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Research Journal

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“A STUDY ON EXPECTATION AND SATISFACTION OF FOREIGN VISITORS WITH SPECIAL REFERENCE TO HAMPPI VISIT”

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ABSTRACT

The historical town of Hampi has emerged as the fastest growing tourism destination in Karnataka, next only to Mysore in terms of tourist inflow. In 2000, this number was between five lakh and six lakh. About 5 per cent of the tourists were foreigners, officials said and added that Mysore received about 31 lakh tourists during 2010. Hampi is a village in northern Karnataka state, India. It is located within the ruins of Vijayanagara, the former capital of the Vijayanagara Empire. In more ways than one Hampi, the capital of antiquated Vijayanagara kingdom is the epicenter of Karnataka tourism. In the midst of the dazzling remnants of Hampi you get a direct understanding of the engineering flawlessness of fourteenth century India.

This paper with the objective of finding the

satisfaction of foreign visitors at Hampi. A structured questionnaire is used for collecting primary data. The sample size is one hundred foreign tourists visiting Hampi, Hospet city in Ballari district, Karnataka. Random sampling is used. Moreover, interaction from foreign tourists is also undertaken to get some qualitative information. Journals, magazines, books and websites are referred for collecting secondary data.

KEYWORDS: Foreigners, epicenter, captivating, random.

INTRODUCTION :

The historical town of Hampi has emerged as the fastest growing tourism destination in Karnataka, next only to Mysore in terms of tourist inflow. In 2000, this number was between five lakh and six lakh. About 5 per cent of the tourists were foreigners, officials said and added that Mysore received about 31 lakh tourists during 2010. Hampi is a village in northern Karnataka state, India. It is located within the ruins of Vijayanagara, the former capital of the Vijayanagara Empire. In more ways than one Hampi, the capital of ancient Vijayanagara kingdom is the epicenter of Karnataka tourism. Amidst the captivating ruins of Hampi you get a first hand insight of the architectural perfection of 14th century India. The entire landscape of Hampi is an interesting juxtaposition of large monuments and boulders. In other words, Hampi is a place that needs to be seen to be believed. Many pilgrims and backpackers crave for a travel to Hampi



village in Karnataka (India). Surrounded by majestic hills and lush valleys, the village offers you a pleasing view of more than 500 monuments of different types. Its surrounding regions are dotted with temples, ancient aquatic structures, palaces, bastions, regal platforms and pavilions. The list is undoubtedly endless and as you move closer to this pristine destination, you would realize that the surprise it has in store for you are truly magnificent.

Hampi is located in the central part of Karnataka. Once upon a time, it was the capital of the Vijayanagar kingdom, which dominated a large part of south India after the Mughals faded away. Today the mighty capital lies in ruins as though intrigued in the splendid past.

A stunning landscape strewn with rocky outcrops and gigantic granite boulders hemmed in lush greenery greet you as you travel to Hampi. On the bank of the river Tungabhadra, the town lies deserted. Once the river was the lifeline of the empire.

Hampi has been recording a high tourist growth despite bad connectivity and extreme weather conditions during summer. Coinciding with the increase, the number of hotel rooms at Hospet in the last three years has gone up from about 400 to 1,000. About half a dozen hotels are under construction. According to spokesperson of Karnataka State Tourism Development Corporation (KSTDC) H.T. Ratnakar, the number of hotels around Hampi has gone up to about 75 now from about 12 about 10 years ago.

"Apart from hotels in Hospet, a number of makeshift shacks in Virupapuragaddi, on the banks of the Tungabhadra in the neighboring Koppal district, caters to a number of foreign tourists, mostly backpackers," he said. So what triggered the tourist rush to this erstwhile capital of Vijaynagar rulers? It was after UNESCO declared Hampi as World Heritage Site in 1986 that the number of foreign tourists, especially those from Europe, increased. "Among the foreign tourists, Hampi traditionally gets tourists from France, Germany and England. Travelers from Scandinavian countries, Russia and Israel are additions in the recent years," he pointed out.

OBJECTIVES OF THE STUDY:

- 1) To know something about Hampi.
- 2) To know the satisfaction level of facilities availability to foreign visitors of Hampi.
- 3) To identify the expectations of foreign visitors of Hampi
- 4) To provide suggestions based on findings of study.

RESEARCH METHODOLOGY:

A structured questionnaire is used for collecting primary data. The sample size is one hundred foreign tourists visiting Hampi, Hospet city in Ballari district, Karnataka. Random sampling is used. Moreover, interaction from foreign tourists is also undertaken to get some qualitative information. Journals magazines, books and websites are referred for collecting secondary data.

RESULTS AND DISCUSSION:

1.Hospitality			
Sl.No	Rating Scale	Respondents	Percentage
1	Most Satisfactory	33	39.28
2	Satisfactory	57	54.28
3	Normal Satisfactory	7	5
4	Dissatisfactory	3	1.44
5	Most Dissatisfactory	0	0
Total		100	100

Inference: Above table shows that satisfaction level of hospitality facilities availability at Hampi. 33 foreign visitors are most satisfied, 57 foreign visitors are satisfied, 7 foreign visitors are normal satisfied, 3 foreign visitors are dissatisfactory and most dissatisfactory is nil in the study.

2.Transportation			
Sl.No	Rating Scale	Respondents	Percentage
1	Most Satisfactory	30	36.85
2	Satisfactory	47	46.2
3	Normal Satisfactory	23	16.95
4	Dissatisfactory	0	0
5	Most Dissatisfactory	0	0
Total		100	100

Inference: Above table reveals that satisfaction level of transportation facilities availability at Hampi. 30 foreign visitors are most satisfied, 47 foreign visitors are satisfied, 23 foreign visitors are normal satisfied, dissatisfactory and most dissatisfactory is nil in the study.

3.Guide Facility			
Sl.No	Rating Scale	Respondents	Percentage
1	Most Satisfactory	23	31.33
2	Satisfactory	37	40.33
3	Normal Satisfactory	27	22.08
4	Dissatisfactory	10	5.44
5	Most Dissatisfactory	3	0.82
Total		100	100

Inference: Above table disclose that satisfaction level of guide facilities availability at Hampi. 23 foreign visitors are most satisfied, 37 foreign visitors are satisfied, 27 foreign visitors are normal satisfied, 10 foreign visitors are dissatisfactory and 3 foreign visitors are most dissatisfactory in the survey.

4.Currency Convertibility			
Sl.No	Rating Scale	Respondents	Percentage
1	Most Satisfactory	23	31.17
2	Satisfactory	30	32.52
3	Normal Satisfactory	40	32.52
4	Dissatisfactory	7	3.79
5	Most Dissatisfactory	0	0
Total		100	100

Inference: Above table disclose that satisfaction level of currency convertible facility availability at Hampi. 23 foreign visitors are most satisfied, 30 foreign visitors are satisfied, 40 foreign visitors are normal satisfied, 7 foreign visitors are dissatisfactory and most dissatisfactory is nil in the study.

5.Security			
Sl.No	Rating Scale	Respondents	Percentage
1	Most Satisfactory	27	33.92
2	Satisfactory	47	47.24
3	Normal Satisfactory	23	17.34
4	Dissatisfactory	3	1.5
5	Most Dissatisfactory	0	0
Total		100	100

Inference: Above table shows that satisfaction level of security at Hampi. 27 foreign visitors are most

satisfied, 47 foreign visitors are satisfied, 23 foreign visitors are normal satisfied, 3 foreign visitors are dissatisfactory and most dissatisfactory is nil in the study.

6. Entertainment			
Sl.No	Rating Scale	Respondents	Percentage
1	Most Satisfactory	43	54.44
2	Satisfactory	20	20.25
3	Normal Satisfactory	30	22.78
4	Dissatisfactory	3	1.52
5	Most Dissatisfactory	4	1.01
Total		100	100

Inference: Above table disclose that satisfaction level of entertainment facilities at Hampi. 43 foreign visitors are most satisfied, 20 foreign visitors are satisfied, 30 foreign visitors are normal satisfied, 3 foreign visitors are dissatisfactory and 4 foreign visitors are most dissatisfactory in the study.

7. Shopping			
Sl.No	Rating Scale	Respondents	Percentage
1	Most Satisfactory	0	0
2	Satisfactory	63	70.79
3	Normal Satisfactory	30	25.28
4	Dissatisfactory	7	3.93
5	Most Dissatisfactory	0	0
Total		100	100

Inference: Above table reveals that satisfaction level of shopping places at Hampi. No foreign visitors are most satisfied, 63 foreign visitors are satisfied, 30 foreign visitors are normal satisfied, 7 foreign visitors are dissatisfactory and most dissatisfactory is nil in the study.

8. Site seeing Places			
Sl.No	Rating Scale	Respondents	Percentage
1	Most Satisfactory	67	76.48
2	Satisfactory	10	9.14
3	Normal Satisfactory	17	11.64
4	Dissatisfactory	6	2.74
5	Most Dissatisfactory	0	0
Total		100	100

Inference: Above table shows that satisfaction level of site seeing places at Hampi. 67 foreign visitors are most satisfied, 10 foreign visitors are satisfied, 17 foreign visitors are normal satisfied, 6 foreign visitors are dissatisfactory and most dissatisfactory is nil in the study.

MAJOR FINDINGS OF THE STUDY:

- 1.54.28 % of foreign visitors are satisfied with Hospitality facility available in Hampi is shows a highest percentage.
- 2.46.2% of foreign visitors are satisfied with transportation facility made in Hampi is reveals a highest percentage.
- 3.40.33 % of foreign visitors are satisfied with guide facility available in Hampi is discloses highest percentage.
- 4.32.52 % of foreign visitors are satisfied and normal satisfied with currency convertible facility available in Hampi is shows highest percentage.

5.47.24 % of foreign visitors are satisfied with security available at Hampi, is discloses highest percentage security to the visitors.

6.54.44% of foreign visitors are most satisfied with entertainment facility available in Hampi is reveals highest percentage.

7.70.79 % of foreign visitors are satisfied with shopping complex available in Hampi, is shows highest percentage.

8.76.48 % of foreign visitors are satisfied with site seeing places available in Hampi are reveals highest percentage.

SUGGESTIONS/ EXPECTATIONS:

- 1.Banks try to attract the foreign visitors by opening of currency convertible centers at Hampi.
- 2.Tourism department should increase number of guides in Hampi.
- 3.Department of tourism try to reduce the entry fees to foreign visitors for attracting more and more visitors.
- 4.Maintain discipline and respect to foreign visitors by localities.
- 5.Different commercial establishments should be encouraged to mobilize foreign exchange.

CONCLUSION:

Tourism is the second biggest remote trade worker in India. The tourism business utilizes countless, both talented and incompetent. It advances national combination and global fellowship. India has interested individuals from everywhere throughout the world with her secularism and her way of life. There are chronicled landmarks, shorelines, spots of religious interests, slope resorts, and so on that draw in vacationers. Each locale is related to its craftsmanship, fairs, society moves, music and its kin.

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