

An Empirical Study: Factors Affecting Visitor's Satisfaction towards Heritage Tourism Destination in India

Shail Shri Sharma

Assistant Professor, Prestige Institute of Management and Research, Indore

Satnam Kaur Ubeja

Assistant Professor, Prestige Institute of Management and Research, Indore

Varun Sarda

Professor, Prestige Institute of Management and Research, Indore

Abstract

Tourism is one of the most interesting and pleasure giving human activities. The developing world has immensely contributed towards tourism industry. The Indian tourism industry despite its nascent stage has been on a progressive path in recent times. India is renowned for its diverse culture. India has enumerated an enormous growth in past, ever since promotional creativities were engaged by the tourism ministry, Indian government to boost its image at global perspective for heritage and cultural tourism. The selection of destination is affected by many factors. While choosing the destination, visitors keep few parameters and perception towards heritage destinations. The data for research is collected from primary sources. For this research paper exploratory research and factor analysis has been done for selected States of India particularly Madhya Pradesh, Uttar Pradesh, Rajasthan and Delhi to study the factors which affect visitor's satisfaction towards selected heritage destination/ tourism.

Key words: Heritage Tourism, visitors, visitor's satisfaction, destination

1. Introduction:

In India, tourism industry is significant and effervescent. India is growing as a major and foremost global destination. The Indian tourism industry despite its nascent stage has been on a progressive path in recent times. It has constantly been well-known for heritage, prehistoric

rituals and culture. It has enumerated an enormous growth in past few years; ever subsequently promotional creativities were booked by the government of India to boost its image for heritage tourism.

“Foreign Tourists arrival in India is showing upward trend and there has been considerable increase in Foreign Currency also.”Rashmi Verma (Union Tourism Secretary, 2017)

It has been established by the remarkable past of India that the current and ensuing generations have abundance of cultural heritages& monuments to be delighted about. Cultural Heritage Tourism is a significant aspect of tourism industry in India. It is promptly developing a small area of business involving specific products. This niche market is stimulated by rising number of International as well as domestic tourists and by growing obtainability of International communication. According to FTA report, India placed the 40th country in the world. In January-April 2018 FTAs were 3876,021 as equated to 34,98,969 in January-April 2017 recording a progression of 10.8%.

Hollinshead found that Cultural tourism is the rapidly emergent subdivision of Tourism Industry since there is an expansion for tourists in terms of growth. The increase in the number of tourists who look for history, event, civilization, excavation and communication with regional folks confirms this growth.

Heritage tourism is a division of tourism which is relating to the cultural heritage of the site where the tourism is taking place. Culture, since eternity has been a chief element of travel as the initiation of the Grand Tour from 16th Century demonstrates. In the 17th and 18th century Grand Tour was a convention of a time-honored journey of Europe embarked on by upper-class juvenile European men of enough earnings and status. India is having a history of about more than five thousand years and now it has launched itself as a tourist site which is ideal for gaining knowledge of different civilizations.

2. Review of Literature:

According to Boylan (1995) Heritage is an essential fragment of the tourism industry which signify one of the swiftest growing industries in the global economy, another one is into developments in Multimedia.

“Heritage is not merely the older but the modern-day practice of fundamentals of past.” (Timothy & Boyd 2003:4)

Hsu et al. (2008) perceived that sustaining loyalty of reputable customer as a vital contributor to the accomplishment and success of business. Therefore, most of the investigators focus on few parameters revisit purpose is the fact that “globalization of markets, modest pressure, brand proliferation. Adarsh Batra and Panrawee Na Lamphoon (2008) investigated the transformation in the perception of tourist's behavior. They explored the changes in the perception of tourists and residents towards the particular scopes of eco-tourism. Ultimately findings emphasizes that both of them are keen to endorse ecotourism to the public/ community.

Parikshat Singh Manhas and Ramjit (2013) highlighted 4 aspects of customer experience namely escapism, entertainment, education & aesthetics. It was found that positive relationship exists among customer experience satisfaction & behavioral intent. The study came up with the findings that leaves the implications for the hospitality marketers on the “entertainment” and “aesthetic aspect” as important dimensions of customer experience, and special assistance needed on the dimensions of landscape, marketing and advertising campaigns, overall experience, meals and food offerings, interior design and architecture.

3. The study has the following objectives

1. To identify key factors of Heritage tourism services for visitor's satisfaction.
2. To identify the visitor's level of satisfaction towards heritage tourism.

4. Research Methodology:

Heritage site selection criteria for UNESCO had been applied here. After 2005, 4 natural criteria and 6 cultural criteria were taken in to consideration. Implementation of new guiding principle in association with World Heritage Convention, out of ten criteria are there should one criteria subsists is mandatory.

4.1 Sampling Method

4.1.1 Type of sampling

Convenient Stratified sampling method used for the study to collect data from visitors of selected heritage destinations of Madhya Pradesh, Uttar Pradesh, Delhi and Rajasthan states.

4.1.2 Sample size

More than 450 respondents were approached to respond the questionnaire. Out of 450 responses 12 questionnaires were not properly filled thus the further analysis took place over 381 responses only, rest of the questionnaire were not returned and some were incomplete for the further study.

4.1.3 Sampling unit

Visitors who have visited at least one of the destinations covered under study treated as a sampling unit for the study.

4.1.4 Area of sampling

The study based on different heritage destinations of Madhya Pradesh, Uttar Pradesh, and Delhi and Rajasthan states. The study depend on destinations like - Khajuraho, Mandu in M.P. Taj - Mahal, Imambara in U.P., Red fort in Delhi and Amber fort in Pink city Jaipur Rajasthan and nearby places only. Data was collected primarily from Indore Mandav, Khajuraho region of Madhya Pradesh, Lucknow and Allahabad region of Uttar Pradesh, Jaipur from Rajasthan and Delhi’s residents and tourists from the chosen destinations also.

KMO-BARTLETT'S Test:

The statistic lies between 0 and 1, for the present data it is near .927 which can be considered as acceptable value and the factor analysis is thus appropriate in this case.

Table 1: KMO-Bartlett's Test

K-M-O Measure of Sampling Adequacy.		.927
Bartlett's Test of Sphericity	Approx. Chi-Square	3.183E3
	Df	300
	Sig.	.000

Reliability Statistics: In this research paper the following are Cronbach’s alpha values. Here, items for total reliability indicates that data is appropriate to evaluate the total sample of the study.

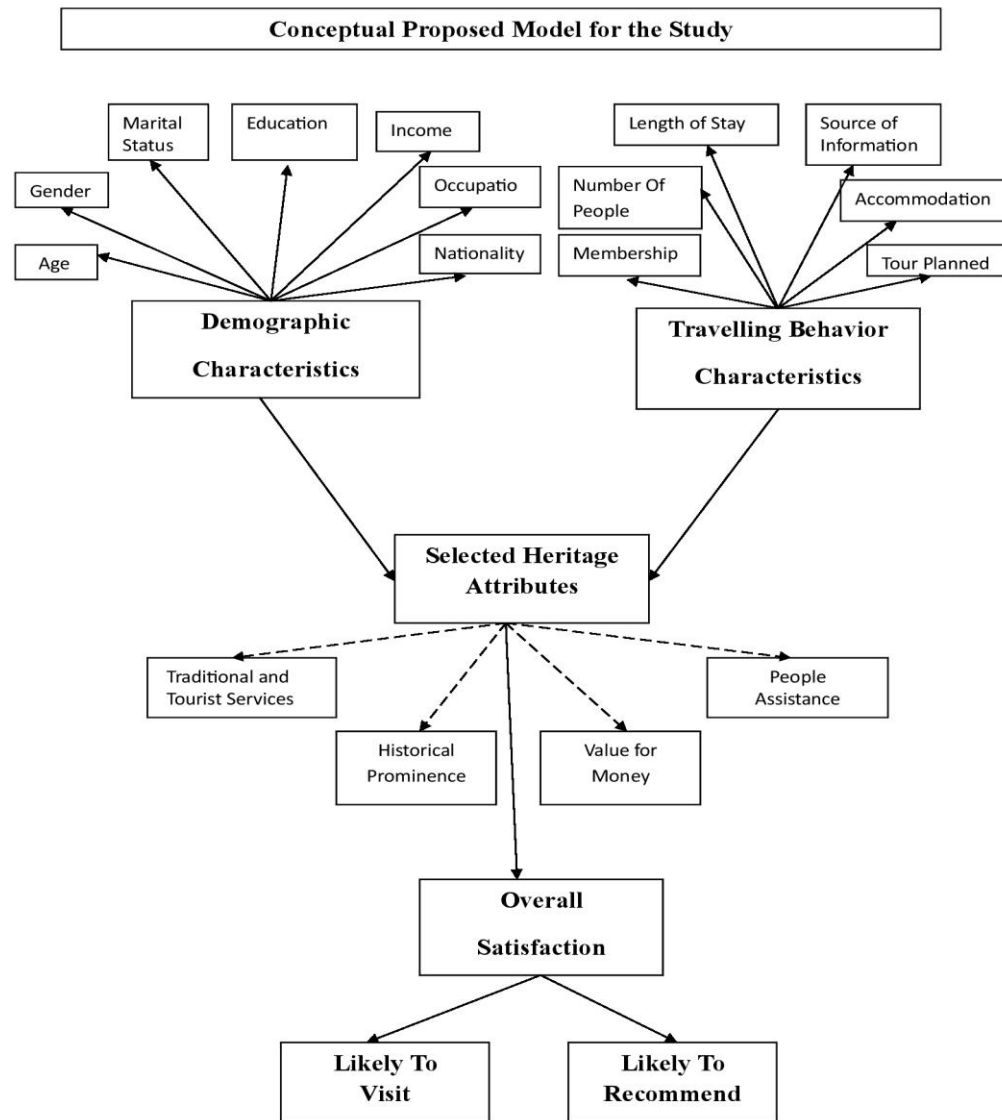
Table 2: Cronbach’s Alpha

S No	Construct Measures	No. Of Item	Cronbach's Alpha
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1	Traditions and Tourist Services	8	.829
2	Historical Prominence	8	.822
3	Value for Money	4	.661
4	People's Assistance	5	.699

Figure 1: Conceptual Proposed Model for the Study

Source: Self Designed



Factor analysis was done using principle component analysis having Varimax rotation method extracted four factors namely:

Factor 1- Traditions and Tourist Services: This factor basically measures the importance of Arts, traditions and customs, festivals/ events, monuments etc. It also measures that tourists/

visitors are getting affected by the services which they are availing during their tour such as- cuisine/ food, traditional hospitality, accommodations, Indoor facilities/ Services and State Tourist board website as well. The highest loading factor (.717) item in this factor which is “Arts (Music/ Dance)/ Theaters”. It indicates that arts especially music and dance is the preference while tourists go for heritage tourism.

Factor 2- Historical Prominence: The second factor basically measures the prominence about the ancient culture, authentic sites, Historical- cultural Heritage, local crafts and jewelry/ Handicrafts as well. There are 2 highest loading factor (.611) item in this factor which is “Interesting ancient culture and Wonderful customs and traditions” respectively. It reflects that historical cultural aspects one of the major attributes among the heritage tourists.

Factor 3- Value for Money: This factor measures the value of monetary concerns such as Guide, expensiveness, souvenir, accessibility etc. The highest loading factor (.701) item in this factor which is “Guide”. It indicates that if visitors wants to get information about historical importance about particular destination, archeological reputation and many more then tourists will have to go for a knowledgeable guide who can brief about monuments and historical facts.

Factor 4- People's Assistance: This factor essentially measures the importance of Compassion of the local people, accessibility of tour operators, compassion of tour operators, tourist data in your chosen destination, information centers etc. It also measures that tourists/ visitors are seeking information from information providers and tour operators how quickly and effectively. The highest loading factor (.747) item in this factor which is “Availability of tour operators”. It redirects their decision to visit particular destination on the basis of information received by tour operators and obtainability as well time to time. Even local folks/ stakeholders assistance is one of the important influence among the visitors while travelling.

Total 69% of variance explained by these factors.

Satisfaction Parameters belongs to respective factors are mentioned below:

Factor I Traditions and Tourist Services

Satisfaction Parameters	Factor Loadings
Interesting traditional hospitality	.524
Appealing local cuisine/ food	.696
Appealing festivals/ events	.702
Monuments/ Monumental ruins	.496
Arts (Music/ Dance)/ Theaters	.717

Indoor facilities/ Services	.650
State Tourist board website	.387
Accommodations	.483

Factor II Historical prominence

Satisfaction Parameters	Factor Loadings
Interesting ancient culture	.611
Interesting architecture	.463
Historical- cultural Heritage	.572
Traditional local markets	.457
Authentic (original) historic sites	.694
Unique culture	.582
Wonderful customs and traditions	.611
Interesting local crafts and jewelry/ Handicrafts	.533

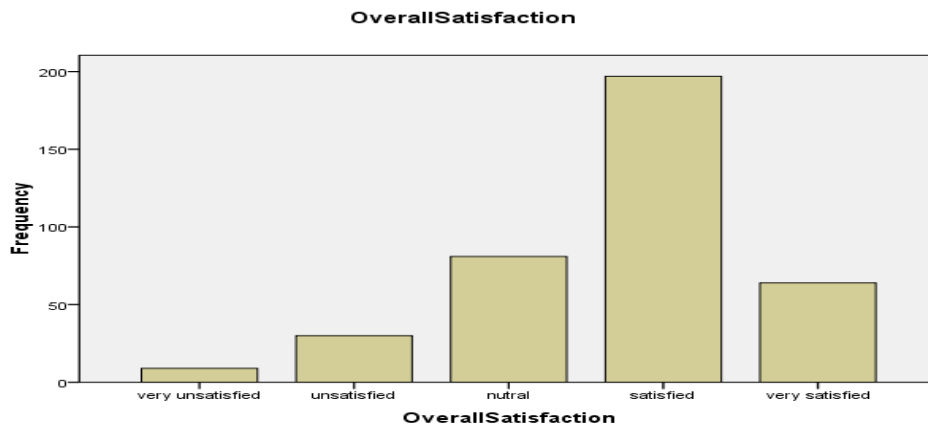
Factor III- Value for Money

Satisfaction Parameters	Factor Loadings
Souvenir	.589
Guide	.701
Expensiveness	.634
Accessibility	.468

Factor IV People’s Assistance

Satisfaction Parameters	Factor Loadings
Compassion of the local people	.436
Compassion of tour operators	.564
Accessibility of tour operators	.747
Tourist data in your chosen destination	.468
Information centers	.515

Overall Satisfaction ratio of the Respondents



Visited Heritage site wise overall satisfaction of visitor's towards Heritage Tourism

Construct Measure		Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Total
Place visited	Delhi	2	10	30	45	4	91
	Rajasthan	4	7	10	57	20	98
	Uttar Pradesh	2	6	19	23	13	63
	Madhya Pradesh	0	4	15	54	17	90
	Others	1	3	7	18	10	39
Total		9	30	81	197	64	381

Table1 exhibited that the respondent's satisfaction level were for Madhya Pradesh was 60%, for Rajasthan with 58% respectively. The satisfaction level of respondents for Delhi were 49%, for Uttar Pradesh it was 37% and for others places/ states like Maharashtra, Gujarat, Orissa and West Bengal etc. the satisfaction level of respondents were 46% only.

Respondents have given privilege to Madhya Pradesh and Rajasthan most for Heritage Tourism services. It could be one of the reasons that both the state tourism boards are emphasizing more on their Tourism services and generating huge revenues and trying to provide best facilities to their visitors in comparison to other chosen states for the study. As we know Rajasthan is known for its amusing cultural heritage and this is also the greatest strength for its stakeholders. So, all the stakeholders and tourism boards in Madhya Pradesh and Rajasthan taking the advantage of these parameters and doing well in their respective field.

5. Conclusion:

These factors helped to analyze the overall satisfaction level of visitor's towards chosen destination. Questionnaire for the study was developed based on the construct measure and

factors related to visitor's satisfaction level covered all the dimensions which helped to measure satisfaction level in this study.

Findings of the study revealed that irrespective of demographic variables like-Age, gender, education. The study revealed respondents were above 45 years of age, females in comparison to male and housewives, businessman, government employees were found more satisfied towards heritage tourism destinations. However, respondents having monthly income above 60000 were found delighted in their opinion and foreigners were quiet satisfied towards heritage tourism destinations. Same as with married couple's satisfaction level was higher than unmarried ones. The study revealed that characteristics of travelling behaviour played very important role in overall satisfaction of visitor's for heritage tourism. These characteristics are like length of stay, accommodation used Heritage site belief etc. Among all the 381 respondents 197 were satisfied, 81 respondents were neutral in their opinion, 64 were very satisfied, 30 were unsatisfied and last but not the least 9 were found to be very unsatisfied.

Thus, findings of the study provided an insight to gauge the impact of chosen destination in mind of visitor's with all the conveniences, attributes, hospitalities and it will help the government as well as to private contractors to decide their promotional strategies like awareness for the destination, decision making regarding marketing activities, improvement in amenities and hospitalities, upgraded technological services etc.

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