

To study the Tourist Satisfaction Index of Shirdi tourist Center in Rahata Tahsil, Ahmednagar District, Maharashtra

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ABSTRACT

In today's world, the tourism industry is the largest and most well-known economic sector. This popular industry is fast growing in many parts of the world, opening the path for more growth. The purpose of this paper is to find out what aspects influence visitor contentment and loyalty to devotees and visitors at the existing holy location. Thousands of visitors come from all across India to see this spiritual landmark. In order to evaluate visitor satisfaction and identify current facilities and their level of development, field work was organized to collect tourist views, attitudes, and recommendations recorded in well-designed questionnaires, group discussion, and surrounding personal observations during the field survey. Tourists filled 250 questionnaires in total during the field survey. Using visitor responses that were transformed into arithmetical values, the satisfaction ratings of selected facilities were determined. Based on this assessment, tourist satisfaction levels were divided into four categories: unsatisfactory, satisfactory, good, and extraordinary. With an average score of 26.07 percent, this location's overall satisfaction level is satisfactory. The average of the Shirdi holy site satisfaction index could be useful in future planning and development of this religious tourism attraction.

Keywords: Tourist, Satisfaction Index, Amenities, Personal Rank

I. INTRODUCTION

The history of tourism begins with the history of travel of a man. Travelling on foot, in search of food or for shelter from the forces of nature. The history of travel and tourism helps us in understand how development in the past influenced present-day tourism.

Now days aim of tourism is to make tourists Healthy, Hearty and Happy (Sunetra Roday 2013). Today aeroplanes, ships, motors, bikes and buses are extremely comfortable and high speed, so brought changes in the overall scenario of tourism. Nowadays tourist flow towards tourist destinations is increasing day to day. There are so many tourist centers in all regions to attract tourists. There are different types of tourists found in every tourist place. Therefore the

study of tourists with functional and behavioural aspects is very important for the development of tourism, as well as the planning of centers. In the assessment of functional and behavioural characteristics of tourist and tourism center in the Shirdi tourism center. A survey was conducted for the collection of primary data in the study area.

Shirdi tourism center is religious centers. A sample survey was conducted with designed questionnaires. A random sampling method has been used to select the tourist for interviews and fill the questionnaires by them. For the sample survey, Bimashankar places were selected. Near about 320 tourists were personally contacted and 250 questionnaires were filled up by them at a selected tourist center in the study area.

STUDY AREA

The study area is located in the northern part of the Ahmednagar district in the Rahta taluka. Saibaba temple is located in the village Shirdi. The location of Shirdi tourism centre lies on 19° 46' 0" North latitude and 74° 29' 0" East longitudes in Rahta Tehsil of Ahmednagar district. it is 83 km northwest of Ahmednagar City and 15 km from Kopargaon talukas. Shirdi covers a 759.19 sq k.m.area. It is found at an altitude of 504 meters from M.S.L. Nowadays it's become a famous tourist centre in 1918. Shirdi had 36,004 people living there as of the 2011 India census. The population is made up of 47% women and 53% men. Shirdi has a literacy rate of 70% on average, which is higher than the country's average of 59.5%. Male literacy is 76% while female literacy is 62%. 15% of people in Shirdi are under the age of six.

OBJECTIVE

1. To study the satisfaction index of available facilities at Shirdi tourist place and their development.

II. DATABASE AND METHODOLOGY

The level of satisfaction of any person is a state of mind. Many types related to satisfaction were measured by various scholars such as Employee Satisfaction, Job Satisfaction, Customer Satisfaction and also tourist satisfaction. Josef (2000) measures the tourist satisfaction index in his study by using the tourist satisfaction index formula.

The present research was done by using a random sample survey method. Primary data is collected during the fieldwork with the help of questionnaires. The Opening of the tourist fifteen facilities and services is a consideration, such as Accommodation, Transportation, Road conditions, Parking, Food, Drinking Water, Darshan Facility, Public Toilets, Information Center, Shopping Facility, Medical Facility, Cleanliness, Safety, Behavior of Local People and Guide.

The researcher requested to tourists note their satisfaction with both the tourist centers. The tourist was asked to indicate their level of satisfaction concerning every factor Marks by Excellent, Good, Satisfactory and Unsatisfactory. Then these qualitative grades are converted into the quantitative term. The researcher has studied the 280 tourists in Shirdi tourist Centers. They were told to be given a point or mark out of 10 for a particular level of satisfaction. Tourists have given Preference as Good, Satisfactory, Excellent and Unsatisfactory. The researcher has considered numerical values such as (8,9,10) for Excellent,(8,7,6) for Good, (6,5,4) for Satisfactory and (3,2,1)for Unsatisfactory. The average values for the different levels of satisfaction for different factors are calculated by of Calculation of Mean /Average in the table.

These values were multiplied by the respective frequencies, which is given the total satisfaction. The sum was divided by the total frequency for the respective factor, which gives the satisfaction index for that factor. The satisfaction formula was used to measure the tourist satisfaction index. The present research work is completed by research to measure

the tourist satisfaction index who visited and fill questionnaires in Shirdi tourist center.

Formula :

$$Sti = \frac{\sum Mi Ni}{N}$$

Where,

Sti = Satisfaction Index for the 'ith' Factor

Mi = Numerical value for a particular level of Satisfaction for the 'ith' Factor.

Ni = Number of the respondent deriving a particular level of Satisfaction for the 'ith' Factor.

N = Total Number of Respondents for that factor for all levels of Satisfaction.

In this study, a researcher has tried to measure the satisfaction of tourist facilities and services available at Shirdi tourist center in Pune district of Maharashtra.

ANALYSIS OF SATISFACTION INDEX

The data about the Opinion of tourists regarding the facilities available at the Shirdi tourist center, were collected through the questionnaire. The factor wise level of satisfaction is shown in table No. 1.

Table No. 1: Factor wise Index (MI) of Shirdi Tourist Center

Sr. No.	Factor (Facilities & Services)	Excellent		Good		Satisfactory		Unsatisfactory	
		NO	%	NO	%	NO	%	NO	%
1	Accommodation	55	19.64	84	30.00	92	32.86	49	17.50
2	Transportation	36	12.86	110	39.29	77	27.50	57	20.36
3	Road Condition	40	14.29	45	16.07	133	47.50	62	22.14
4	Parking	36	12.86	52	18.57	128	45.71	64	22.86
5	Food	34	12.14	50	17.86	148	52.86	48	17.14
6	Drinking Water	36	12.86	60	21.43	129	46.07	55	19.64
7	Darshan Facility	64	22.86	106	37.86	74	26.43	36	12.86
8	Public Toilets	32	11.43	48	17.14	117	41.79	83	29.64
9	Information Centre	31	11.07	43	15.36	109	38.93	97	34.64
10	Shopping Facility	45	16.07	57	20.36	134	47.86	44	15.71
11	Medical Facility	35	12.50	48	17.14	100	35.71	97	34.64
12	Cleanliness	46	16.43	96	34.29	89	31.79	49	17.50
13	Safety	40	14.29	110	39.29	85	30.36	45	16.07
14	Behaviour of local People	37	13.21	106	37.86	101	36.07	36	12.86
15	Guide	28	10.00	75	26.79	115	41.07	62	22.14
Total		595	-	1090	-	1631	-	884	-
Average %		14.17	-	25.95	-	38.83	-	21.05	-

Source: Compiled by Researcher

Factor wise level of satisfaction (MI) (Number of tourists as per facilities available for the 'ith' factor.)

The data analysis is presented in table no. 1 shows that out of 280 contact tourists 19.64% of tourists strongly support that Accommodation services are excellent, about 30.00% of tourists said that accommodation services are good, 32.86% of tourists

are satisfied with accommodation services. but only 17.50% of tourists are unsatisfactory, with services in Shirdi tourist center.

The tourist who visited Shirdi expressed their opinion about transportation facilities. It shows that about

12.86 % of tourists Said that transportation facilities are excellent. About 39.29% of tourists said it is good, 27.50% of tourists are satisfied and 20.36% of tourists are not satisfied with these facilities.

The tourist also gave their opinion about road condition facilities. About 14.29% of tourists are Excellent, about 16.07 % of tourists experienced it good, 47.50% of tourists are satisfied and 22.14% are unsatisfactory with road condition facilities. 12.86% of tourists said that parking facilities are excellent, 18.57% of tourists said that it is good, 45.70% of tourists are satisfied with parking facilities and 22.86 % of tourists are not satisfied with these facilities.

The tourist also mentions their opinion about the food facility at Shirdi. About 12.14% of tourists said it is excellent, 17.86% of tourists said it is good, 52.86% of tourists are satisfied and 17.14% of tourists are not satisfied with these facilities. The opinion about drinking water facilities is that only 12.86% of tourists are excellent, 21.43% of tourists said that it is good, 46.07% of tourists are Satisfactory and 19.64 % of tourists are unsatisfactory.

The tourist views about the Darshan facility are different only 22.86% of tourists excellent, 37.86% of tourists felt that it is good, 26.43% of tourists said that it is a satisfactory and 12.86 % of tourists are Unsatisfactory with this services. The tourist views public toilet facilities. About 11.43% of tourists said that it is excellent, 17.14 % of tourists said that public toilet is good, 41.79% of tourists are satisfied and 29.64% of tourists are unsatisfactory with public toilet facilities.

The view about the information center at Shirdi tourist place is that only 11.07% of tourists said that it is excellent. About 15.36% of tourists said that it is good, 38.93% of tourists are satisfied but, 34.64 % of tourists are unsatisfactory with information center facilities. The tourist views about shopping facility are different 16.07% tourist excellent, 20.36% tourist felt that it is good, 47.86% tourist said that it is

satisfactory and only 15.71% tourist are unsatisfactory with this services.

The tourist views about medical facility. About 12.50% of tourists said that it is excellent, 17.14% said that medical facilities are good, 35.71% of tourists satisfactory and 34.64% of tourists are not satisfied with medical facilities.

The Opinion about cleanliness facilities that is only 16.43% of tourists are excellent, 34.29% of tourists said that it is a good, 31.79% of tourists satisfied and 17.50% of tourists unsatisfactory. The experienced of safety at the Shirdi tourist center was also noted by the tourist. About 14.29% of tourists said that safety is excellent, about 39.29% of tourists mentioned that safety is good, 30.39% of tourists were satisfied with personal safety and only 16.07% of tourists felt that they are not safe at the Bimashankar tourist center.

The behaviour of local people at the Shirdi tourist center was also noted by the tourist. About 13.21 % of tourists said that the behaviour of local people is excellent. About 37.86% of tourists mentioned that Behavior is good, 36.07% of tourists are satisfied with the Behavior of local people and only 12.86% of tourists are unsatisfied with these services. Out of 280 tourists, 10 % of tourists said that the guide facility is excellent. Only 26.79% of tourists mentioned that it is good, 41.07% of tourists are satisfied with the guide facility and 22.14% of tourists are unsatisfied with the Guide facility in Shirdi Tourist Center.

The researcher analysis the fifteen-factor views about the services and facilities available in the Shirdi tourists place. The tourist opinion about the overall facilities and services at Shirdi are considered with the help of satisfaction index. As per the views of 14.17% tourists reported that all the fifteen Service and Facilities are excellent in Shirdi. 25.95 % of services and facilities are good, 38.83% of tourists are satisfied with all these factors. just only 21.05 % of tourists are not satisfied with all factors (Services and facilities) at the Shirdi tourist Center (See figure No. 1)

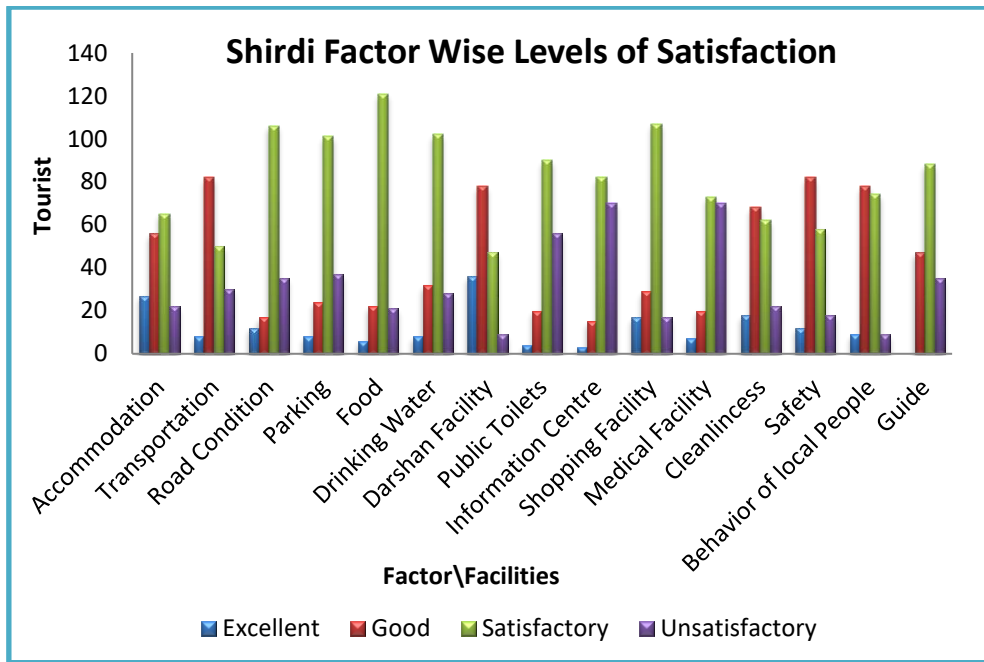


Fig. No. 1: Factor wise Levels of Satisfaction



Fig. No. 2: Average % of All Level Factor in Shirdi Tourist Center.

2. Factor wise Average Satisfaction (Ni)

The below Table No 2 show the factor wise average value of satisfaction (NI) The factor wise Average value for the different level of satisfaction were calculated by multiplying these values by respective frequencies, which gives total satisfaction and total satisfaction value is divided by total respondent of the respective factor. Then it gives the satisfaction index for the factor e.g. A Shirdi tourist center. The total number of 55 tourists given their views and these 55 tourists give 8 to 10 points for excellent that total score is 522, So $(230 / 55) = 9.49$ (show Table No. 2.) It means that the average satisfaction level of the excellent class of tourists is 9.49 for the Accommodation factor.

Table No. 2: Factor wise Average Value of Satisfaction in Shirdi Tourist Center

Sr. No.	Factor (Facilities & Services)	Average Satisfaction Index (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Accommodation	9.49	7.20	5.02	2.08
2	Transportation	17.97	30.77	30.68	14.56
3	Road Condition	11.95	40.44	25.35	18.06
4	Parking	13.50	16.75	44.73	22.97
5	Food	11.97	17.94	46.08	22.50
6	Drinking Water	12.22	17.07	60.99	15.27
7	Darshan Facility	9.78	20.23	48.84	18.33
8	Public Toilets	17.69	35.81	26.65	12.00
9	Information Centre	10.87	16.19	38.30	27.57
10	Shopping Facility	10.33	14.23	36.40	31.89
11	Medical Facility	15.00	19.42	46.40	13.91
12	Cleanliness	9.57	15.88	33.42	31.14
13	Safety	12.40	32.79	30.53	16.53
14	The behaviour of local People	13.62	37.04	29.06	17.92
15	Guide	12.86	35.36	34.59	10.19

Source: Compiled by Researcher

It is so that from above Table No. 3 that the factor wise satisfaction index with rank for the Accommodation is 6.04, Transportation factor 25.80, Road Condition 24.25, Parking 30.54, Food 32.87, Drinking water 36.33, Darshan facility 25.16, Public toilet 22.85, Information center 28.15, Shopping facility 26.99, Medical facility 26.59, Cleanliness for 23.09, Safety for 26.58, Behavior of local people 28.61 and 27.22 for Guide facilities. These factor wise satisfaction indexes are given weighted by ranks.

Table No. 3: Factor wise Percentage Satisfaction Index with Rank (Sti)

Sr. No.	Factor (Facilities & Services)	Satisfaction Index	Rank
1	Accommodation	6.04	15
2	Transportation	25.80	10
3	Road Condition	24.25	12
4	Parking	30.54	3
5	Food	32.87	2
6	Drinking Water	36.33	1
7	Darshan Facility	25.16	11

8	Public Toilets	22.85	14
9	Information Centre	28.15	5
10	Shopping Facility	26.99	7
11	Medical Facility	26.59	8
12	Cleanliness	23.09	13
13	Safety	26.58	9
14	Behavior of local People	28.61	4
15	Guide	27.22	6

Source: Compiled by Researcher

$$\begin{aligned}
 \text{e.g. Accommodation} &= \frac{(55 \times 9.49 + 84 \times 7.20 + 92 \times 5.02 + 49 \times 2.08)}{280} \\
 &= \frac{521.95 + 604.80 + 461.84 + 101.92}{280} \\
 &= \frac{1690.51}{280}
 \end{aligned}$$

$$\text{Rank} = 6.04$$

The Analysis is given in the above Table No. 3, that the views of tourists about the Drinking water facility in the Shirdi tourist center received 1st Rank. It means that the Drinking water facility is well in Shirdi. It is also Food facilities gets 2nd Rank, Parking 3rd rank, Behavior of local people 4th rank, Information Center 5thrank, Guide 6th rank, Shopping facilities 7th rank, Medical facility 8th rank, Safety 9th rank, Transportation 10th rank, Darshan facility 11th rank, Road condition 12th rank, Cleanliness 13th rank, Public toilet 14th and Accommodation received 15th Rank.

Factor wise Satisfaction Index with rank. Drinking water, Food, Parking, Behavioral of local people, Information center get high ranks (1to5) at Shirdi tourist center. These all factors are very important and play a vital role in the Shirdi tourist center. Tourist place, Drinking water, Food, Parking, Behavioral of local people, Information center are good.

The satisfaction index for Guide, Shopping facility, Medical facility, Safety and Transportation received 6 to 10 rank, while the satisfaction index rank for Darshan facility, Road Condition, Cleanliness, Public toilets and Accommodation received an 11 to 15 rank. it means that the maximum tourist is not satisfied with these facilities at Shirdi tourist center. so it is an urgent need to improve these facilities at Shirdi tourist Center.

III.CONCLUSION

- It is observed that the majority of the local tourist prefer to visit these tourist centers during Ram Navami, Guru Pornima festivals, Cultural Programme and at the time of Annual Fairs.
- It is observed that about 60.21% of tourists not used the Accommodation facility at the tourist center followed by Lodge & Hotel (14.56%).
- It is found that Ahmednagar district is well connected by state and national highways both

these district maximum tourist centres are connected by District roads.

- The ranking of the satisfaction index at Shirdi has been high for the majority of the factors such as the Drinking water, Food, Parking, Behavioral of local people, Information center etc. The lowest rank of facilities and services like an Darshan facility, Road Condition, Cleanliness, Public toilets and Accommodation facilities.

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