2018) in their article on "The Influence of Tourist Attractions towards the Tourists' Satisfaction" to know the influence of culture towards the tourist's satisfaction on cultural-related tourism objects in the Regency area of Malang, East Java, Indonesia and found that culture of a destination

plays an important role in satisfying tourists because the majority of the tourists travel to a destination to see the destination's culture.

Bosque & Martin (2008) "Tourist satisfaction: A cognitive-affective model" have studied the psychological side of the tourists and linked tourism satisfaction with their expectations, feelings and the image of a tourism destination and finally found that if they find any different product then their expectation they become dissatisfied.

WTO (1985) in a report has mentioned that Customer satisfaction is defined as a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service.

Section II: Review of Research on Accommodation:

Pjero E. & Gjermeni O. (2019) have conducted a study on "Tourist's Satisfaction in Terms of Accommodation: A Case Study in Vlore, Albania", in their study, they highlighted that when the majority of the customers visit hotel in peak season than they found the low quality of services but on the other hand side who stay in any accommodation in off Season than they find a better level of services.

Silaban P.H., Pasaribu A. & Silalahi A.D.K. (2019) done a study on "The Influence of Human Aspect of Accommodation and Destination on Tourist Satisfaction" and found that human efforts play an important role in satisfying customers, therefore, every accommodation company should focus on its hospitality and communication skills of its employees.

Sharma R. (2017) researched "Tourist Satisfaction concerning Accommodation" to know the amenities that attract a tourist in accommodation and found that in comparison to domestic tourists foreigners are more satisfied with the accommodation services.

Herath R.P., Cooray M.H.K. & Perera H.S.P. (2016) in his article titled "Determinants of Customer Satisfaction in Tourist Hotel Industry" has focused on the determinants that affect the tourist's satisfaction in Colombo and concluded that the quality of the services affects most number of the customer's satisfaction and distance from the accommodation also affects that customer's satisfaction.

Baniya R. & Thapa P. (2017) have conducted a study on "Hotel Attributes Influencing International Tourists' Satisfaction and Loyalty" and in their study, they included 119 international tourists who visited Nepal to know the factors that influence the customer's satisfaction and motivates them to revisit the hotel. In their research, they concluded that service quality, front desks, security, flooding and other recreational facilities play a significant role.

Eric A. (2014) completed a research project work on "Determinants of Tourists Satisfaction with Hotel Service Delivery: A Study of a Three Star Hotel in Kumasi-Ghana" and mentioned that better quality of services received from the hospitality industry increases the tourist's inflow at the destination. Further, the study suggests that hotel managers must pay particular attention to tourist's satisfaction to increase their stay.

Amissah E.F. (2012) done research on "Tourist Satisfaction with Hotel Services in Cape Coast and Elmina, Ghana" revealed four main elements that affect tourist's satisfaction with hotel amenities. The study also reveals that there was a significant connection between customer's satisfaction and revisit intentions. It is suggested that management of the hotels should put in place approaches to improve employees confidence, quick delivery of the service and materials associated with the services.

Shah S. & Bhatt D.K. (2020) have discussed in a study on Tourist satisfaction with the services provided by the Hotels located in National and found that tourists are not very much satisfied with the service and amenities of hotels and both need to be improved. Further food services and hotel ancillary are also not par with the expectations of the tourists.

Sukiman M.F., Omar S.I., Muhibudin M., Yussof I. and Mohamed B. (2013) have discovered in their research paper on "Tourist Satisfaction on as the key to Destination Survival in Pahang" that hotels, travel agents and tourist information centres should appoint skilled and professional staff to satisfy the tourists.

Section III: Review of Research on Transportation:

Simarmata J. & Panjaitan F. (2017) have written a research paper on "The Influence of Destination and Transportation on Tourist Satisfaction and its Impact on the Loyalty of the Tourists Visiting the North Sumatera Lake Toba", and found that transportation system have a significant role in increasing tourist's satisfaction at the tourist

destination and it also enhances the loyalty of the tourists visiting Lake Toba in North Sumatera.

According to Hall (2004) the role of tourism transport, its use in and provision in Scotland is important and deserves more coherent policy attention; also, sustainability is a key strategy concept in both transport and tourism policies.

Musa (2011) examined the relationship between transportation and the development of tourism in Nigeria. The study found that some of the national parks are well connected while others are poorly connected and concluded that transportation is a significant determinant of tourism development in Nigeria. The role of transport in the development of tourism was researched by exploring the scope, role and nature of the relationship between tourism and transport stakeholders in island communities in Scotland and its influence on local economic development and destination sustainability

Virkar A.R. & Mallya P.D. (2018) in their study on "A Review of Dimensions of Tourism Transport affecting Tourist Satisfaction" have studied the impact of transportation at the destination and found that transport system and its various components play a great role in increasing tourist's inflow at any tourist destination.

Khadaroo & Seetanah (2008) in the study titled "Transport infrastructure and tourism development" found that the transport system plays a crucial role while travelling to an unknown tourist

destination and positively contributed to tourist from Europe/America and Asia.

Henderson (2009) has completed research on "Transport and tourism destination development: An Indonesian perspective and identified that safe and efficient transport system to reach the tourist destination and to see the local sight scene facilitate the progress of tourist destination whereas its absence acts as a barrier in promotion of the destination.

Major Findings:

The review based study findings consisting of various studies undertaken from time to time by the researchers and the scholars in the field and published thereafter in different journals expressed under references focusing, categorically on existing quality/status of tourist destinations, accommodation and accessible transportation etc. revealed by motivated and experienced tourists are found to be of a great relevance specially for accelerating their knowledge, verifying their own understanding, developing realistic/hidden truth and basic ideology/sentiment of the visited destination across the world. Furthers, the authors through their study design have also disclosed that visiting new destinations enlist their new journey, attains great pleasure and happiness which contributes to their leisure and pleasure. However, the accommodation enjoyed by the visitors, review of literature based outcomes underlined that in majority cases, the accommodation provided to them and associated services extended to them didn't influence the tourist's motivation and motives to have comfortable and pleasant stay. Accordingly, the transportation based

experiences expressed in the study have pointed out local transporters and the hospitality provider's behavior were not satisfactory. It was bit hazardous, troublesome and painful to approach to one destination to another.

Conclusion:

The basic understanding behind the present study has been the to review, analyze and examine the focus of the various study undertaken from time to time and published in different journals, edited books, websites etc. by the scholars and the researchers mainly revealing the reaction, response and experiences of the tourists on the persistent quality of the destinations, accommodation and hospitality services experienced while travelling from one destination to another. On the whole the visit of the tourist at different destinations and the local products available at visited destinations became the real source of empowering their knowledge and understanding on the authenticity, philosophy, historical, socio-cultural relevance of the visited destinations.

However, the study found that the tourists have felt concerned to have adequate, convenient, transportation and communication means in this connection. Accordingly, they have desired and urged to have professional qualities, social skills and sweet behavior of transporters, hospitality and destinations management functionaries etc.

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