# A Study on Tourist Satisfaction towards Hotel Related Services in Gujarat Tourism

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*Abstract: During the past decade, Services have increasingly assumed an important role in the Indian economy.  Hotels are a major service industry which contribute maximum through tourism in terms of foreign exchange earnings and it also helpful for increasing GDP of India.  For this increasing trend in GDP and foreign exchange earnings in India, the tourism also play a vital role. Tourism sector invented greater place due to creating greater opportunities for Employment. . The tourism product consists of accommodation, recreation, restaurant, attraction and transportation. Accommodation is prime factor for tourism product. In this accommodation, hotels capture the major place. The present condition of this shows that India has got bright future, because of the tremendous development taking place in tourism industry.*

*Keywords: Tourist Satisfaction, Foreign Exchange Earning, Tourist Destination, Hotel Service.*

## I. INTRODUCTION

Travel & Tourism's total contribution to the global economy rose to 9.5% of global GDP (US$7 trillion) not only outpacing the wider economy, but also growing faster than other significant sectors such as financial and business services, transport and manufacturing in 2013. The sustained demand for Travel & Tourism, together with its ability to generate high levels of employment continues to prove the importance and value of the sector as a tool for economic development and job creation. Tourism is an effective catalyst for revenue generation, foreign exchange earnings, and infrastructural developments facilitating the overall growth of a country.

The outlook for higher Travel & Tourism in 2014 is also very positive, with total Travel & Tourism GDP growth forecast to reach 4.3%. Much of this growth is being driven by higher consumer spending as the recovery from recession gathers pace and is becoming firmly established. The total contribution of Travel & Tourism to GDP was INR 6,631.6 bn (6.2% of GDP) and is forecast to rise by 7.3% in 2014, and to rise by 7.0% pa to INR 13,983.0bn (6.8% of GDP) in 2024.

In 2013, the total contribution of Travel & Tourism to employment (in hotel, travel agents, airlines and other passenger transportation services), including jobs indirectly visitors exports generated INR1, 110.9bn (4.1% of total exports) in 2013.  And grow by 4.3% pa, from 2014-2024, to INR 1,745.8bn in 2024 (2.1% of total). The total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 7.7% of total employment (35,438,500 jobs) and rise by 1.9% pa to 43,837,000 jobs in 2024(7.9% of total).

During the past decade, services have increasingly assumed an important role in the Indian economy. Hotel industry significance is undoubted. A number of hotel chains have come to India, either independently or with tie-up with an Indian partner. Tourism is now major service industry in India, with a contribution of 6.23% to national GDP and 8.78% to total employment. India witnesses more than 5 million foreign tourists arrival annually and 562 million domestic tourists visits. The tourism industry in India generated revenues of about $100 bn in 2008 and this is expected to increase to $275 bn by 2018, growing at 9.4 % per annum.

## II. TOURISM INDUSTRY OF GUJARAT

Aavo Padharo, words of welcome in the language of Gujarat because it is here that these words ring truly and the guest is 'God' and the people of Gujarat are gregariously friendly, inviting and will entice you to come again and again.

Gujarat is unique in its geological and topographical landscape. Gujarat is one of the most diverse States in India. Its history stretches over a long years from the age old Harappan Civilization to the Mughal period. Gujarat's endless journey from Roots to Wings is timeless with historical and cultural traditions glorifying the State.

A separate Tourism Department was established in 1973to identify and develop the tourism potential in the state. This was followed by the creation of Tourism Corporation of Gujarat in 1978, which was entrusted with the task of undertaking and developing tourism-related commercial activities. The corporation is presently engaged in a variety of activities such as creation of lodging and boarding facilities for the tourist and other aspects of tourists facilitation such as transportation, packaged tours, wayside catering along the National and State highways, arranging cultural festivals, organizing exhibitions and producing and distributing maps, posters brochures and pamphlets.

Eight tourism hubs have been created, which are Ahmedabad Metro, Ahmedabad Rural (North Gujarat), Surat (South Gujarat), Vadodara (Central Gujarat), Rajkot, Junagadh & Jamnagar (Saurashtra) and Bhuj (Kutch), for convenience of tourists visiting Gujarat. These hubs are well equipped with the modern infrastructure, facilities and services in the areas of commerce, communication, connectivity, hospitality, transportation, medical facilities etc.

'Khushboo Gujarat Ki', a promotional campaign with Amitabh Bachchan as brand ambassador, continues to make a deep Impression of Gujarat as an important tourist destination. There has been a 44% increase in tourism since the campaign was launched and Sasan Gir has seen the Greatest impact.

## III. REVIEW OF LITERATURE

**Kozak and Rimmington (2000)**, which indicates that satisfied tourists are more likely to recommend the destination to friends and family. However, Kozak and Rimmington (2000) purport that repeat business may not be as significant to the tourism industry as it is for other businesses as many tourists look for different holiday experiences regardless of satisfaction levels with a destination.

**Choi and Chu (2001)**, conducted study and try to identify the satisfaction factors among the Western and Asian travelers identify staff service, room quality , general amenities (laundry service, room service), business service, value ,security and IDD services as the main factors for evaluating the performance of hotel services. The factors were same but the level of the importance differed. The authors predict that the cultural differences could be due to cultural , economical and political differences.

**Hui, Wan and Ho (2007)**, conducted study to identify the level of tourist satisfaction of revisiting Singapore found that the customer satisfaction has an impact on repeat visits and positive word of mouth, publicity and customer loyalty. Further, a satisfied tourist spread positive WOM to other than to return for another holiday trip.

**Zouni (2008)**, said that the service provider has an accurate knowledge of tourists' attitude except the price competitiveness of the destination. The provider generally holds false estimates of tourists' evaluation of service performance, tourists' demographic characteristics, and understanding visitiors' educational and income levels. There are three area of over perception: the first area is attraction, prompt service delivery by the personnel, food variety, competitive pricing, tourism trade, product variety, and shop personnel friendliness is lower than what the providers expected. The second area is satisfaction with the tourism trade of the destination. The third area is almost all aspects of tourists' attitudes towards the destination and the residents, as they rate them higher than stated by the tourists themselves.

**R. Renuka (2010)**, study on role of hospitality services in Tamil Nadu tourism. Hospitality services are playing important role in Indian economy. Tamil Nadu tourism will take steps and systematic attempts to tap the huge employment generation potential available in the tourism sector. The tourism product consists of accommodation, recreation ,restaurant, attraction and transportation. Accommodation is prime factor for tourism product. In this accommodation, hotel capture the major place.

**Sathya (2010)**, said that there is need to understand the tourist satisfaction level and related factors. One study quotes that 'Tourists are very much satisfied with guides approved by the Government, but illegal guides are also present at every tourist sites. More than 60% tourist preferred budgeted accommodation and only 20% stayed in star hotels. Tourists are very much satisfied with the attitude of Indians, food, beverages, hotel and restaurants and people of India but deep sense of dissatisfaction with infrastructure. Tourists were not satisfied with the airport formalities and facilities, dissatisfied with road transport.

## IV. RESEARCH METHODOLOGY

**Statement of Problem:**

Tourism play vital role in the growth and development of Indian economy. It is the best possible way to India's economic development. It provides employment opportunities to the society.

Tourism is widely scattered, manned by people with poor managerial competence, working with limited resources. Further it suffers due to the poor service to the society and absence of quality control. Tourism products are the sum total of tourist attractions, transportation, accommodation, entertainment and all other services, which hopefully result in tourist satisfaction. So the statement of the problem for this study is "A study on tourist satisfaction towards hotel related services in Gujarat tourism "

**Objectives of Study:**

- To study the tourism industry in Gujarat.

- To examine satisfaction level of tourists toward hotel services in Gujarat.

**Universe & Sample of the Study:**

All the tourist including domestic and international who visited Gujarat state consider as Universe of the study. Out of the universe the researcher has selected some tourist destination point. For the purpose of the study ,400 tourists were selected from tourist destinations of Gujarat such as Dwarka, Somnath, Sasan Gir , Kutch and Ahmedabad using the convenience sampling method in the year 2015.

**Scope of the Study:**

The current study has been carried out with an objective to get some insights about tourist satisfaction towards hotel related services in Gujarat tourism. The scope of this study is limited to selected tourist destinations in Gujarat state.

**Data Collection:**

For the purpose of analysis, primary data is used which has been collected through StructuredQuestionnaire from the selected tourist destination of Gujarat.The data was collected selected from tourist destination of Gujarat such as Dwarka, Somnath, Sasan Gir ,Kutch and Ahmedabad using the convenience sampling method in the year 2015.The secondary data was collected from the official publication of the tourism department, journals, newspapers and various websites.

## V. DATA ANALYSIS AND INTERPRETATION

Analysis of Tourist Satisfactions towards Hotel related services:

**HO**: There is no significant relationship between age of the respondents and satisfaction towards hotel related services.

**HO**: There is no significant relationship between occupation of the respondents and satisfaction towards hotel related services.

**HO**: There is no significant relationship between education of the respondents and satisfaction towards hotel related services.

**Table I Table showing Age-wise Testing of tourist satisfaction towards Hotel Services**

| Sr. No. | Tourism Service | Chi Square | Significance | Decision |
|---------|-----------------|------------|--------------|----------|
| **1** | **Hotel Services** | | | |
| (i) | Age * Room service | 15.43 | 0.49 | Hypothesis accepted |
| (ii) | Age * Staff behaviour | 26 | 0.054 | Hypothesis accepted |
| (iii) | Age *Complimentary break fast | 14.61 | 0.55 | Hypothesis accepted |
| (iv) | Age * Lcd TV &Wifi | 10.5 | 0.83 | Hypothesis accepted |
| (v) | Age *Food | 22.02 | 0.14 | Hypothesis accepted |
| (vi) | Age * Doctor on call | 22.71 | 0.12 | Hypothesis accepted |

Note: * statistically significant at $p < 0.05$

**Table II Table showing Occupation-wise Testing of tourist satisfaction towards Hotel Services**

| Sr. No. | Tourism Service | Chi Square | Significance | Decision |
|---------|-----------------|------------|--------------|----------|
| **1** | **Hotel Services** | | | |
| (i) | Occupation * Room service | 38.24 | 0.008* | Hypothesis rejected |
| (ii) | Occupation *Staff behavior | 26.73 | 0.14 | Hypothesis accepted |
| (iii) | Occupation * Complimentary break fast | 39.27 | 0.006 * | Hypothesis rejected |
| (iv) | Occupation * Lcd TV &Wifi | 20.32 | 0.43 | Hypothesis accepted |
| (v) | Occupation *Food | 19.92 | 0.46 | Hypothesis accepted |
| (vi) | Occupation * Doctor on call | 34.97 | 0.02 * | Hypothesis rejected |

Note: * statistically significant at $p < 0.05$

**Table III Table showing Education-wise Testing of tourist satisfaction towards Hotel Services**

| Sr. No. | Tourism Service | Chi Square | Significance | Decision |
|---------|-----------------|------------|--------------|----------|
| **1** | **Hotel Services** | | | |
| (i) | Education * Room service | 28.8 | 0.025 * | Hypothesis rejected |
| (ii) | Education *Staff behaviour | 26.12 | 0.052 | Hypothesis accepted |
| (iii) | Education * Complimentary break fast | 22.37 | 0.13 | Hypothesis accepted |
| (iv) | Education * Lcd TV& Wifi | 20.58 | 0.19 | Hypothesis accepted |
| (v) | Education *Food | 10.82 | 0.82 | Hypothesis accepted |
| (vi) | Education * Doctor on call | 27.62 | 0.03 * | Hypothesis rejected |

Note: * statistically significant at $p < 0.05$

For analysing the hypothesis, parametric as well as non-parametric test have been used in this research. Chi-square test is used to test the statistical significance of observed association in a cross tabulation and to analyze the data because Pearson Chi-Square is the most common test for significance of relationship between categorical variable.

In a Chi-square test for a 95% confidence level, if the significance level is greater than or equal to 0.05, it signifies that there is no systematic association between two variables in cross tabulation and if the significance level is less than 0.05, then it signifies that there is a systematic association between the selected variables.

Efforts were made to find out significant relationship exists between age of the respondents and satisfaction towards hotel related services. (Table I). This means the chi-square test is not showing a systematic association between the above two variables.  Hence null hypothesis is accepted and we conclude that at 95% confidence level, there is a no significant relationship between Age of the respondents and satisfaction towards hotel related services.

In order to test the hypothesis- there is no significant relationship between occupation of the respondents and satisfaction towards hotel related services. Chi square was undertaken on each of the six variable of hotel related service (Table II).Thus the findings reveal that there is no significant relationship between occupation of the respondents and satisfaction towards hotel related services.( Except (iii -  Complimentary breakfast) and (vi -  Doctor on call) having * sign).

Efforts were made to find out significant relationship exists between education of the respondents and satisfaction towards hotel related services. (Table III). This means the chi-square test is not showing a systematic association between the above two variables.  Hence null hypothesis is accepted and we conclude that at 95% confidence level, there is a no significant relationship between education of the respondents and satisfaction towards hotel related services. (Except (i- Room service) and (vi- Doctor on call) having * sign).

## VI. CONCLUSION

Tourism Industry is playing important role in Indian economy. During 2007-2008, the foreign exchange earnings and GDP of India have increased. Hotels are a major service industry which contribute maximum through tourism in terms of foreign exchange earnings and it also helpful for increasing GDP of India. For this increasing trend in GDP and foreign exchange earnings in India, the tourism also play a vital role. Tourism sector invented greater place due to creating greater opportunities for Employment. Even then this hotel industry which is facing many problems must be considered very seriously to overcome it. The present condition of this shows that India has got bright future, because of the tremendous development taking place in tourism industry.

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