



SATISFACTION OF TOURIST ON THE SERVICES OF TELANGANA STATE TOURISM DEVELOPMENT CORPORATION

¹DR. MRS. A VIJAYA GOVIND

¹(Research Scholar, Rayalaseema University, Kurnool
Andhra Pradesh, 518002 (A.P.), India)

Abstract

This paper investigates the main elements that can influence customer satisfaction in tourist services, with specific reference to tourism industry in Telangana. Tourist satisfaction depends on various dimensions such as Welcoming, friendly and helpful aspect detailed information about the services, Menu offered by Restaurant with variety of food, quick room service with good quality and further components such as personal, price and situational factors that may arise as the service quality. Tourist satisfaction is the result of the correlation between a customer's assumption and a customer's feelings. By way of explanation, customer satisfaction is identified as the distinction between assumed quality of service and the customer's involvement or feelings after having perceived the service.

Introduction

Tourist satisfaction is of utmost importance for the tourism industry, especially because of its effect on their future economy. Satisfied tourists tend to communicate their positive experience to others (word of mouth) and they tend to buy the product repeatedly (re-buy). The major question then is “What makes tourists satisfied?” or “What important constructs should be considered when analyzing tourist satisfaction?” Subsequently, the following question of interest is “how does tourist satisfaction materialize?” Tourists' satisfaction with a trip or a destination is a result of many aspects, such as their perception of product elements experienced as well as their expectations before and during the trip.

Importance of satisfaction in Tourism

In Tourism industry, customer service is the backbone of customer satisfaction. Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Tourists are increasingly becoming more demanding and desire value for money and the provision of quality products and services. Consequently, customer satisfaction has undoubtedly become a fundamental goal of service-oriented businesses. Qualities of service and customer satisfaction are critical factors for success of any business⁵. The employees are the key players in molding customer experiences as

they finally manage the manners in which the service transaction delivered. Employees deliver tangible services in the form of delivering food, helping customer to see the tourism destinations, helping the customer to his room in accommodation and also deliver intangible services in the form of making visit again. For customers, customer service employees are the organizations because they are the effective representatives of the company and customer can easily judge the entire company with their actions and behaviors. For example, a cheerful “Good morning” and “Good evening” with courteous manner and sincere “thank you, and please come again”, have strong effects on customers and desire to return back. The customer contact employees create first impressions, create cognitive frames for service assessment, shape and influence the customer’s assessment of service quality that they receive from service employees. There are two kinds of behaviors during service delivery; positive behaviors and negative behaviors. Positive behaviors include smiling, friendliness and enthusiasm. Negative behaviors include sadness, glare and anger.

Literature Review

Janet Davis Neal (2000), analyzed on “The Effects of different aspects of Tourism Services on Travelers’ Quality Of Life: Model Validation, Refinement, and Extension”. He concluded that the length of stay affects the degree of satisfaction or dissatisfaction associated with various aspects of the trip indicates that industry professionals should take special care in satisfying the needs of those staying greater lengths of time, since they are likely to remember the experience more than those staying for lesser amounts of time. **Nerine Cecilia Bresler (2001)**, in his study on “ The Experience of Tourists on privately owned Game Lodges and Reserves in Mpumalanga and the Northern Province”. He concluded that the behavior of tourists and of those influencing their experience like field guides and trackers, etc. **Margarita Popova (2006)**, in his research on “ Factors that contribute to customer satisfaction in guesthouses in Gauteng Province”. The findings indicated that, it is the personalized service offered at the guest houses that customers choose over other types of available accommodation. No specific research study has covered intensively on Satisfaction of tourist on the services of TSTDC, which required for promotion to increase its presence in Telangana. As TSTDC is the state tourism corporation in the field of tourism in Telangana. It is therefore, the researcher has selected TSTDC.

Telangana State Tourism Development Corporation (TSTDC)

Telangana state is a newly formed 29th state of India was formed on 2 June 2014, with Hyderabad as its capital. Telangana State Tourism Development Corporation (TSTDC) is a state government agency which promotes tourism in Telangana, India. TSTDC is a body of the Government of Telangana responsible for development of tourism in the state. Telangana state has many monuments, waterfalls, forts, forests and temples.

Need for the study

Having reviewed previous research studies, it is found that many of the researchers have focused their attention on the aspects of marketing, management and Human resource development in tourism industry. No research study has covered intensively on the satisfaction of tourist on the services of tourism in Telangana. It is hoped that the present study will bridge the gap related to tourism in Telangana. As TSTDC is the state tourism corporation in the field of tourism in Telangana. It is therefore, the researcher has selected TSTDC as a case study the relevance and the design of strategies in meeting the competitors not only from other tour operators, travel agents but also from Hotels, Car Rentals etc. Hence there is a need for evaluating the needs of tourist, and also to overcome the effects of competition prevailing between the TSTDC and tour operators as well as travel agencies.

Objective of the study

1. To analyze the satisfaction of the tourists regarding the services rendered by TSTDC.

Null Hypothesis (Ho)

1. There is no correlation between the two services of welcoming, friendly aspect and quick room service at a good quality in Restaurant.
2. There is no correlation between the two services of quality of food served and menu offered by Restaurant.

Research Methodology

Research is a scientific and systematic search for pertinent information. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet or refinement over the existing findings of the earlier research work. The satisfaction of tourist on the services is analyzed.

Methods of Data Collection: The task of data collection begins after a research problem has been identified. The study is basically empirical in nature. The required data for the study was collected from both primary and secondary sources.

The Primary Source: Data was collected with the help of well-structured questionnaires. Separate questionnaires were prepared and circulated among (i) Tourists. The questionnaires contained both types of questions i.e. open ended and closed ended.

Tools for data analysis: The objective of empirical analysis is to present the perceptions of the respondents (tourist). The views were obtained and summarized by administrating a well-structured questionnaire. In addition direct personal interviews with few respondents were also conducted.

Table-1.1
Rankings given by the respondents

Rank Services	Ranks							Total
	Rank1	Rank2	Rank3	Rank4	Rank5	Rank6	Rank7	
R1 Welcoming, friendly and helpful aspect of Hotel	100	112	105	60	118	33	72	600
	4	2	3	6	1	7	5	
R2 Detailed information about the hotel's services at the reception desk.	83	81	92	85	81	86	92	600
	5	7	1.5	4	6	3	1.5	
R3 Quality of food served	71	74	77	68	60	138	112	600
	5	4	3	6	7	1	2	
R4 Cleanliness of Rooms and bathrooms with all necessary facilities (Fan, TV, Internet, electricity, water and Air conditioner)	85	80	74	69	78	136	78	600
	3	4	5	6	7	1	2	
R5 Menu offered by Restaurant with variety of food.	104	96	87	92	74	69	78	600
	1	2	4	3	6	7	5	
R6 Room service is quick and at a good quality	48	47	64	133	69	110	129	600
	6	7	5	1	4	3	2	

R7								
You are satisfied with the hotel's interior and exterior ambience	109	110	101	93	120	28	39	600
	3	2	4	5	1	7	6	
Total	600	600	600	600	600	600	600	4200

Test-Rank Correlation-01

Null Hypothesis (Ho)

There is no correlation between the two services of welcoming, friendly aspect and quick room service at a good quality in Restaurant.

Alternative Hypothesis (H1)

There is a correlation between the two services of welcoming, friendly aspect and quick room service at a good quality in Restaurant.

Rank correlation between the two services

R1	R6	R1-R6 = d	d ²
4	6	-2	4
2	7	-5	25
3	5	-2	4
6	1	5	25
1	4	-3	9
7	3	4	16
5	2	3	9
∑ d²			92

Where

R1 = Rank Correlation of welcoming, friendly aspect

R6 = Rank Correlation of quick room service at a good quality

r_c = Spearman's Rank Correlation

n = Number of observations

d = Deviation

The formula used to calculate Spearman's Rank is

$$\begin{aligned}
 R_c &= 1 - \frac{6 \sum d^2}{n^2 - n} \\
 &= 1 - [6(92) / (7^3) - 7] \\
 &= 1 - [552 / (343 - 7)] &= 1 - 1.64 \\
 &= -0.64
 \end{aligned}$$

Result : Negatively Correlated

Conclusion

For n=7, the table value of spearman's rank correlation coefficient is 0.745. The calculated value is -0.64. Hence, it is concluded that the calculated value is less than the table value and therefore H₀ is accepted.

Decision

There is no correlation between the two services of welcoming, friendly aspect and quick room service at a good quality in Restaurant.

Test–Rank Correlation-02

Null Hypothesis (Ho)

There is no correlation between the two services of quality of food served and menu offered by Restaurant.

Alternative Hypothesis (H1)

There is a correlation between the two services of quality of food served and menu offered by Restaurant.

Rank correlation between the two services

R3	R5	R1-R6 = d	d ²
5	1	4	16
4	2	2	4
3	4	-1	1
6	3	3	9
7	6	1	1
1	7	-6	36
2	5	-3	9
Σd^2			76

Where

R3 = Rank Correlation of Quality of food served

R5 = Rank Correlation of quick room service at a good quality

r_c = Spearman's Rank Correlation

n = Number of observations

d = Deviation

The formula used to calculate Spearman's Rank is

$$\begin{aligned}
 R_c &= 1 - \frac{6 \sum d^2}{n^2 - n} \\
 &= 1 - [6(76) / (7^3) - 7] \\
 &= 1 - [456 / (343 - 7)] &= 1 - 1.35 \\
 &= -0.35
 \end{aligned}$$

Result : Negatively Correlated

Conclusion

For n=7, the table value of spearman's rank correlation coefficient is 0.745. The calculated value is -0.35. Hence, it is concluded that the calculated value is less than the table value and therefore H_0 is accepted and concluded that There is no correlation between the two services of quality of food served and menu offered by Restaurant.

Conclusions

Customer service effectiveness is a critical measure of success for service firms. In service relationships, where a single employee may be the only point of contact for customers, monitoring service effectiveness becomes incumbent upon the employees delivering the service. Customer service effectiveness is important because organizations that provide good customer service gain a competitive advantage over organizations that do not. For example, quality of customer service is related to customer loyalty, customer retention, and increased organizational profits. The primary characteristic that distinguishes services from other products is intangibility, the quality of not being able to be assessed by customers' sense of taste, touch, sight, smell, and hearing. Another characteristic of services is the inseparability or indivisible nature, of production and consumption.

Suggestions

1. It is suggested that understand the shortcomings of employees and train them to improve their performance. A trained employee can deliver tangible services in the form of delivering food, helping customer to see the tourism destinations, helping the customer to his room in accommodation and also can deliver intangible services in the form of making visit again. The employee personality, politeness, friendliness and courtesy are the important factors of customer satisfaction.
2. It is suggested that TSTDC should make an easy process for i) booking of ticket ii) Maintenance of arrival and departure timings. iii) Strict following of rules regarding discipline on the tour etc. The tourism experience is normally not highly dependent on the quality of service delivery as perceived by the user.
3. There is a need to encourage local people to welcome the tourists. They should be made aware of the socio-economic benefits of tourism so that cheating and harassment could be avoided and tourist is accorded a warm welcome.

References

1. **Andhra Pradesh Tourism (2011).** http://www.aptourism.in/investments-site/tourism_policy_2010.pdf,
2. **Andhra Pradesh Tourism Development Corporation, (2011).**Information handbook, Tourism House, Himaynagar, Hyderabad.
3. **Ann Hartl (2002).***Developing marketing strategies for tourism destinations in peripheral areas of Europe: the case of Bornholm*, Bournemouth University, Denmark.
4. **Janet Davis Neal (2000).***The Effects of different aspects of Tourism Services on Travelers' Quality Of Life: Model Validation, Refinement, and Extension*, Virginia State University, Virginia.
5. **Margarita Popova (2006).** *Factors that contribute to customer satisfaction in guesthouses in Gauteng Province*, University of Johannesburg, South Africa.
6. **Nerine Cecilia Bresler (2001).** *The Experience of Tourists on privately owned Game Lodges and Reserves in Mpumalanga and the Northern Province*, Rand Afrikaans University, South Africa.
7. **Satish Babu A (2008).** *Tourism Development in India*, APH Publishing Corporation, New Delhi.
8. **Telangana State Tourism (2016).** <http://www.telanganatourism.gov.in/partials/more / brochures.html>
9. **Telangana State Tourism Development Corporation, (2016).** http://www.telanganatourism.gov.in/Guidelines_for_Homestay_2016.pdf
10. **Witt S and Witt C (1995).** *Forecasting tourism demand: A review of empirical research*, *International Journal of Forecasting*, Vol. 11 pp 447-475