

A STUDY ON SATISFACTION OF TOURIST VISITING ANANTAPUR AND KURNOOL DISTRICT OF ANDHRA PRADESH

Dr. K. Rajasekhar,

Post Doctoral Fellow, Department of Commerce, Sri Krishnadevaraya University, S.V. Puram,
Anantapur, Andhra Pradesh – 515 003.

ABSTRACT

Tourism is a major engine of economic growth and a direct multiplier for employment and poverty eradication strategies. Tourism in India has a strong relevance to economic development and employment generation. It creates huge employment opportunities, provides equitable distribution of wealth, helps to acquire the much needed foreign exchange, brings out a speedy development and improvement of infrastructural facilities, improves international understandings by bringing diverse people together and helps to create a social, cultural, political and educational understanding among the people. The developing countries like India, it occupies third place after jewellery and ready-made garments. It can help in generating income in various jobs like transportation, hospitality services, retailing and work created for artisans and tour guides. It gives support to local handicrafts and cultural activities both in urban and rural areas. Expenditure by tourists has a multiplier effect and source for considerable tax revenue. The present paper focus on the satisfaction of tourist in Anantapur and Kurnool district in Andhra Pradesh.

Key words: Tourism, Tourism Development, Satisfaction

Introduction

Tourism is a major engine of economic growth and a direct multiplier for employment and poverty eradication strategies. Tourism in India has a strong relevance to economic development and employment generation. It creates huge employment opportunities, provides equitable distribution of wealth, helps to acquire the much needed foreign exchange, brings out a speedy development and improvement of infrastructural facilities, improves international understandings by bringing diverse people together and helps to create a social, cultural, political and educational understanding among the people. Developing countries have given a special

importance for the development of tourism, for it is the main source of earning foreign exchange; thereby the economic status of the country goes up

Tourism helps to create national integrity and it also provides employment opportunities. Tourism also tends to give support to local handicrafts and cultural activities, both in urban and rural areas. Expenditure by tourists has a multiplier effect and also generates considerable tax revenue for Government, both in the Central and State sectors. It is also relevant that the various multifaceted socio-economic benefits of tourism are achieved with a relatively low level of investment.

Tourism is considered as a high growth industry at global level. In India it occupies third place after jewellery and ready-made garments. It can help in generating income in various jobs like transportation, hospitality services, retailing and work created for artisans and tour guides. It gives support to local handicrafts and cultural activities both in urban and rural areas. Expenditure by tourists has a multiplier effect and source for considerable tax revenue.

There are a number of industries that play a pivotal role in the development of nations. Tourism being one such industry that has emerged as the largest global industry in the 20th century and is projected to grow even faster during the current century. As in the case of development, terminology in tourism has metamorphosed. Today we have terms like ‘Sustainable Tourism’, ‘Responsible Tourism’, and Participatory Tourism and so on.

Tourism is a priority sector because, among others, it is able to maximize the productivity of India’s natural, human, cultural and technical resources; it is labour intensive and cottages or mall industry based providing employment; it is capable of being primarily focused on rural areas with appropriate and relatively low cost programmes and it has extensive forward and backward economic linkages that build overall income and employment, especially for women and youth.

Objectives

To study the tourism development in India

To analyse the satisfaction of domestic tourist in Anantapur and Kurnool district

To draw the conclusion

Selection of the sample

The question of sample has arisen because there is a difficulty in knowing the arrivals of the tourists and also in meeting all of them physically. Over the period of research, the researcher had to be available to contact the visiting tourists in the study area. Therefore, it is proposed to select a sample which would represent the tourists coming from different parts.

Primary sources: The data were collected in the form of responses through structured questionnaires administered among domestic tourists who visited the areas of study.

Secondary sources

- 1 Published literature available with the AP Travel and Tourism Development Corporation, bulletins from the Department of Tourism, AP.
- 2 Various district level reports relating to tourism development of Anantapur and Kurnool districts of Rayalaseema region in AP.
- 3 Consultations with experts' officials in the area.
- 4 Discussion with the Officials of AP Travel and tourism Development Corporation, Ministers and Government offices of Development of tourism of AP and managers of leading travel agencies.

TABLE 1
SATISFACTION ABOUT THE SERVICES RENDERED BY TOURISM
DEPARTMENT

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPUR	KURNOOL	ANANTAPUR	KURNOOL
a) Very much satisfied	58	52	32	24
b) Satisfied	80	93	43	43
c) Can't say	9	32	5	15
d) Not satisfied	33	40	18	18
e) Very much dissatisfied	4	0	2	0

TOTAL	184	217	100	100
-------	-----	-----	-----	-----

Source: Field Survey

Table 1 shows the degree of satisfaction expressed by the tourists on the services rendered by the tourism department. While 43 per cent of respondents stated ‘satisfied,’ 32 per cent of them expressed ‘Very Much satisfied’, 18 per cent of them were ‘Not satisfied’ and the remaining 5 per cent could not say anything and 2 per cent of them stated ‘Very much dissatisfied’ in respect of Anantapur. There is an overall satisfaction on the functioning of the tourism department as expressed by the tourist respondents belonging to Anantapur. Similarly majority of the tourist respondents belonging to Kurnool expressed satisfaction (either ‘very much satisfied’ (24 Per cent) or ‘satisfied’ (43 Per cent)) about the services rendered by the tourism department. However, 18 per cent of them expressed no satisfaction.

TABLE 2
LODGING FACILITY

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPUR	KURNOOL	ANANTAPUR	KURNOOL
a) Very much satisfied	13	78	7	36
b) Satisfied	96	115	52	53
c) Can't say	26	17	14	8
d) Not satisfied	40	7	22	3
e) Very much dissatisfied	9	0	5	0
TOTAL	184	217	100	100

Source: Field Survey

The above table reveals that, 52 per cent of the respondents expressed satisfaction about lodging facility in Anantapur district and only 7 per cent of the respondents were highly satisfied .While 22 per cent of the respondents were not satisfied about lodging facility, 14 per cent of the respondents could not say any thing .When compared to Anantapur, Kurnool has better lodging facilities and a high degree of satisfaction (36 per cent) was expressed in respect of lodges located in Kurnool when compared to Anantapur (See table 2). The overall dissatisfaction level is low both in respect of lodging facility in Anantapur as well as Kurnool.

TABLE 3
BOARDING FACILITY

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPUR	KURNOOL	ANANTAPUR	KURNOOL
a) Very much satisfied	20	76	11	35
b) Satisfied	108	111	59	51
c) Can't say	9	19	5	9
d) Not satisfied	36	11	19	5
e) Very much dissatisfied	11	0	6	0
TOTAL	184	217	100	100

Source: Field Survey

The table above indicates that, 59 per cent of the Anantapur respondents and 51 per cent on respect of Kurnool tourist respondents expressed satisfaction about boarding facility while 5 per cent of the respondents in respect of Kurnool and 19 per cent in respect of Anantapur were not satisfied about the same. Only 11 per cent of the respondents in case of Anantapur and 35 per cent in case of Kurnool expressed high satisfaction. 5 per cent of the respondents (Kurnool) were not satisfied about the boarding facility, 6 per cent of the respondents were 'very much dissatisfied' about the boarding facility in respect of Anantapur.

TABLE 4
TRANSPORTATION LINKAGES FACILITY

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPUR	KURNOOL	ANANTAPUR	KURNOOL
a) Very much satisfied	26	50	14	23
b) Satisfied	136	143	74	66
c) Can't say	0	7	0	3
d) Not satisfied	22	17	12	8
e) Very much dissatisfied	0	0	0	0
TOTAL	184	217	100	100

Source: Field Survey

In present study, 74 per cent of the respondents in case of Anantapur and 66 per cent in case of Kurnool expressed satisfaction about transportation linkages facility. 14 per cent of respondents were highly satisfied and only 12 per cent of respondents were not satisfied in respect of Kurnool where as 23 per cent were highly satisfied and 8 per cent were not satisfied in respect of the transport linkage facility.

TABLE 5
GUIDE FACILITY

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPUR	KURNOOL	ANANTAPUR	KURNOOL
a) Very much satisfied	0	0	0	0
b) Satisfied	28	20	15	9
c) Can't say	66	130	36	60
d) Not satisfied	64	35	35	16
e) Very much dissatisfied	26	32	14	15
TOTAL	184	217	100	100

Source: Field Survey

Majority of the tourist respondents 35 per cent in case of Anantapur and 16 per cent in case of Kurnool were not satisfied and an overall 29 per cent (14 per cent in case of Anantapur and 15 per cent in case of Kurnool) were highly dissatisfied in respect of the guide facility in the tourist areas.

TABLE 6
COMMUNICATION LINKAGES FACILITY

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPUR	KURNOOL	ANANTAPUR	KURNOOL
a) Very much satisfied	45	37	24	17
b) Satisfied	106	125	58	58
c) Can't say	15	29	8	13
d) Not satisfied	18	26	10	12
e) Very much dissatisfied	0	0	0	0
TOTAL	184	217	100	100

Source: Field Survey

Table 6 shows that 58 per cent of respondents both in case of Anantapur and Kurnool expressed satisfaction about communication linkages facility, 24 per cent and 17 per cent of respondents in case of Anantapur and Kurnool respectively were highly satisfied. 10 per cent of respondents were not satisfied and only 8 per cent of the respondents could not say anything about communication linkage facility.

TABLE 7
MEDICAL FACILITY

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPUR	KURNOOL	ANANTAPUR	KURNOOL
a) Very much satisfied	26	33	14	15
b) Satisfied	68	110	37	51
c) Can't say	46	41	25	19
d) Not satisfied	30	33	16	15
e) Very much dissatisfied	14	0	8	0
TOTAL	184	217	100	100

Source: Field Survey

Above table stated that, 37 per cent of Anantapur respondents and 51 per cent of Kurnool respondents expressed satisfaction about the medical facility, 25 per cent respondents in case of Anantapur and 19 per cent in case of Kurnool could not say anything because they did not utilize the facility, 16 per cent of Anantapur tourist respondents and 15 per cent in case of Kurnool tourist respondents were not satisfied and 8 per cent of the respondents were very much dissatisfied. Only 14 per cent respondents in respect of Anantapur and 15 per cent in respect of Kurnool expressed that they were very much satisfied.

TABLE 8
HOSPITALITY FACILITY

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPUR	KURNOOL	ANANTAPUR	KURNOOL
a) Very much satisfied	24	30	13	14
b) Satisfied	84	75	46	35

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.

International Research Journal of Management and Commerce (IRJMC)

Website: www.aarf.asia. Email: editoraarf@gmail.com , editor@aarf.asia

c) Can't say	30	70	16	32
d) Not satisfied	31	36	17	16
e) Very much dissatisfied	15	6	8	3
TOTAL	184	217	100	100

Source: Field Survey

Table 8 shows that between 13 to 14 per cent of the tourist respondents belonging to Anantapur and Kurnool expressed high satisfaction about the hospitality of the people and the region, while 35 per cent in case Kurnool and 46 per cent in case of Anantapur expressed satisfaction about the hospitality. The percentage of highly dissatisfied sample was 8 per cent in case of Anantapur and 3 per cent in case of Kurnool in respect of hospitality in the districts.

TABLE 9
SECURITY FACILITY

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPUR	KURNOOL	ANANTAPUR	KURNOOL
a) Very much satisfied	18	42	10	19
b) Satisfied	83	119	45	55
c) Can't say	28	17	15	8
d) Not satisfied	35	30	19	14
e) Very much dissatisfied	20	9	11	4
TOTAL	184	217	100	100

Source: Field Survey

An overall satisfaction to the extent of 10 per cent to 19 per cent (very much satisfied category) and 45 per cent to 55 per cent (satisfied category) was expressed by the tourist respondents in the study area about the security aspects. Notwithstanding this, 14 per cent to 19 per cent expressed 'no satisfaction' and 4 per cent to 11 per cent expressed high dissatisfaction about the security back- up for tourists.

TABLE 10
CATEGORY OF PERSONS INVOLVED IN CHEATING

RESPONSES	NUMBER OF TOURISTS		PERCENTAGE (%)	
	ANANTAPU	KURNOOL	ANANTAP	KURNOO

	R		UR	L
a) Fancy traders	25	40	42	50
b) Taxi Drivers	18	30	30	37
c) Street Hawkers	17	10	28	13
d)Others	0	0	0	0
TOTAL	60	80	100	100

Source: Field Survey

Among the cheaters, 42 per cent to 50 per cent belong to the fancy traders, followed by taxi drivers (30 to 37 per cent) in case of Anantapur and Kurnool. Therefore, government machinery pertaining to the vulnerable areas shall take appropriate measures and punish them without any compromising tendency. Voluntary organization also should jump into action to rescue domestic and foreign tourists from such cheaters.

The weighted average option arrived at various tourism parameters indicate more of a value of 2 plus which shows high satisfaction levels in case of Anantapur district. More satisfaction was expressed about the lodging facility (2.7), hospitality facility (2.6), medical facility (2.6), security facility (2.8) in respect of Anantapur district. The weighted average in respect of guide facility in found to be 3.47 and 3.09 in respect of courtesy of government officials indicating the inability of the tourists to express about the facility.

A high amount of satisfaction in the form of weighted average 1.95(transportation facility) was revealed. While for majority of the parameters, the weighted average satisfaction was found to be more than 2, whereas high satisfaction in respect of lodging facility (1.83), boarding facility (1.83), transportation facility (1.95) was revealed.

Findings and Conclusion

The present paper finding that, the tourist are satisfied by the service rendered facility providing by the tourism development in both district Aantapuramu and Kurnool district. The lodging and boarding being the important influencing and facilitating factor, any amount of negligence on the part of authorities in providing these facilities would result in immediate discontentment among the tourists. A high amount of satisfaction in the from of weighted

average 1.95(transportation facility) was revealed. While for majority of the parameters, the weighted average satisfaction was found to be more than 2, whereas high satisfaction in respect of lodging facility (1.83), boarding facility (1.83), transportation facility (1.95) was revealed.

The present study concluded that, majority of the tourist have been satisfied in all facilities provided by the government of Andhra Pradesh.

REFERENCES

1. Labarge, M.W., *Medieval Travelling The Rich and Restless* (Longon: Hamish Hamilton, 1982).
2. Turner, L. and Ash, J., *the Golden Hordes: International Tourism and the Pleasure Periphery* (London: Constable and Company, 1975).
3. Licorish, *Travel Trade* (London: Practical Press, 1958).
4. Lansinc, J.B., and Blood, D.M. *Changing Travel Market* Bramfield Inc: Ann Arbor Michigan, 1964).
5. Krishan Rao, P.V., Report paper submitted to the seminar on National Integration, New Delhi, 1986).
6. Rothman, R.A., Residents and Transients: Community reaction to seasonal visitors, *Journal of Travel Research*, Vol. 16 (3), 1978.
7. Jafari, J. Unbounded Ethnicity – The Tourist Network and its satellites, *The Tourist Review*, No. 3, 1984.