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**STUDY OF TOURIST BEHAVIOR WITH RESPECT TO
SATISFACTION LEVEL FOR SHANI SHINGNAPUR
RELIGIOUS TOURIST CENTER, AHMEDNAGAR
DISTRICT, MAHARASHTRA**



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ABSTRACT

Tourist satisfaction may be a judgement, however it provides crucial direct info a few destination's performance (Gaur, 2009). The assessment will simply be done by conducting surveys. Shri Shaneshwar Devasthan Shani shingnapur's, tehsil Newasa of Ahmednagar District; geographic region, India is wide illustrious as spiritual traveller destination. innumerous devotees visit this place often and daily from geographic region and



every one over India. To assess the amount of satisfaction of traveller and acknowledge the prevailing facilities and their level of development, survey was conducted by traveller views, opinion, suggestion collected with questionnaires, interviews and observation throughout survey. A total of 100 questionnaires as sample were filled on the special day like Saturday, and occasionally, on main festival, the day of new moon (amavashya) etc. Respond in the questionnaires were converted into numerical index to assess the satisfaction levels. Based on this assessment satisfaction levels of tourist were divided in to four categories as excellent, good, satisfactory and unsatisfactory. Analysis showed that satisfaction level of this destination is satisfactory with the average score of 32.91 percentages. Average of satisfaction index for Shani Shingnapur would be useful in future planning and development of this religious destination.

KEYWORDS : Tourist, Shani Shingnapur, Satisfaction Level, Questionnaire, Interviews Facilities.

INTRODUCTION:

It has become an increasingly important topic for destination management organisations because it serves as a reliable yardstick to assess overall performance (Song H, 2011). Understanding of tourist satisfaction levels, and changes in these levels, benefits to tourism industry, in the development of a high-quality tourism infrastructure. Attempt to improve tourist satisfaction levels is

likely to a enhanced reputation and loyalty of the destination as a whole.

Success of tourism destination deals with promoting the unique products, services and creatively market tourist experiences may ultimately determine its continued success hence 'success' is satisfied tourists.(Haiyan Song, 2012) Accordingly, "measuring and managing customer satisfaction is crucial for the survival, development and success of service industries like tourism" (Sirakaya, Petrick, & Choi, 2004:518). That is why; the development of a tourist based system for evaluating tourism service performance that focuses on tourist satisfaction is of great importance for tourist destination management and development. Tourist satisfaction is often found to be at the heart of tourism development because it helps to ensure that destination achieve their desired strategic results. A higher level of tourist satisfaction is likely to increase loyalty and attracting new tourist, and help develop a destination's reputation in the society at large as well as local to global level. Rust, Zahorik, and Keiningham (1995) indicate that customer satisfaction and service quality have a measurable impact on customer retention, market share and profitability.

Over the past decades in Ahmednagar district a variety of destinations have made significant efforts to develop their tourism infrastructures to improve their overall attractiveness to attract tourist from local, national as well as international level. The overview is produced by continuously monitoring tourist satisfaction levels with the most important service sectors. This deduced by the increasing concept that tourist satisfaction is an important issue for many researchers that depend on inbound tourists. The logic here is that satisfied tourists are more likely to come again and suggest the destination to others, which is an effective way of encouragement.

The tourists feel happiness and satisfied of concern tourist place if facilities fully developed. Therefore it is importance to applying method of satisfaction index for assess the satisfaction level of the tourists. The study of satisfaction level will take action as response from the tourist which is important for the sustainable tourism development in Ahmednagar district. These assessments can be obtained by conducting surveys.

SIGNIFICANCE OF SATISFACTION INDEX:

(Garau, 2009) Stated, a basic satisfaction index can be defined by using tourists' declared overall satisfaction, rated on an ordinal scale. In this case, an index can be estimated for a destination almost immediately, since all that is needed is to obtain the sample mean out of the values given by the interviewees. In the surveys, a Likertscale is usually used to define this variable, taking values that range from 1 (not at all satisfied) to 5 (very satisfied).

The satisfaction index it is well known and universally accepted tool to applying for assess the satisfaction level of tourist at concern tourist place. With this method we can evaluate the satisfaction levels of tourist and it is most essential for development of tourist center. Also we get tourist view about the facilities which are available at center. Those facilities are categories in four levels as excellent, good, satisfactory and unsatisfactory. The tourist who have give their own opinion about unsatisfied facilities at tourist place help with their view we can improve the same facilities for future and it is very essential to sustainable development of tourist center. On the basis of this method we can assess the current status of tourist place and also find out which are the potential facilities and which are the medium or low potential facilities of tourist centers.

LITERATURE REVIEW:

In literature, Consumer satisfaction has been widely explored topic by scholars and practitioners. A number of methodological approaches, models, and techniques have been produced

and developed to measure, but not a single attempt has yet been reached on the best approach. (Haiyan Song, 2012) mention, in the tourism context, this implies that raising tourist expectations may increase perceived performance, which further enhances tourist satisfaction. Fornell et al. (1996) attest that there is a positive relationship between expectations and satisfaction, not only that but, positive relationships between tourists' satisfaction and their revisit intentions, intentions to recommend and likelihood of complaining (Cole & Scott, 2004; Kozak, 2001). Bosque, Martí'n, and Collado (2006) also confirm that tourist satisfaction is positively affected by tourist expectations. A tourist destination is a mixture of products and experiences that combine to create a unique experience (Murphy, Pritchard, & Smith, 2000). Hence some researchers use tourist assessments of a destination, either overall assessments or assessments of its different attributes or characteristics, as a basis to measure competitiveness (Zairi, 1996; Kozak, 2004).

The competitiveness of destinations depends upon tourist assessments of different attributes and provides tourists' level of satisfaction, has been mentioned by old and new scholars. Due to, in these studies, no single global index of assessment was used, which makes it difficult to compare destinations. (Song H, 2011) pointed out that, academic research on tourist satisfaction is generally isolated from the industry.

In field of tourism study focus is on measuring both overall tourists satisfaction with a particular destination (e.g., Alegre and Cladera, 2006; Kozak, 2001; Yuan and Goulden, 2006) and tourist satisfaction with a specific service like accommodation (Hsu et al., 2003; Saleh and Ryan, 1992), restaurants (Chadee and Mattsson, 1996), attractions (Dorfman, 1979), travel agencies (Leblanc, 1992), packaged tours (Hsu, 2000, 2003; Pizam and Milman, 1993) and retail shops (Reisinger and Turner, 2002). Most assessments of tourist satisfaction within a particular destination are based on multi-attribute scales that cover a variety of service components and facilities (Song H, 2011)

Hence, this study aims to study the facility wise level of satisfaction of tourist at Shani Shingnapur, that is able to generate a comprehensive evaluation of tourist and pilgrims satisfaction with individual selected services. The present evaluation system is based on the scoring factor wise level of satisfaction, to average the score and ranking the factors as per the level of satisfaction of tourist. The first level is to identify the contribution of the performance of individual facility in its evaluation of overall tourist satisfaction. The total score will help to create the facility wise level of the tourist satisfaction index. Accordingly, this assessment would be served a destination's need for continuous monitoring and improvement of tourism service performance and the management of tourist and pilgrims experiences at Shani Shingnapur.

STUDY AREA:

Shani Shingnapur is a village situated in Nevasa Tehsil of Ahmednagar District in Maharashtra state. The location of Shani Shingnapur religious center is 19° 51' 10" N latitude to 74° 22' 42" E longitude. Elevation is 499 from MSL, mean annual rainfall of this center is 400 mm and mean annual temperature is 30°C. The shani shingnapur is about 35 km from Ahmednagar city of district head quarter. By road this religious center is linked with Ahmednagar to Aurangabad national highway, shani shingnapur is just 03 km away from national highway No 60 and from Aurangabad 68 km and shirdi 70 km. Ahmednagar railway station is the nearest railway station.

Location Map of Study Area:



Fig.1: Location Map of Study Area.

OBJECTIVE:

- 1.To review the contribution regarding level of satisfaction.
- 2.To assess the satisfaction level of tourists for Shani Shingnapur religious center.
- 3.To evaluate tourist’s satisfaction level of existing facilities.

DATABASE AND METHODOLOGY:

Present research work is completely based on primary data which is collect during the field work help with the questionnaire. To assess the level of satisfaction of the tourists by collected their views with reference to the different amenities which is available at Shani Shingnapur religious tourist center like as Transportation, Accommodation, Parking, Food and Drinking water, Behavior of Local People, Shopping, Recreation, Toilet blocks, cleanliness and Health, Safety, Guide, Natural Beauty. For the purpose of the study, 100 tourists were selected at randomly from concern tourist places and asked their opinion and views about the facilities in the term of excellent, good, satisfactory and unsatisfactory through questionnaires. 100 questionnaires were filled during survey from various tourists on important days, festivals, amavashya, and off day also.

These views were converted in to numerical values such as 8 to 10 for excellent, 6 to 8 for good, 4 to 6 for satisfactory and 0 to 4 for unsatisfactory. The factor wise levels of satisfaction was calculated and tabulated. The factor wise average values were calculated and observed for calculation factor wise levels of satisfaction, average level of satisfaction and ranking of factors and satisfaction index. The following formula is used for calculation of satisfaction index

Formula:-
$$Sti = \frac{\sum Mi Ni}{N}$$

Where,

Sti = satisfaction index for the ith factor

Mi = Numerical value for particular level of satisfaction for the ith factor

Ni = Number of respondents deriving the particular level of satisfaction for the th factor.

N = Total number of respondents for that factor for all level of satisfaction.

As a final point ranks are given to these satisfaction index.

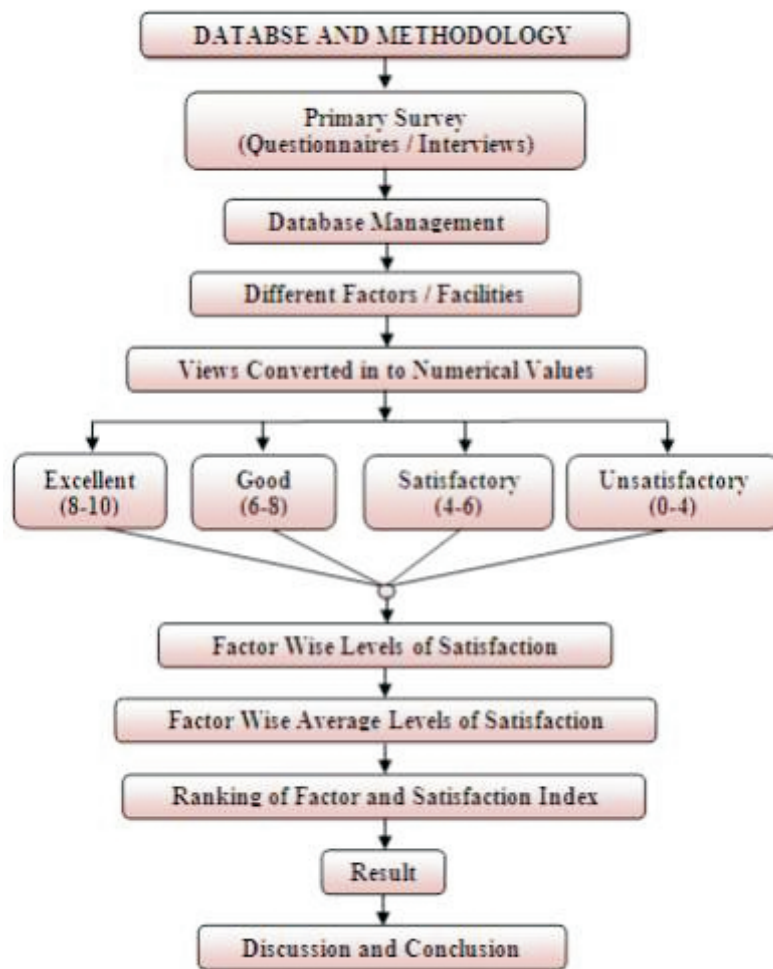


Fig.2: Flowchart of Database and Methodology.

RESULTS AND DISCUSSION:**Table: 1. Factor wise Levels of Satisfaction**

Factors / Facilities	Excellent	Good	Satisfactory	Unsatisfactory	Total Tourist
Transportation	11	37	39	13	100
Accommodation	25	25	41	09	100
Parking	15	45	25	15	100
Food and Drinking water	10	50	28	12	100
Behavior of Local People	08	26	36	30	100
Shopping	10	33	39	18	100
Recreation	07	26	53	14	100
Toilet blocks	09	21	31	39	100
Cleanliness and Health	06	33	51	10	100
Safety	44	27	23	06	100
Guide	14	43	18	25	100
Natural Beauty	67	20	11	02	100
Average (%)	18.83	32.16	32.91	16.08	100

Source: Survey by Researcher.

Table no.1 reveals the category wise distribution of tourists. The total interviewed tourists were 100 and they were distributed according to their views about the amenities available at the destination. For the 12 factors, average of the category was calculated. This method is universally accepted device to evaluate satisfaction of tourist. On the other hand, here an effort was made to evaluate the levels of satisfaction by adopting satisfaction index method.

Factor wise levels of the tourist are assessed by collection the information given by tourist during the survey. The category wise percentage assess that the facilities available at Shani Shinganapur above table showed result as Excellent 18.83%, Good 32.16%, Satisfactory 32.91% and 16.08% unsatisfactory. Overall, the results showed that the experience and the level of satisfaction of tourists at the Shani Shinganapur are good but 16.08% tourists were found to be unsatisfied with the facilities available at the tourist center.

Table: 2. Factor wise Average Level of Satisfaction: -

Factors / Facilities	Excellent	Good	Satisfactory	Unsatisfactory
Transportation	8.54	6.56	4.51	2.38
Accommodation	8.64	6.68	4.63	2.66
Parking	8.40	6.60	4.68	1.93
Food and Drinking water	8.50	6.78	5.03	2.41
Behavior of Local People	9.25	7.03	4.88	2.43
Shopping	9.10	7.15	5.02	2.44
Recreation	8.57	7.26	4.77	2.28
Toilet blocks	8.33	6.71	5.09	1.87
Cleanliness and Health	8.83	6.90	4.68	2.30
Safety	9.02	6.62	5.04	2.16
Guide	8.57	6.72	4.72	2.32
Natural Beauty	8.77	6.65	4.81	1.50

Source: Survey by Researcher.

Table: 3. Ranking of Factors and Satisfaction Index:-

Factors / Facilities	Satisfaction Index	Personal Rank
Transportation	5.40	9
Accommodation	5.96	3
Parking	5.68	5
Food and Drinking water	5.92	4
Behavior of Local People	5.06	11
Shopping	5.64	6
Recreation	5.30	7
Toilet blocks	4.43	12
Cleanliness and Health	5.40	10
Safety	7.01	2
Guide	5.49	8
Natural Beauty	7.75	1

Source: Survey by Researcher.

The above table no-2 reveals the average value of satisfaction in respect to tourist factors. The facility wise averages are calculated. For this reason the tourist were asked to assign points. Here the tourist specified preferences as excellent, good, satisfactory and unsatisfactory. Tourists response were measured as for numerical value excellent were given 8 to 10, good 6 to 8, satisfactory 4 to 6 and 0 to 4 was assigned for unsatisfactory.

Table no-3 it is shows the satisfaction index and ranking for selected facilities like, Toilet blocks (4.43)12th rank, Behavior of Local People (5.06) 11th rank, Cleanliness and Health (5.40)10th rank, Transportation (5.40) 9th rank, Guide (5.49) 8th rank, Recreation (5.30) 7th rank, Shopping (5.64) 6th rank, Parking 5.68) 5th rank, Food and Drinking water (5.92) 4th rank, Accommodation (5.96) 3rd rank, Safety (7.01) 2nd rank and Natural Beauty (7.75) 1st rank. (See Table No-3).

DISCUSSION AND CONCLUSION:

1. Table 1 summarizes qualitative response of 100 people towards the twelve (12) facilities at Shani Shingnapur religious destination. The score have been organised according to facilities and level of satisfaction categories.
2. Certain conclusions can be drawn from Table-1, which shows factor wise levels of satisfaction score. The from the results obtained advantages and disadvantages of the different facilities can be understood.
3. The facility wise response score have been organised under the title of satisfaction levels those are initially decided during the survey and average is computed. The satisfaction level categorise total score then converted in to average, this average is not equally distributed.
4. The average value 32.91 is highest and 16.08 is lowest value of satisfaction level category for Satisfactory and unsatisfactory categories respectively. It shows that the maximum tourists are satisfied with the services and facilities provided at Shani Shingnapur destination. But at the same time some of them are unsatisfied.
5. Average score 18.83% and 32.16% belong to the excellent and good categories of satisfaction levels.
6. Interesting observation is that, average score 32.16% and 32.91% are near about same, hence near about 65% tourist are belongs to the good and satisfactory category of satisfaction levels and remaining 35% peoples have responded in category of excellent and unsatisfactory.
7. To reach meaningful conclusion, factor wise response score of different level of satisfaction have been transformed in to average in Table- 2 and then it has converted in to satisfaction index.
8. This satisfaction index and raking of facilities is performed as per the satisfaction index (Table-3) to understand the performance of different facilities at the destination.
9. Table-3 shows that satisfaction index of Natural beauty is highest (7.75) whereas lowest index is observed for toilet blocks (4.43). Accordingly, allotted ranking also shows that Natural beauty is at the first rank (1) and toilet facility at last (12).
10. The derived values of satisfaction index are grouped in to three divisions such as less than 5, 5 to 6, and more than 6. According to this grouping, only one facility comes under the less than 5 value of satisfaction index, nine (9) facilities falls in 5 to 6 satisfaction index value group and remaining two facilities belongs to third group more than 6 index value.

Satisfaction index value range of transportation, accommodation, parking, food and drinking water, behaviour of local people, shopping, recreation, cleanliness-health and guide facilities is between 5 to 6, and this is exhibits that the tourist are satisfied with the all mentioned facilities. Their response is good toward these facilities at destination as index showed here. On the contrary, peoples

are highly satisfy with only safety and natural beauty around the temple, range of index value of this group of facilities is more than 6. Visitors are dissatisfied about the toilet facility at destination hence the index is very low, less than 5. On this background conclusion is that tourist are satisfy regarding near about all facilities, but only toilet facility is not satisfying the tourist. Hence administrative authority, managers and planners have to take in to consideration that future focus should be on the providing hygienic and advanced facilities of toilet near and around the temple as soon as possible to satisfy tourist and visitors. Being well known religious tourism destination in India, there is urgent need to solve the problem of toilet facilities as mentioned by the tourist mention in their response during this study. Except toilet facility, study shows that all other services and infrastructure are serving in well manner; hence this destination has great potential for tourism as religious place.

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