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TOURISTS' PREFERENCES OF TOURISM INFRASTRUCTURE, MARKETING MIX AND SECURITY ATTRIBUTES OF THE NORTH EASTERN REGION OF INDIA

By

Sukanta Bardhan

Research Scholar (Management)

Lincoln University College

Malaysia

E-Mail: bardhan001@rediffmail.com

ABSTRACT:

By developing an infrastructure and providing recreation facilities, both tourists and local people benefit. Tourism marketing strategies should be developed in a manner that is appropriate to the destination. It should take the culture, history and stage of economic development of the destination into account. Tourism marketing can be a tool to motivate governments to inject more funding in improving infrastructure, especially in the initial stage of tourism development. The state government alone cannot afford to finance construction and maintenance of the tourism sector requirements. Thus, the need for cooperation between public, private and foreign investment becomes essential. However, the state government should play a leading role in the development of the tourism industry and every step should be taken to make sure that the tourism development has every positive impact on the community. The study includes an analysis of various perceptions of tourist and local residents on the tourism development in the region. The data is collected from the tourists who visited Aizawl, Shillong and Guwahati and from the local residents of the same region. It includes a tourist survey to elicit their opinion on the tourism facilities and service rendered by the destination and also a local residents survey to study the impact of tourism on the society, culture, environment and economic.

KEYWORDS:

Tourism Sector, North Eastern Tourism, Marketing Mix, Service Marketing, Customer Preferences

1. INTRODUCTION

Tourism industry has grown radically in recent times as an economic and social phenomenon. Regrettably, the progress of “statistical ideas” and “frameworks” for tourism has been unable to keep tempo with the adjustments in the nature and value of tourism worldwide and it’s practicable for future growth. The trouble with analyzing the “economic importance of tourism” expenditure is that “tourism” does now not survive as an unique sector in any pattern of economic facts or of countrywide accounts. As a result, tourism’s “*value*” to the financial system is no longer conveniently revealed.

Much of the tourism literature today appreciates the importance of developing tourism sustainably. Whatever the precise meaning of this term, an essential element of a sustainable tourism industry is economic viability. It is sometimes forgotten that the concept of sustainability has an economic dimension alongside its social and environmental dimensions. Economic efficiencies result in less use of resources with potentially less adverse social and environmental impacts from their use. Tourism development is fundamentally driven by business. However, governments play a significant role as partners in tourism development to an extent which is not replicated in most other industries through their extensive engagement, by all levels of government, in tourism planning and strategy, marketing, infrastructure development, land use planning and responsibility for parks and public and natural attractions, and through their role in managing environmental and community impacts of tourism. The more comprehensive our understanding of the economic issues associated with tourism is, as reflected in the decisions made by tourism operators and policies enacted by destination managers, the more able are economic efficiencies to be achieved in the overall objective of sustainable development of the industry.

1.1 India’s Tourism Market

Tourism accounts for around 6-7 per cent of global employment (direct and indirect) and 5 per cent of global income as per the United Nations World Tourism Organization (UNWTO), Tourism Highlights 2012 edition. It is one of the largest generators of employment across the world and women account for 70 per cent of the workforce in the travel and tourism industry. Hence it generates more inclusive growth than other sectors. According to the UNWTO, international tourist arrivals surpassed the 1 billion mark for the first time in history in 2012, reaching a figure of 1.04 billion from 996 million in 2011 with 4 per cent growth despite the volatility around the globe, particularly in Europe which accounts for over half of international tourist arrivals worldwide. Emerging economies, with 4.1 per cent growth regained the lead over advanced economies with 3.6 per cent growth, with Asia and Pacific showing the strongest growth at 7 per cent. In 2013 growth is expected to decelerate slightly and fall in the range of 3-4 per cent with prospects stronger for Asia and Pacific (5-6 per cent). In 2011 international tourism receipts grew by 11

per cent (3.9 per cent in real terms) to an estimated US\$ 1030 billion, setting new records in most destinations despite economic challenges in many source markets. Available data on international tourism receipts and expenditure for 2012 covering at least the first nine months of the year confirm the positive trend in arrivals. In a significant number of destinations including India (22 per cent) receipts from international tourism increased by 15 per cent or more. According to the UNWTO, the number of international tourist arrivals worldwide is expected to increase by 3.3 per cent a year on an average from 2010 to 2030, resulting in around 43 million more arrivals every year, to reach a total of 1.8 billion arrivals by 2030. As in the past, emerging economy destinations are set to grow faster than advanced economy destinations. As a result, the market share of emerging economies which has increased from 30 per cent in 1980 to 47 per cent in 2011 is expected to reach 57 per cent by 2030, equivalent to over one billion international tourist arrivals.

As per Tourism Satellite Account (TSA) data 2009-10, the contribution of tourism to India's GDP was 6.8 per cent (3.7 per cent direct and 3.1 per cent indirect) and its contribution to total employment generation was 10.2 per cent (direct 4.4 per cent and indirect 5.8 per cent). As per the Twelfth Five Year Plan approach paper, India's travel and tourism sector is estimated to create 78 jobs per million rupees of investment compared to 45 jobs per million rupees in the manufacturing sector. Foreign tourist arrivals (FTAs) in India grew by 9.2 per cent in 2011. However, due to the Euro-zone crisis and global slowdown, FTA growth moderated to 5.4 per cent to reach 66.48 lakh arrivals in 2012. As a result, foreign exchange earnings (FEEs) growth in dollar terms that was 16.7 per cent in 2011 moderated to 7.1 per cent to reach US \$ 17.74 billion in 2012. The share of India in international tourist arrivals was just 0.64 per cent (rank 38) in 2011. India's share in the international tourism receipts was relatively higher at 1.61 per cent in 2011 (rank 17), though it is very low compared to countries like the US (11.3 per cent) and even China (4.7 per cent).

Domestic tourism is also an important contributor to the growth of this sector with a 14.34 per cent CAGR of domestic tourist visits from 1991 to 2011. During 2011, there were 851 million domestic tourists, with the top five states, Uttar Pradesh, Andhra Pradesh, Tamil Nadu, Karnataka, and Maharashtra, cumulatively accounting for around 69 per cent of the total domestic tourist visits in the country. The hotels and restaurants sector with a 1.5 per cent share in India's GDP in 2011-12 is also an important sub-component of the tourism sector. There are also many new tourism products that hold significant potential for India like wellness tourism, golf tourism and adventure tourism.

To promote tourism, the government has taken many policy initiatives including a five-year tax holiday for 2, 3, and 4 star category hotels located around all United Nations Educational, Scientific, and Cultural

Organization (UNESCO) World Heritage sites (except Delhi and Mumbai) for hotels which start operating w.e.f. 1st April 2008 to 31st March 2013; an investment-linked deduction under Section 35 AD of the Income Tax Act extended to new hotels of 2 star category and above anywhere in India, allowing 100 per cent deduction in respect of the whole or any expenditure of capital nature excluding land, goodwill, and financial instruments incurred during the year; and inclusion of 3 star or higher category classified hotels located outside cities with population of more than 10 lakh in the harmonized list of the infrastructure subsector. The Government of India has also taken the initiative of identifying, diversifying, developing, and promoting the upcoming niche products of the tourism industry to overcome the seasonality aspect and promote India as a 365 days destination, attract tourists with specific interests, and ensure repeat visits for products in which India has comparative advantage. A committee has been constituted for promotion of golf tourism and wellness tourism and specific guidelines have been formulated to support golf, polo, and wellness tourism. The government has also formulated a set of guidelines on safety and quality norms for adventure tourism and to address various issues governing wellness centers, covering the entire spectrum of the Indian systems of medicine.

2. LITERATURE REVIEW

Tourism is an interdisciplinary field and involves a number of different industries and natural settings. Planning is essential to stimulate tourism development and its sustainability. Without tourism planning, many unintended consequences may develop, causing tourist and resident dissatisfaction. These include damage to the natural environment, adverse impacts upon the cultural environment, and a decrease in potential economic benefits. The negative experience of many unplanned tourist destinations and the success of local and regional planned destinations demonstrate that tourism development should be based on a planning process that includes a solid assessment of the resources at the destination and their attractiveness potential (Blank, 1989; Formica, 2000; Gunn, 1994; Inskip, 1994).

Other researchers have studied tourism impacts in planning marketable tourism destinations within a community, and have demonstrated that tourism development has costs as well as benefits. Tourists have been accused of destroying the very things that they came to enjoy (Krippendorf, 1982). Lau, Akbar, and Yong Gun Fie (2005) studied guests' satisfaction with Malaysian luxury hotels. Most of the visitors were from South East Asia and other Asian countries. The study found that hotel guests' experiences did not meet their expectations. Poon and Low (2005) studied Western and Asian customers' satisfaction with Malaysian hotels and found that Asian customers had lower satisfaction levels on hotel attributes than Western customers did. Asian customers were concerned about value of money while Western customers were concerned about security and safety. Food and beverage was an attractive factor to hotel guests.

Tourism resorts have also often been cited as an important attractor of tourism, especially for the high-class segment. Prideaux (2000) stated that a critical mass of public infrastructure (including transport) is essential for enabling the establishment of high-quality resorts in a country. If this critical mass is not available, the operators would have to incur these infrastructure costs, thereby adding to the capital and operating costs of tourism development and thus reducing competitiveness.

3. OBJECTIVES OF THE STUDY

To analyze the service preferences of tourism infrastructure, marketing mix and security attributes considered by the tourists of North East India.

4. RESEARCH METHODOLOGY

The research is undertaken with a wide coverage of secondary sources of data related to tourism marketing. Data is collected from primary and secondary sources. Primary data consists of material collected from the tourists, tourism destination residents and tourism department from the three respective states. Secondary data include theoretical concepts related to the subject, articles published in books, journals, newspapers, magazines and online sources, paper presented at conferences and seminars, case studies, book published on the subject etc.

4.1 DATA SOURCES

a) **Primary data:** Primary data is the first and information collected from the respondents and that is not been previously collected. Data that is collected for the purpose of the study and that has not been existent before (Saunders, 2000). Method of primary data collection, according to Daymon and Holloway (2002) are case studies, interviews, surveys, questionnaire or active participation of the researchers in observing the subjects under the study. This thesis uses interview and questionnaire method for obtaining primary data. Primary data is collected from tourism department from respective states and from the tourist and local residents by conducting interviews and administering questionnaire respectively.

b) **Secondary data:** Secondary data consist of readily available, collected and compiled information. Data that has been already collected for a different purpose, which can be used by researchers to re-analyze and draw, own conclusion. Both raw data and published summaries can be regarded as secondary data (Saunders, 2000). Secondary data allows researchers to access large amount of data they might otherwise not be able to obtain, due to limitation of time, budget or reach. Secondary data is collected from sources such as annual reports of the tourism department, publication, books, journals, magazines,

paper presented at seminars, conference and certain online sources. Additionally, the website of the respective state tourism department under the study providing annual reports with information concerning image, marketing initiatives, brand building practices etc. are used. Website from different institutions such as ministry of tourism, government of India, NEDFI, etc. has also provided up-to-date information on key area of research. The secondary data, also referred to as frame of reference, in this thesis is about tourism marketing.

Data has been collected from two types of respondent categories:

- Tourists from outside North East India
- Residents from the destination community.

4.2 Sample Design:

- **Tourists:** Keeping in view the focus of the research, which is to examine the perception of tourists on the tourism facilities offered by the destination, the following cities are chosen based on their number of domestic and foreign tourist received on the previous record, and also the accessibility of the researcher. Three cities are chosen from the seven Northeastern States of India. The first city which is chosen is the market leader i.e Guwahati (Assam), the second city Shillong (Meghalaya) is the market challenger and the third city is Aizawl which is selected because of the easy accessibility. Seven hundred and fifty tourists (Two hundred and fifty from each city) are chosen based on stratified sampling method.

City	Total No. of tourist under study
Guwahati	250
Shillong	250
Aizawl	250

- **Data of the destination residents:** Four hundred respondents (100 hundred from each destination) are chosen based on stratified sampling method. As the study is restricted to three cities in three states, hundred residents from each city are chosen for the study.

City	Total No. of resident's under the study
Guwahati	100
Shillong	100

Aizawl	100
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The sample so chosen is representative of the population as it satisfies the sample adequacy test and is chosen as per Krejcie Morgan Table.

4.2 DATA ANALYSES METHODOLOGY

Data has been analysed using statistical such as ANOVA and simple statistics such as average and mean. SPSS is used to facilitate the same.

5. EMPIRICS

Tourist Data:

Age of the Tourists: Age of the tourist certainly influences the satisfaction and decision making. Tourists are categorized into six age groups such as below 25 years, 25-34 years, 35-44 years, 44-54 years, 55-64 years and 64years and above.

Table 5.1: Age wise distribution of tourists.

	Age						Total
	Below 25	25-34	35-44	45-54	55-64	64 and above	
Count AIZAWL	77	69	44	44	13	3	250
%	30.8%	27.6%	17.6%	17.6%	5.2%	1.2%	100.0%
Count GUWAHATI	51	81	77	36	5	0	250
%	20.4%	32.4%	30.8%	14.4%	2.0%	0.0%	100.0%
Count SHILLONG	53	63	62	52	16	4	250
%	21.2%	25.2%	24.8%	20.8%	6.4%	1.6%	100.0%
Count Total	181	213	183	132	34	7	750
%	24.1%	28.4%	24.4%	17.6%	4.5%	.9%	100.0%

From the above it is found that 24.1% of the tourist who visit Northeast India are at the age below

25 years, 28.4% are at the age between 25-24 years, 24.4% are at the age between 35-44 years, 17.6% are at the age between 45-54, 4.5% are at the age between 55-66 and 0.9 % are at the age above 64 years.

Gender: Gender has its significance in identifying certain behavioral aspect of tourist. It has deep association with certain services and compels the tourist to take a particular decision.

Table 5.2: Gender wise distribution of tourists.

		Gender		Total
		Male	female	
AIZAWL	Count	212	38	250
	%	84.8%	15.2%	100.0%
GUWAHATI	Count	198	52	250
	%	79.2%	20.8%	100.0%
SHILLONG	Count	150	100	250
	%	60.0%	40.0%	100.0%
Total	Count	560	190	750
	%	74.7%	25.3%	100.0%

From the above table it is found that 74.7% of the tourists are male and 25.3% are female. So this implies that the sample comprises more number of male tourists.

Marital Status: Marital status plays an important role in the profile of tourists. The factors which satisfied the tourists differ with the difference in the tourist marital status.

Table 5.3: Marital status wise distribution of tourists.

		Marital status		Total
		single	married	
AIZAWL	Count	99	151	250
	%	39.6%	60.4%	100.0%

GUWAHATI	Count	136	114	250
	%	54.4%	45.6%	100.0%
SHILLONG	Count	117	133	250
	%	46.8%	53.2%	100.0%
Total	Count	352	398	750
	%	46.9%	53.1%	100.0%

From the above table it is found that 46.9 % of the tourists are married and 53.1 % of the tourists are married.

Nationality: The expectation and satisfaction of tourist may vary depending on their nationality. In this research the item nationality is divided into two groups Indian and foreigner.

Table 5.4: Nationality wise distribution of tourists.

		Nationality		Total
		Indian	Foreigner	
AIZAWL	Count	244	6	250
	%	97.6%	2.4%	100.0%
GUWAHATI	Count	250	0	250
	%	100.0%	0.0%	100.0%
SHILLONG	Count	244	6	250
	%	97.6%	2.4%	100.0%
Total	Count	738	12	750
	%	98.4%	1.6%	100.0%

From the above table it is found that 98.4% of the tourists are domestic tourist or India and 1.6%

of the tourists are foreigners. This has clearly reveals that the tourism in Northeast India has not attracted beyond the domestic tourists.

Educational Qualification: Educational qualification of the tourist is also considered for the analysis. It is categorized into six categories which are matriculation and below, class 12, bachelor's degree, master degree, doctoral degree and professional degree.

Table 5.5: Educational qualification wise distribution of tourists.

	Educational qualification						Total	
	matriculation and below	cl 12	bachelor's degree	master degree	doctoral degree	professional degree		
AIZAWL	Count	4	22	86	63	39	36	250
	%	1.6%	8.8%	34.4%	25.2%	15.6%	14.4%	100.0%
GUWAHATI	Count	8	20	110	83	22	7	250
	%	3.2%	8.0%	44.0%	33.2%	8.8%	2.8%	100.0%
SHILLONG	Count	6	37	121	57	14	15	250
	%	2.4%	14.8%	48.4%	22.8%	5.6%	6.0%	100.0%
Total	Count	18	79	317	203	75	58	750
	%	2.4%	10.5%	42.3%	27.1%	10.0%	7.7%	100.0%

From the above table it is found that 2.4% of the tourists are matriculate and below, 10.5% of the tourists are class-XII passed, 42.3% of the tourists have bachelor degree, 27.1 % of the tourists have master degree, 10 % of the tourists have doctoral degree and 7.7 % of the tourists have professional degree.

Present employment: Depending on the employment status of the tourist, decision is made, and the satisfaction level may also vary. For the study the category present employment status has been divided into six categories namely student, housewife, retired personnel. Government service, private business employee and unemployed.

Table 5.6: Employment wise distribution of tourists.

		Present employment					Unemployed	Total
		student	housewife	Retired	government service	private business employee		
AIZAWL	Count	63	11	3	121	51	1	250
	%	25.2%	4.4%	1.2%	48.4%	20.4%	.4%	100.0%
GUWAHATI	Count	65	21	1	82	74	7	250
	%	26.0%	8.4%	.4%	32.8%	29.6%	2.8%	100.0%
SHILLONG	Count	77	31	9	63	65	5	250
	%	30.8%	12.4%	3.6%	25.2%	26.0%	2.0%	100.0%
Total	Count	205	63	13	266	190	13	750
	%	27.3%	8.4%	1.7%	35.5%	25.3%	1.7%	100.0%

From the above table it is found that 27.3% of the samples are student, 8.4% of the samples are housewife, 1.7 % is retired personnel, 35.5% of the samples are government service, 25.3% of the samples are engage in their own business and 1.7% of the samples are unemployed.

Travel Behavior: After the tourist demographic analysis , respondents' travel habits in Northeast India were also discovered, which included travelling partners, number of visits,purpose of the visit, source of information, first impression on Northeast India tourism, mode of transportation, types of accommodation and duration of stay.

Travel Companion: The companion of tourist while visiting a destination have an impact on the satisfaction level of the tourist. The category travel companion has been divided into six categories namely, sole travellers, with spouse or couples, family, with friends, business associates and others.

Table 5.7: Travel companion wise distribution.

	Travel companion.						Total
	sole traveller	with spouse or couple	Family	with friends	business associates	others	
AIZAWL	Count 62	30	45	71	27	15	250
	% 24.8%	12.0%	18.0%	28.4%	10.8%	6.0%	100.0%
GUWAHATI	Count 50	74	42	68	16	0	250
	% 20.0%	29.6%	16.8%	27.2%	6.4%	0.0%	100.0%
SHILLONG	Count 46	41	69	73	19	2	250
	% 18.4%	16.4%	27.6%	29.2%	7.6%	.8%	100.0%
Total	Count 158	145	156	212	62	17	750
	% 21.1%	19.3%	20.8%	28.3%	8.3%	2.3%	100.0%

From the above table it is found that 21.1% of the of the samples are sole traveller, 19.3% of the samples are travelling with their spouse, 20.8% of the samples are travelling with their family, 28.3% of the samples travels with their friends, 8.3% of the samples travels with their business associate.

Number of visit: The number of visit signifies whether the tourist has been to the Northeast prior to the occasion when the research is conducted.

Table 5.8: Number of visit by tourists.

	Whether been to northeast		Total
	Yes	no	
AIZAWL	Count 201	49	250
	% 80.4%	19.6%	100.0%

GUWAHATI	Count	183	67	250
	%	73.2%	26.8%	100.0%
SHILLONG	Count	162	88	250
	%	64.8%	35.2%	100.0%
Total	Count	546	204	750
	%	72.8%	27.2%	100.0%

From the above table it is found that 72.8 % of the samples are not first time visitors of North East while 27.2% off the samples are first time visitor.

Purpose of Current Visit: It is well important that the purpose of the visit have direct the decision making behavior as well as the satisfaction level. From the literature review it is found that vacation, business, religion, education and government duty are the common factors under the purpose of visit.

Table 5.9: Purpose of visit.

		Purpose of current visit					Total	
		vacation	business	Religion	education	government duty		others
AIZAWL	Count	22	36	0	76	100	16	250
	%	8.8%	14.4%	0.0%	30.4%	40.0%	6.4%	100.0%
GUWAHATI	Count	64	53	3	57	61	12	250
	%	25.6%	21.2%	1.2%	22.8%	24.4%	4.8%	100.0%
SHILLONG	Count	81	45	1	61	31	31	250
	%	32.4%	18.0%	.4%	24.4%	12.4%	12.4%	100.0%
Total	Count	167	134	4	194	192	59	750
	%	22.3%	17.9%	.5%	25.9%	25.6%	7.9%	100.0%

From the above table it is found that 22.3% of the tourist visit North East India for the purpose of vacation, 17.9% of tourist visit for the purpose of business .5 % for the purpose of religion, 25.9% for the purpose of education, 25.6 % for the purpose of government duty and 7.9 % for other purpose which is not mention.

Mean score:

In mathematics and statistics, the arithmetic mean or simply the mean or average when the context is clear, is the sum of a collection of numbers divided by the number of numbers in the collection. The collection is often a set of results of an experiment, or a set of results from a survey.

Mean Score from the tourist data:

In this portion the mean score of the data collected from the tourists is highlighted which include the mean from factors like tourism infrastructure, tourism marketing mix and security factor.

Mean score of Tourism Infrastructure variables:

The connection between infrastructure and tourism is emphasized in numerous professional studies, which underline, on the one hand, the special role of tourism development in the infrastructure’s modernizing, and on the other hand the reverse direction, the generation of multiplication effects of infrastructure development upon tourism. The infrastructure development represents a preoccupation of the decision factors and specialists from almost all fields, for the elaboration of detailed plans regarding the infrastructure development, the transport infrastructure having an important role.

The following tables represent the mean score taken from the respondents with references to the tourism infrastructure variables.

Table 5.10 : Mean score for tourism infrastructure

	N	Mean
Air connectivity of the destination with major Indian cities	750	2.8987
Condition of airport serving the destination	750	2.7227
Quality of roads from origin to destination	750	2.4560
Qualities of wayside amenities available on the road	750	2.2947
Rail connectivity of destination with major Indian cities	750	2.2747
Condition of railway station serving the destination	750	2.1507

Public convenience along the road/street	750	2.4707
Condition of road inside the city	750	2.6920
Telephone and mobile service	750	2.8693
Internet service	750	2.6720
Mean score for tourism infrastructure	750	2.6018

The above table shows that condition of railway serving the destination has the lowest mean score with 2.2747 among the tourism infrastructure variables whereas air connectivity with other Indian major city has the highest mean score with 2.8987 and the total mean score for the factor tourism infrastructure is 2.6018 (using 5 point Likert's scale).

Mean score for tourism product:

Tourist products are the means to satisfy tourist needs (Paul, 1977:18). According to Jovicic(1988:2-3), tourist needs are those that are “*satisfied when movement is performed (travel and sojourn) outside the place of residence.*”

The following tables represent the mean score taken from the respondents with references to the tourism product.

Table 5.11: Mean score for tourism product.

	N	Mean
Availability of luxurious hotel	750	2.6333
Availability of budget hotel	750	2.9280
Cleanliness of monuments/tourist attraction and area around	750	2.8853
Public utilities at the site of attraction	750	2.6787
Availability of tourist information	750	2.7240
Conservation of the tourist site	750	2.9880
Availability of diverse recreational facilities	750	2.4013
Mean score for tourism product	750	2.7484

The above table shows that the variable availability of diverse recreational facilities has the lowest mean score of 2.4013 whereas the variable conservation of the tourism site has the highest mean score of 2.9880 and the total mean score for the factor tourism product is 2.7484 (using Likert's five point scale)

Mean score for Price:

According to Kotler, Armstrong, Wong, and Saunders (2008), "price is the amount of money charged for a product or service, or the total values that consumers exchange for the benefits of having or using the product or service." "Due to the intangible nature of services, price becomes a crucial quality indicator where other information is not lacking or absent" (Zeithaml, 1981). Price is considered as the most important measurement of repurchase intentions (Oh, 2000; Parasuraman and Grewal, 2000). In deciding to return to the service provider, the customers normally think whether or not they received their value for money (Zeithaml, 1988). It has been proven therefore, that customers usually buy products on the basis of price rather than other attributes (Peter & Donnelly, 2007).

The following tables represent the mean score taken from the respondents with references to the price.

Table 5.12: Mean score for factor price.

	N	Mean
Price of hotel room rent	750	2.8160
Transportation price from origin to destination	750	2.7120
Transportation price within the destination	750	2.6307
Price of the food	749	2.6689
Price of the handloom and handicraft products(souvenir)	750	2.8813
Price for visiting tourist site	750	3.0533

Price for entertainment	750	2.8800
Other travel expenditure(insurance etc)	750	2.5640
Overall expenditure(value for money)	750	2.7827
Mean score for price	749	2.7765

The above table shows that variable price for visiting tourist site has the highest mean score of 3.0533 whereas the variable price for travel expenditure (insurance) has the lowest mean score of 2.5640 and the mean score for the factor price is 2.7765 (using Likert's five point scale).

Mean score for Place or Channel:

This factor is defined by Armstrong and Kotler (2006) as a set of interdependent organizations that caters to the process of making a product available to the consumers. Hirankitti et al., (2009) considers place as the ease of access which potential customer associates to a service such as location and distribution. It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product (Copley, 2004).

The following tables represent the mean score taken from the respondents with references to the channel.

Table 5.13: Mean score for channel.

	N	Mean
Availability of authorized tour operator	750	2.5427
Availability of website to organized your trip	750	2.5280
Visitors information center at the destination	750	2.5413
Promptness of the state tourism department	750	2.5800
Mean score for factor place	750	2.5373

The above table shows that the variable availability of website to organized a trip has the lowest

mean score of 2.5280 whereas the variable promptness of the state tourism department has the highest mean score of 2.5800 and the total mean score for the factor place is 2.5373 (using Likert's five point scale).

Mean score for Promotion:

A communication program is important in marketing strategies because it plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific times (Lovelock and Wright, 2002). Promotion is very important as it provides information, advice, and it persuades the target market. It guides and teaches the customer to take action at a specific time and how they can use the product and get beneficial result from it. The product advertisement can be delivered by individual sales people, T.V, radio, internet, magazine, press, and all types of media.

The following tables represent the mean score taken from the respondents with references to the promotion.

Table 5.14: Mean for promotion.

	N	Mean
Wide spread	750	2.3693
Attractiveness	750	2.6907
Competitiveness	750	2.2507
Innovative	750	2.3627
Mean score for factor promotion	750	2.4183

The above table shows that the variable attractiveness has the highest mean score of 2.6907 whereas the variable competitiveness has the lowest mean score of 2.2507 and the total mean score for the factor promotion is 2.4183 (using Likert's five point scale).

Mean score for People:

This factor refers to the service employees who produce and deliver the service. It has long been a fact that many services involve personal interactions between customers and the site's employees, and they strongly influence the customer's perception of service quality (Hartline and Ferrell, 1996; Rust, Zahorik and Keiningham, 1996). Personnel are keys to the delivery of service to customers. The interaction is important because it influences customer perception. In other words, the actions of all the personnel normally influence success of action and function of an organization and with more communication, training, skills, learning, and advice they will achieve to display the optimum value of the product and the company.

The following tables represent the average score taken from the respondents with references to the people.

Table 5.15: Mean score for people.

	N	MEAN
Behavior of the local residence	750	3.2987
Behavior of the driver for your interstate transportation	750	3.0907
Behavior of the driver for your local transport	750	2.9453
Behavior of the service staff at your accommodation	750	3.0973
Behavior of the staff working at tourism office	750	3.0187
Behavior of the staff working at the local restaurant and shopping complex	750	3.0613
Mean score for the factor people	750	3.0853

The above table shows that the variable behavior of the local residence has the highest mean score of 3.2987 whereas the variable behavior of diver for local transport has the lowest mean score of 2.9453 and the total mean score for the factor people is 3.0853 (using Likert's five point scale).

Mean score for Process:

Process is generally defined as the implementation of action and function that increases value for products with low cost and high advantage to customer and is more important for service than for goods. According to Hirankitti et al., (2009) the pace of the process as well as the skill of the service providers are clearly revealed to the customer and it forms the basis of his or her satisfaction with the purchase. Therefore, process management ensures the availability and consistence of quality. In the face of simultaneous consumption and production of the process management, balancing services demand with service supply is extremely difficult (Magrath, 1986). The design and the implementation of product elements are crucial to the creation and delivering of product.

The following tables represent the mean score taken from the respondents with references to the process.

Table 5.16: Mean score for process.

	N	Mean
Promptness in getting permission to enter the destination	750	3.2253
Availability of tour packages to the destination	750	2.7347
Hassle free process in booking the entire tour	750	2.7400
Mean score for the factor process	750	2.9000

The above table shows that the variable promptness in getting permission to enter the destination has the highest mean score of 3.2243 whereas the variable availability of tour packages has the lowest mean score of 2.7347 and the total mean score for the factor process is 2.9000 (using Likert's five point scales).

Mean score for the Physical Evidence:

This factor refers to the environment in which the service and any tangible goods that facilitate the performance and communication of the service are delivered. This holds great importance because the customer normally judges the quality of the service provided through it (Rafiq & Ahmed,

1995). In addition, according to Mittal and Baker (1998), this factor also refers to the environment in which the services production is in. The environmental décor and design also significantly influence the customer's expectations of the service (Shostack, 1977). Services normally cannot be displayed, therefore firms should create a suitable environment to highlight the fact to the customers (Rathmell, 1974).

The following tables represent the mean score taken from the respondents with references to the physical evidence.

Table 5.17: Mean score for physical evidence.

	N	Mean
Cleanliness of the travel agent office	750	2.8387
Physical appearance of the staff employed in the travel agent	750	2.8627
Physical appearance of the tour guide	750	2.8253
Cleanliness of the state tourism information canter	750	2.8213
Physical appearance of the transportation in the destination	750	2.7733
Physical appearance of the transport operator	750	2.7613
Overall physical appearance of the destination	750	2.9987
Mean score for the factor physical evidence	750	2.8402

The above table shows that the variable overall physical appearance of the destination has the highest mean score of 2.9987 whereas the variable physical appearance of transport operator has the lowest mean score of 2.7613 and the total mean score for the factor physical evidence is 2.8402 (using Likert's five point scale).

Mean score for Safety:

Safety and security have always been indispensable condition for travel and tourism. But it is an incontestable fact that safety and security issues gained a much bigger importance in the last two

decades in tourism. Changes in the world during the last two decades were enormous. Due to terrorist acts, local wars, natural disasters, epidemics and pandemics, that we were witnesses to, security has significantly decreased.

The following tables represent the mean score taken from the respondents with references to the security.

Table 5.18: Mean score for safety.

	N	Mean
Transportation to the destination	750	2.9787
Local transportation	750	3.1200
Hotel and accommodation	750	3.5133
Tourist activities	750	3.3733
Comparison to other place	750	3.4147
Communal harmony	750	2.9880
Overall safety	750	3.2573
Mean score for the factor security	750	3.2350

The above table shows that the variable for safety in hotel and accommodation has the highest mean score of 3.5133 whereas the variable safety regarding transportation to the destination has the lowest mean score of 2.9787 and the total mean score for the actor safety is 3.2350 (using Likert's five point scale).

6. MAJOR FINDINGS

- Tourists has given the lowest means score for the variable *availability of diverse recreational facilities* whereas tourists has given the highest mean score for the variable *conservation of the tourism site* among the factor **tourism product**.

- Tourists has given the highest mean score for the variable *price for visiting tourist site* whereas tourists has given the lowest mean score for the variable *price for travel expenditure (insurance)* among the factor price.
- Tourists has given the highest mean score for the variable *promptness of the state tourism department* has the lowest mean score whereas the variable *availability of website to organize a trip* has the highest mean score for the factor distribution channel.
- Tourists has given the highest mean score for the variable *attractiveness of promotion activities* whereas tourists has given the lowest mean score for the variable *competitiveness of promotional activities* among the factor promotion.
- It is found from the study that tourists were most satisfied with the variable *behavior of the local residents* and were least satisfied with the variable *behavior of driver for local transport* among the factor people.
- Tourists were most satisfied with the variable *promptness in getting permission to enter the destination* and were least satisfied with the variable *availability of tour packages* among the factor process.
- Tourists were most satisfied with the variable *overall physical appearance of the destination* whereas the tourists were least satisfied with the variable *physical appearance of transport operator* among the factor physical evidence.

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