Tourist’s Satisfaction towards Tourism Products and Market: A Case Study of Uttaranchal

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Abstract - Foreign tourists who visit Uttaranchal get a glimpse of the ancient art and culture of India as well as adventure and wildlife spots also. Most of the respondents availed of high-class accommodation and were satisfied with the hygienic conditions in these hotels. They travelled by different modes of transport to reach the rural areas of Uttaranchal the satisfaction related to the attitude of drivers and they not at all appreciated conductors. Uttaranchal market as symbol of culture and heritage are satisfactory but proper marketing of tourism product is not satisfactory which need of an hour. The places, the temples, the river, the adventure spots, parks and the tranquil environment of Uttaranchal are highly appreciated by the tourist. But the communication and banking facilities are found to be dissatisfactory in rural areas and tourist spots. There are many PCOs and banks are available in the town. Although they feel quite satisfied with their Uttaranchal visit but still a gap exists between their expected and perceived services. One of the reasons for this gap has been identified as non-availability of tourism area packages, improper interpretation facilities, poor conditions of ordinary buses and share taxis plying between interior rural areas, awful maintenance of city roads, traffic congestion, non-availability of adequate information on official web site and non-availability of quality souvenirs at Uttaranchal. Based on this identification recommendations have been offered for eliminating the gap. This may result in tourist delight and an increase in tourist satisfaction at Uttaranchal and ultimately into socio-economic development of the state.

Key Words: Tourist Satisfaction, Tourism Products and market, SWOT Analysis, Uttaranchal.

1. Introduction & Literature Review:

Tourism marketing is an integrated effort to satisfy the tourist. It is an effort to make possible a harmony between the tourist and tourist organizations interests. Marketing helps the tourist organizations in establishing an effective communication system with actual and potential tourists. Tourism has certain basic components without which it cannot operate. Although tourism consists of various products, three of these may, however, be considered to be the basic. These three basic products of tourism are transport, locale and accommodation. A tourist, in order in order to get to his destination, has to travel and, therefore, some mode of transport is necessary for this. The locale may include a holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions like sunshine, scenic beauty or sporting facilities and so on. Accommodation is another basic product, which is essential for providing food and rest. Tourism and transportation has long been recognized as an engine of growth for long-term economic growth and development. This industry is considered as a great source of foreign exchange earner for many developing countries, who considered natural resources as their major assets (Thullen, 1996). Today, tourism is the fastest growing industry in the world and also one of the world’s most competitive. This competition is constantly growing as more and more destinations seek to attract tourists and more companies and organizations are involved in the highly-skilled business of destination planning, transportation, accommodation and catering for the tourists.

It has been said rightly by (Batra and Chawla, 1995) in their study that travelling stimulates an increased interest in tourism. The decision of a holidaymaker to go for a particular destination is basically influenced by its comparative advantage in terms of attractiveness over the competing destinations. The applications of marketing principles in the tourism industry are meant for the formulation of marketing mix on the basis of the users’ behavioral profile. For the successful execution of marketing strategies or for translating the strategies into the meaningful purposes, it is essential to have a detailed knowledge of the changing behavior of users of services in order to satisfy them. In the recent years tourists have become more demanding and discriminating. To keep pace with the changing tourists’ needs and wants marketers have to identify ways to improve their products in order to satisfy the customers who are the king of the market.

Banasree Dey and M.K. Sharma (2006) re-examined the research done so far on segmentation of eco-tourists. According to them one important parameter of eco-tourists market segmentation that is receiving increased attention is the concept of a hard-to-soft spectrum that allows for identification of ‘hard’ and ‘soft’ ideal types based on the characteristics such as environment and ecotourism-related behavior and attitude. The study found some empirically derived eco-tourist typologies that allow for the identification of hard and soft ideal types at either pole of an ecotourism spectrum have been mentioned. Also a few segmentation variables used to classify eco-tourists have also been identified.

Pekka Mustonen and Antti Honkanen (2007) examined perceived tourism behavior and desire to
travel. The study is based on postmodern theories which state that instead of demographics, social divisions are based on identity and lifestyle. In their article the effects of these both were also examined. Analysis was based on two nationwide surveys, “Finland 1999 and Finland 2004” the results were somewhat parallel with the hypothesis. Further the study concludes that the effects have remained quite stable regardless of the finding that “desire to travel more” has increased while “perceived tourism behavior” has increased.

S.P Bansal and Prashant Kumar Gautam (2007) investigate the issue of travelling choice of tourists. The study highlights the leisure ladder model and allocentric/ psychocentric personality characteristics of the tourist at the time of choice of different destinations. The study reached to the conclusion that it is the tourist behavior, which is responsible for the destination choice. However, some experiences, some economic implications as suggested by various traditional demand theories cannot be ignored.

Yogesh Dubey and Alark Saxena (2007) examined tourist perception for future development in selected tourism sites in Madhya Pradesh that come under three tourist circuits’ panna circuit, Bhopal circuit, and indore circuit. A total of 37 sites were surveyed in these circuits. In the study the sites were evaluated on the basis of their limitations the sites present to the tourist. The results of the study helped evolve strategies to improve upon the bottlenecks.

Vinay Chauhan and Suvidha Khanna (2007) attempted to investigate the satisfaction of the tourist’s vis-à-vis the tourist infrastructure which includes accommodation, transportation, communication, drinking water, and civic amenities available in the Jammu and Kashmir. The study is based on survey where 100 tourists were considered who visited the various tourist centers of Jammu and Kashmir. The research suggested measures to improvise the available infrastructure to enhance the tourist satisfaction.

Adarsh Batra and Panrawee Na Lamphoon (2008) investigate the difference in the perception of tourist’s behavior. The overall objective of the research was to investigate the difference in the perception of tourists and locals towards the selected dimensions’ of eco-tourism. A sample survey method was used, with a structured questioner as the research instrument, at Amphawa Community Samutsongkram province. Further the research indicated that tourist and locals share no different perceptions both of them are willing to promote ecotourism of the community.

It is extremely important to take into account the way a tourist feels about the destinations they visit. The planning process can take inputs from the findings of the perceptions of the tourists in developing a site further so as to either attract more tourists or make a site viable for sustained tourism. Different kinds of tourists reach a particular destination with a specific objective and if the objective is not fulfilled the tourist may not like to visit the site again or recommend the site to others. A tourist destination ideally should fulfill the expectations of the tourist including tourism products and market. Tourist perception of the site can be a key to developing that site further and can also enhance the overall planning and decision-making process. Each tourist destination could be engineered in the way that it can fulfill most of the aspirations of the visiting tourist.

Tourist satisfaction has been identified as an important concept in establishing the performance of different destinations. Given the increasing level of competitiveness, it is essential for tourism management authorities to understand the main factors causing satisfaction/dissatisfaction for the tourist.

2. Glimpse of Tourism in Uttaranchal & Problem Areas

The state of Uttaranchal with its innate ‘tourist appeal’ like its scenic mountains, landscapes, lakes, forest, wildlife parks, historical and archaeological sites, religious places and cultural distinctiveness hold good promises for the development of the tourism industry. Prominent places of pilgrimage/tourist interests are Gangotri, Yamunotri, Badrinath, Kedarnath, Hardwar, Rishikesh, Hemkund Sahib, Nanakmatta, etc. The world famous Valley of Flowers and hill stations like Mussoorie, Dehradun, Chakrata, Nainital, Ranikhet, Bageshwar, Bhimtal, Kausani, Govind Wildlife Sanctuary, and Rajaji National Park are the important places of the tourist interest. In short Uttaranchal is the hub of tourism activities whether it is Pilgrimage tourism, Rural tourism, Adventure Tourism, Medical Tourism, Wildlife tourism and so on.

The WTTC forecasts that tourism will grow on an average 4.5% annually between 2005 and 2014 (ChoikSirakaya, 2005). Tourism is now viewed as one of the key sectors of economic growth and development in the state, both from the point of view income and employment generation as well as source of revenue for the state. No doubt tourism in Uttaranchal is definitely capable of generating more income than it is generating now. Efforts are lacking somewhere perhaps on the part of the stakeholders in the tourism industry, policy makers and developers as well as the travel intermediaries in the state.

The state has tremendous tourism potential which requires to be fully harnessed. The strength of the state should be properly highlighted and efforts should be made to cash on all the opportunities that Uttaranchal has to offer so that the tourist gets a high level of satisfaction.
Based on personal observations and discussions with tourists, following areas with dissatisfaction of tourists highlighted.

1. Uttarakhand is not being projected as a land of all seasons. The state has the potential to attract tourists round the year, but this aspect is almost ignored by the developers.
2. Lack of interpretation facilities at tourist spots.
3. Tourism in the state is not activity oriented. Therefore, after a stay of 6-7 days, tourists get bored as they feel there is not much to do here.
4. Conditions of the roads in the interior areas of Uttarakhand are not very good.
5. Quality of transportation specially to access the remote areas of the state is not very good.
6. Limited availability of tourist information offices in the rural areas, especially in the tourist generating markets poses a problem for the promotion of tourism.
7. Lack of trained, professional manpower/guides.

3. Objective and Hypothesis

It is evident from the foregoing enumeration of the gaps in the studies conducted so far that there is still dearth of research studies mainly focusing on the tourist’s satisfaction in tourism products and market in Uttarakhand. The present work is conducted against this backdrop. It includes empirical study on tourist satisfaction on tourism products and market of Uttarakhand i.e. transports, locals, accommodation and so on. Every tourist has some expectations at the time of visiting any destination, which leads to different levels of satisfaction and dissatisfaction.

The primary purpose of this study is as follows:

1. To study the satisfaction of the tourists towards the tourism products available in Uttarakhand.
2. To study the effectiveness of the tourism market in the state.
3. To obtain a clear view of the GAP (if any) that exists between tourists expected services and perceived services at Uttarakhand.
4. To identify the possible reasons for the GAP between what is expected and what is received by the tourist visiting Uttarakhand.
5. To recommend measures to improvise the available tourism product so as to enhance the tourist’s satisfaction.

Hypothesis

On the bases of the objectives of the study the designed hypothesis are as follows:

- \( H_0: \) It is presumed that tourists are satisfied with the tourism products of the Uttarakhand.
- \( H_1: \) The gap between the tourists’ expected services and perceived services at Uttarakhand does not exist.

4. Data and Methodology

This research work is basically exploratory in nature. The aim of this research is to collect detailed information about expectations and related satisfaction of tourists visiting Uttarakhand. It has been endeavour of the researcher to make an empirical study by analyzing and critically examining the relevant statistical collection from primary and related information from secondary sources. The collection of primary data includes Questionnaire; Discussions; and observations to find out tourist satisfaction level about the various tourism products like accommodation, transportation, communication, banking facilities and so on and the effectiveness of the marketing efforts in the state of Uttarakhand.

Further a SWOT analysis of Uttarakhand Tourism is also carried out on the basis of the opinion survey and the interviews of the tourist.

(a) Study Areas and Sample Size

A sample size of 100 tourists from the study area that is pilgrimage places, hill stations, wildlife sanctuaries, national parks, adventure spots of Uttarakhand is taken on convenient cum judgment basis. These places are chosen because they hold the prefential positions in terms of tourists’ arrivals in the state.

(b) Questionnaire Design

Pilot survey has been undertaken for pre-testing the questionnaire. Questionnaire has been edited in the light of the results of the pilot survey. The questionnaire consists of 20 statements, which are related to accommodation, locale, transportation and so on. Scaling: Five point scaling i.e. Strongly Agree, Agree, Uncertain, Disagree, and Strongly Disagree.

(c) Non-Parametric Statistical Analysis

For the purpose of analyzing the collection of data, statistical techniques of mean, standard deviation and skewness have been used. In order to study the uniformity in the view of the various respondents. Chi-square test has been applied.

(d) Limitations of the Study:

- Some of the conclusions are based on the estimates, assumptions, observations and informal interviews.
- Sample size remains medium and the margin of error associated with it could creep in to influence the inferences drawn in this study.

5. Results and Discussion

A look into demographic profile of the surveyed tourists (which include foreign tourists only) indicate that about 55% are male and 45% female, falling in the age group of 25-30 where as 40% are married and
60% are unmarried. Respondents are 100% educated. 85% of them are service class and remaining is business class. The sampling method has been devised so as to ensure adequate representation for the entire foreign tourist with regard to tourism products and market.

Table-1 -Demographic Profile of Respondents (%)

<table>
<thead>
<tr>
<th>Description</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>58</td>
</tr>
<tr>
<td>Female</td>
<td>42</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age of Respondents (Years)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 20</td>
<td>15</td>
</tr>
<tr>
<td>20-30</td>
<td>25</td>
</tr>
<tr>
<td>30-40</td>
<td>40</td>
</tr>
<tr>
<td>40-50</td>
<td>14</td>
</tr>
<tr>
<td>50-60</td>
<td>7</td>
</tr>
<tr>
<td>Above 60</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary</td>
<td>2</td>
</tr>
<tr>
<td>Higher Secondary</td>
<td>15</td>
</tr>
<tr>
<td>Graduation</td>
<td>48</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>32</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>22</td>
</tr>
<tr>
<td>House-wife</td>
<td>12</td>
</tr>
<tr>
<td>Service</td>
<td>45</td>
</tr>
<tr>
<td>Student</td>
<td>21</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>44</td>
</tr>
<tr>
<td>Unmarried</td>
<td>56</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stay In Uttarakhand</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1-7</td>
<td>62</td>
</tr>
<tr>
<td>7-15</td>
<td>28</td>
</tr>
<tr>
<td>15-above</td>
<td>10</td>
</tr>
</tbody>
</table>

- It is evident from the table that a majority of the respondents are uncertain and distributed towards higher side regarding the easy accessibility of interior roads in Uttarakhand. The mean value of the responses is on the higher side than the average standard score at five-point scale. The standard deviation and skewness noted are 1.40576 and -.064 respectively. The $\chi^2$ value at 1 percent level of significance. Thus opinion is not equally distributed. It is concluded that majority of the respondents do not have the same opinion over the issue of easy accessibility in the interior roads of rural areas of Uttarakhand.

- It is observed that foreign tourist is strongly unsatisfied with the availability of conveniences in Uttarakhand rural areas as well as urban areas. Further their opinion is distributed more towards higher side i.e. disagree to strongly disagree. The mean value is noted higher than the average standard score, while variation in the opinion and skewness is 1.50541 and -.405 respectively. This supports the above analysis. The $\chi^2$ test is significant at 1 percent level of significance. It reveals that opinion is not equally distributed. Thus the above analysis leads to the conclusion that those tourists who are interested in rural tourism or others are facing lots of problem in availability of conveniences therefore proper transportation facilities should be arranged.

- A majority of the respondents either disagree or strongly disagree with the interpretation facilities at tourist spots of Uttarakhand. The mean value is higher at scaling point, whereas Standard deviation and skewness is 1.33333 and -.485, which indicate that their opinion is distributed towards higher side on this issue. The calculated value of $\chi^2$ shows the significant at 1 percent level of significance. The conclusion can be drawn that foreign tourist are satisfied with the interpretation facilities at tourist spots.

- It is notable that majority of the respondents do not agree with the availability tourist information facilities in the city. The mean value of the responses depicts that majority are lying towards higher side of the mean standard score at five point scale. The standard deviation and skewness is 1.33526 and -.600 respectively. Further $\chi^2$ value is significant at 1 percent level of significance. It shows that opinion of the respondents is not equally distributed. It is concluded that tourists are not satisfied with the tourist information given on the signboards or offices at Uttarakhand.
### Table-2 - Tourists Satisfaction towards Tourism Products and Market of Uttaranchal (Transport Facility)

<table>
<thead>
<tr>
<th>Particular</th>
<th>Mean*</th>
<th>S.D.</th>
<th>Skewness</th>
<th>Standard Error of Skewness</th>
<th>Chi Square ($\chi^2$)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility of the road in the city</td>
<td>3.06</td>
<td>1.406</td>
<td>-0.064</td>
<td>0.241</td>
<td>1.4</td>
<td>0.01</td>
</tr>
<tr>
<td>Availability of convenience in the city and rural areas</td>
<td>3.42</td>
<td>1.505</td>
<td>-0.405</td>
<td>0.241</td>
<td>6.6</td>
<td>0.01</td>
</tr>
<tr>
<td>Proper interpretation facilities at tourist spots</td>
<td>3.4</td>
<td>1.333</td>
<td>-0.485</td>
<td>0.241</td>
<td>7.8</td>
<td>0.01</td>
</tr>
<tr>
<td>Adequate tourist information facilities in city</td>
<td>3.43</td>
<td>1.335</td>
<td>-0.6</td>
<td>0.241</td>
<td>8.9</td>
<td>0.01</td>
</tr>
<tr>
<td>Hygiene at tourist place</td>
<td>3.32</td>
<td>1.347</td>
<td>-0.429</td>
<td>0.241</td>
<td>3.7</td>
<td>0.01</td>
</tr>
</tbody>
</table>

*strongly agree-1,...,strongly disagree-5

### Table-3 - Tourists Satisfaction towards Tourism Products and Market of Uttaranchal (Local Facility)

<table>
<thead>
<tr>
<th>Particular</th>
<th>Mean*</th>
<th>S.D.</th>
<th>Skewness</th>
<th>Standard Error of Skewness</th>
<th>Chi Square ($\chi^2$)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Tourism area Packages</td>
<td>3.39</td>
<td>1.302</td>
<td>-0.454</td>
<td>0.241</td>
<td>1.3</td>
<td>0.01</td>
</tr>
<tr>
<td>Availability of tourist guide</td>
<td>3.37</td>
<td>1.308</td>
<td>-0.415</td>
<td>0.241</td>
<td>9.7</td>
<td>0.01</td>
</tr>
<tr>
<td>Quality of food at restaurant</td>
<td>2.79</td>
<td>1.472</td>
<td>0.178</td>
<td>0.241</td>
<td>5.6</td>
<td>0.01</td>
</tr>
<tr>
<td>Hygiene at the restaurants</td>
<td>3.28</td>
<td>1.457</td>
<td>-0.422</td>
<td>0.241</td>
<td>2.7</td>
<td>0.01</td>
</tr>
<tr>
<td>Tele- communication Facilities near tourist spots</td>
<td>3.33</td>
<td>1.393</td>
<td>-0.178</td>
<td>0.241</td>
<td>9.7</td>
<td>0.01</td>
</tr>
</tbody>
</table>

*strongly agree-1,...,strongly disagree-5

### Table-4 - Tourists Satisfaction towards Tourism Products and Market of Uttaranchal (Accommodation Facility)

<table>
<thead>
<tr>
<th>Particular</th>
<th>Mean</th>
<th>S.D.</th>
<th>Skewness</th>
<th>Standard Error of Skewness</th>
<th>Chi Square ($\chi^2$)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking Facilities near tourist spots</td>
<td>3.56</td>
<td>1.438</td>
<td>-0.664</td>
<td>0.241</td>
<td>3.2</td>
<td>0.01</td>
</tr>
<tr>
<td>Easy accessibility of hotels and lodges at rural areas</td>
<td>3.77</td>
<td>1.205</td>
<td>-0.782</td>
<td>0.241</td>
<td>1.3</td>
<td>0.01</td>
</tr>
<tr>
<td>Availability of reasonable rooms in the hotels.</td>
<td>3.14</td>
<td>1.349</td>
<td>-0.084</td>
<td>0.241</td>
<td>5.4</td>
<td>0.01</td>
</tr>
<tr>
<td>Hygiene in the rooms of hotels.</td>
<td>2.66</td>
<td>1.379</td>
<td>0.354</td>
<td>0.241</td>
<td>9.6</td>
<td>0.01</td>
</tr>
<tr>
<td>Maintenance of tourist attraction.</td>
<td>3.09</td>
<td>1.498</td>
<td>-0.046</td>
<td>0.241</td>
<td>4.8</td>
<td>0.01</td>
</tr>
</tbody>
</table>

### Table-5 - Tourists Satisfaction towards Tourism Products and Market of Uttaranchal (Promotional Strategies)

<table>
<thead>
<tr>
<th>Particular</th>
<th>Mean</th>
<th>S.D.</th>
<th>Skewness</th>
<th>Standard Error of Skewness</th>
<th>Chi Square ($\chi^2$)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability quality souvenirs</td>
<td>3.36</td>
<td>1.3529</td>
<td>-0.259</td>
<td>0.241</td>
<td>8.9</td>
<td>0.01</td>
</tr>
<tr>
<td>Activity oriented tourism place for whole year.</td>
<td>3.32</td>
<td>1.36241</td>
<td>-0.308</td>
<td>0.241</td>
<td>9.9</td>
<td>0.01</td>
</tr>
<tr>
<td>Proper marketing of Uttaranchal tourism.</td>
<td>3.4</td>
<td>1.2949</td>
<td>-0.302</td>
<td>0.241</td>
<td>9.3</td>
<td>0.01</td>
</tr>
<tr>
<td>Market symbol of culture and heritage.</td>
<td>2.73</td>
<td>1.32463</td>
<td>0.38</td>
<td>0.241</td>
<td>11.3</td>
<td>0.01</td>
</tr>
<tr>
<td>Adequate information on official website.</td>
<td>3.43</td>
<td>1.34281</td>
<td>-0.371</td>
<td>0.241</td>
<td>10</td>
<td>0.01</td>
</tr>
</tbody>
</table>
A majority of the respondents are distributed towards higher side over the issue of hygienic condition at tourist spots of Uttarakhand. Most of them are dissatisfied with these conditions. The mean value supports the above opinion. The variation in the opinion and skewness are observed 1.34750 and -.429 respectively. The calculated \( x^2 \) value shows significant at 1 percent level of significance. It is concluded that hygienic conditions are not satisfactory and needs more care.

As far as special tourism area packages is concerned, a majority of the responses do not agree with the same and their opinion is further distributed more towards higher side i.e. disagree to uncertain. The noted mean value is higher than the average standard score, while variation in the opinion and skewness is 1.30186 and -.454 respectively. This supports the above analysis. Further \( x^2 \) test is significant at 1 percent level of significance. It reveals the opinion is not equally distributed. Thus the above analysis concluded that tourist is not satisfied with the tourism area packages of Uttarakhand.

Respondents' satisfaction levels towards easy availability of tourist guide at tourist destinations are distributed towards higher side of the average score i.e. disagree to strongly disagree. The mean value is higher than the average standard score. The standard deviation and skewness is 1.30775 and -.415. The \( x^2 \) value is significant at 1 percent level of significance. Further it indicates that their opinion is not equally distributed. It is concluded that tourist guides are not easily available at every tourist spot.

The Table further shows that majority of the respondents either strongly agree or agree with the quality of food at restaurants. The mean value noted lower than the average standard score. The standard deviation and skewness is 1.47227 and .178. It shows that opinion is distributed more towards lower side of average score. The \( x^2 \) calculated value is significant at 1 percent level of significance, which indicates opinion is not equally distributed. The above analysis concludes that tourist is satisfied with the quality of food in the restaurants.

It can be seen that a majority of the respondents are dissatisfied with the hygiene at restaurants. The mean value, standard deviation and skewness indicate that their opinion is distributed towards higher side than the average score. The calculated \( x^2 \) value is significant at 1 percent level of significant. Therefore the conclusion drawn is majority of the tourists are not satisfied with the hygiene in the restaurants.

As far as telecommunication facilities near tourist spots are concerned the respondents strongly disagree. The mean value is lower than the average score. The variation in the opinion and skewness is 1.39302 and -.178. This supports the above analysis. Calculated \( x^2 \) value is significant at 1 percent level of significance. It reveals that opinion is not equally distributed. Thus it is concluded that telecommunication facilities near tourist spots are not satisfactory.

A majority of the respondents are distributed towards higher side on the issue of banking facilities near tourist spots. Mean value is lower at five-point scale. The standard deviation and skewness observed is 1.43773 and -.664 respectively. The calculated \( x^2 \) value is significant at 1 percent level of significance. It is concluded that banking facilities are not satisfactory near tourist spots.

Respondent’s opinion towards easy accessibility of hotels at rural areas is strongly disagreeing. The mean value is higher at average score. The variation in the opinion and skewness is 1.20483 and -.782. Calculated \( x^2 \) value is significant at 1 percent level of significance. The option is not equally distributed. Thus, it is concluded that they are not at all satisfied with the accessibility of hotels at rural areas of Uttarakhand.

It is shown that respondents either agree or disagree and further distributed towards lower side of the average standard. The mean value supports the above opinion. The standard deviation and skewness is 1.34855 and -.084. The \( x^2 \) calculated value is significant at 1 percent level of significance. Opinion is not equally distributed. It is concluded that tourist satisfaction regarding reasonable rooms depends on the time i.e. at peak tourist time or normal time.

The Table reveals that a majority of the respondents are strongly satisfied with the hygiene in the room their responses are lying towards the lower side of the average score. The mean value is lower at five-point scale. The standard deviation and skewness is 1.37965 and .354. The \( x^2 \) calculated value is significant at 1 percent level of significance. It is concluded that most of the tourist are satisfied with the hygiene of the room.

A majority of the respondents strongly agree with the maintenance of tourist spots. The mean value is higher at five-point scale. The standard deviation and skewness is 1.49811 and -.046. Calculated \( x^2 \) value is significant at 1 percent level of significant, which shows that opinion is not equally distributed and distributed towards the higher side of the average score. Therefore it is concluded that a majority of the tourist are not satisfied with the maintenance of tourist places but on the other hand a few of them are satisfied also.
- Majority of the respondents are distributed towards the higher side of the average score over the issue of availability of quality souvenirs in Uttarakhand. The mean value is the higher side of the average scale i.e. 4 at 5-point scale. The variation in the opinion and skewness is 1.35229 and -.259. Calculated $x^2$ value is significant at 1 percent level of significance. Thus the conclusion is that tourist is not satisfied with the quality of souvenirs.

- The respondents disagree with the opinion that the Uttarakhand is an activity oriented tourism place for the whole year, which is distributed towards lower side of the average score. The mean value, standard deviation and skewness support the opinion. The $x^2$ calculated value is significant at 1 percent level of significance, which shows that their opinion is not equally distributed. The conclusion is that tourists are not satisfied and Uttarakhand should develop activities oriented tourism.

- A majority of the respondent does not agree with the marketing of tourism in Uttarakhand. The mean value is higher than the average standard. Standard deviation and skewness is 1.29490 and -.302 respectively. Calculated $x^2$ value is significant at 1 percent level of significance. It is concluded that respondents are not satisfied with the marketing of Uttarakhand tourism.

- Respondents are agreed that Uttarakhand markets are the symbol of culture and heritage. The mean value is lower than the average score. The variation in the opinion is 1.32463 and skewness is .380. The $x^2$ calculated value is significant at 1 percent level of significance. The opinion is not equally distributed so it is conclusion that tourist are satisfied with Uttarakhand market as a symbol of culture and heritage.

- A majority of the respondents are disagreeing regarding adequate information on official website of Uttarakhand. The mean value is higher at five-point scale further standard deviation and skewness supports the opinion. Calculated $x^2$ value is significant at 1 percent level of significance. This shows that opinion is not equally distributed. Thus, it is concluded that tourists are not satisfied with the official website of Uttarakhand Tourism.

6. Testing of Hypothesis

The questions asked from the respondents (foreign tourist) related to the tourism products and market of Uttarakhand reveal the result that calculated value of chi-square is less than the table value 13.3.

Thus the above analysis rejects the null hypothesis ($H_0$) that tourist are satisfied with the tourism products and market of Uttarakhand and accepts alternate hypothesis ($H_1$).

Further it rejects the null hypothesis ($H_0$) that there is a no gap between the tourist expected services and perceived services in Uttarakhand tourism and accepts alternate hypothesis ($H_1$).

The analysis also leads to rejects null hypothesis ($H_0$) that rural area of the Uttarakhand tourism has been developed and accepts the alternate hypothesis ($H_1$).

7. SWOT Analysis

Based on the opinion survey/interviews of the foreign tourists a SWOT analysis has been carried out to find more about the strengths, weaknesses, opportunities and threats to the state.

**Strengths:**

i. Uttarakhand is blessed with immense natural beauty. Majority of the tourists visit for its breath taking and inspiring natural beauty.

ii. Uttarakhand is very popular among the tourist who comes for adventure purpose.

iii. Uttarakhand is a state, which is very rich and varied in terms of its tourist attractions.

iv. Uttarakhand is a land of culture, fairs, and festivals, centers for pilgrimage. The state also has its quaint customs and traditions.

v. Uttarakhand is an upcoming destination for wildlife buffs. There are a whole lot of wildlife activities, which can be performed here right from jungle safaris, catch, and release of mahaseer and other fish species.

vi. Uttarakhand has a flora and fauna, which is diverse as well as rare like valley of flowers.

vii. Uttarakhand is an ideal location for eco-tourism. Eco-tourism includes trekking, natural walk and so on.

viii. Strength of Uttarakhand is its handicrafts and the foreign tourist appreciates woolen work.

ix. Uttarakhand has facilities for yoga and meditation fast becoming an added attraction for tourist. Rishikesh is called the Mecca for peace seekers.

**Weakness:**

i. Uttarakhand is not being projected as a land of all seasons.

ii. Condition of roads in the rural areas of Uttarakhand is bad.

iii. The quality of facilities and services at the tourist places are not up to the mark.

iv. There is less marketing in India as well as abroad, this is cited as the major weakness prevailing Uttarakhand Tourism Industry.

v. Parking problem is seen at its worst during the peak tourist season.
vi. Tourism in the state is not activity oriented. Therefore, after a stay of 6-7 days guests get bored as they feel there is not much to do here.

vii. Lack of trained, professional guides.

viii. Uttarakhand being a hilly state has a very fragile eco-system, which gets disturbed during the tourist season with the growing menace of pollution and traffic congestion. Increasing in tourist traffic means putting much pressure on the already strained resources.

ix. Limited availability of tourist information offices, especially in the tourist generating markets, poses a problem, create dissatisfaction among the tourists.

**Opportunities:**

i. There is a scope to develop health tourism in Uttarakhand. Ayurvedic message centre in the woods can become quite popular among foreign tourists.

ii. Pilgrimage tourism is fast gaining popularity among the tourists, who want to enjoy their vacation in the serenity of the hills.

iii. People are more enthusiastic to experience the thrill of adventure sports.

iv. Tourism has provided an opportunity for the local craftsmen to make handicrafts articles. This has ensured a steady flow of income for them as well as a mean of preserving our heritage.

v. The new breed of tourists likes alternate form of accommodation like staying as a paying guest with the local people. On the one hand it provides them with an opportunity to have firsthand experience of the native culture and customs and on the other hand it does not pressurize the natural and the government resources. This also ensures community approach towards tourism.

vi. Special events like handicrafts fair, exhibition and sports events can be organized in Uttarakhand.

vii. Uttarakhand has the potential to develop as a conference and convention centre.

viii. Companies should be encouraged to organize conference and conventions, which can become pleasure cum business trips for the executives.

**Threats:**

i. Lack of proper hygiene and sanitary conditions in the state are proving to be a bane for the tourism.

ii. Adverse publicity in the media regarding scarcity water and lack of parking space also pose a threat.

iii. Growing population is posing a threat to the state. To accommodate this growing population, more and more trees are being cut. The main tourist attraction areas are turning into a concrete jungle.

iv. Rise of pollution and traffic congestion. Walking in the hills was once considered a norm rather than exception but the increasing number of vehicle is now choking the lungs of the hills. This trend is adversely affecting the tourism industry of the state.

v. Over-reliance on the well-worn international and domestic markets.

vi. Terrorist activities everywhere in India have an adverse impact on the general international tourist inflow.

vii. Adverse socio-culture and environmental impacts.

This present study has spoken about the tourist satisfaction towards tourism products and markets in Uttarakhand. It has done so in the light of the literature on increased volume and flexibility of traveling activities due to one or the other reason. The competitive environment in the current scenario is increasing the need to travel. It is clear that attention is on the tourism products and markets of Uttarakhand. As consumer satisfaction is directly related with the quality of services of service industries hence, they are prime stakeholders. Indian as well as Uttarakhand tourism has become a global phenomenon and a pertinent branch of knowledge. At the same time any one step towards its development would be helpful in the economic growth in the global context. However, this field has got an exclusive among the researchers and organizations that are making efforts to collect relevant data. If the factors, which are responsible for the growth and development of tourism industry, are taken care of, then this industry will become the maximum revenue generating industry among all other service industries.

8. **Conclusion & Recommendations**

To promote and market Uttarakhand tourism products at national and international level and make Uttarakhand a global tourism destination, the promotion and marketing is a most important component for the development of tourism. As of now we do not have any marketing plan or strategy. Consequently our marketing is almost nil.
Whatever we are doing is a routine affair or to be more precise it is an eye-wash. It would therefore be our endeavour to develop and implement thoroughly professional market strategies to get better mileage and value for money expended. This would be based on the market analysis and consumer preference. There are many tourism products like fairs and festivals, handicrafts, proper transportation, accommodation that boost tourism of an area, but these are taking a back seat in our state as of now. It should be made an important and integral part of tourism. Foreign tourists visit Uttaranchal to get a glimpse of the ancient art and culture of India. They travel by different modes of transport to reach Uttaranchal. Some of them stay at Uttaranchal just for few hours while some stay for few days. The palaces, the temple, the river and the tranquil environment and hygiene at the hotel rooms of Uttaranchal are highly appreciated by all foreign tourists. Although they feel quite satisfied with their Uttaranchal visit but still a gap exist between their expected and perceived services. The reasons for this gap have been identified as poor conditions of ordinary buses and share taxies plying between tourist places, awful maintenance of city road was well as in the rural areas, traffic congestion, unhygienic condition of restaurant, non availability of quality souvenir further underdevelopment of rural areas at Uttaranchal. Based on this identification recommendation have been offered for eliminating the gap. This may result into a tourist’s delight and an increase in tourist arrivals at Uttaranchal.

Based on this study the following has been recommended for increasing the satisfaction of foreign tourists visiting Uttaranchal.

i. The dissatisfaction of backpackers with the transport available in Uttaranchal and back is a matter of grave importance. To eliminate this dissatisfaction it is recommended that provision of comfortable three-wheeler share taxies may be done to transport tourists directly from the railway station to Uttaranchal and back. In order to distinguish these taxies from the ordinary taxies they may be painted in some different colours. The number of passengers in these taxies may be strictly restricted to six and the budget hotelpiers of Uttaranchal are motivated to operate these taxies on a cooperative basis.

ii. The non-availability of food at budget hotels at Uttaranchal is a cause of inconvenience to backpacker tourists. In view of this situation it is recommended that during the off season, training programmes may be organised at Uttaranchal by state tourism department to develop culinary skills of budget hoteliers and their employees.

iii. A tourist place which is not neat and clean creates a bad impression and causes inconvenience to tourists. In order to overcome this problem at Uttaranchal it is recommended that construction of cemented drains may be done all over the city as well as in rural areas by the administration.

iv. It is also recommended that medium sized garbage bins must be placed in the main market area and local residents and shopkeepers be motivated to use them. In addition to this special drives may be carried out by the local administration every week to keep the riverside clean.

v. Keeping in view the poor condition and congestion on roads it is recommended that cemented roads may be laid in Uttaranchal city and in rural areas and traffic policemen is deputed for controlling traffic on the roads in the tourist area.

vi. For overcoming the problem related to non availability of good quality souvenirs at Uttaranchal it is recommended that the state tourism department may motivate existing souvenir traders by offering them financial and merchandising assistance or may construct outlets at strategic locations in the city and offer them on lease to traders interested in setting up souvenir business.

vii. Tourism should be given the status of industry in order that the facilities and benefits available to the industry are also available to tourism projects.

viii. A special incentives package will be made available for encouraging new tourism projects as well as expansion of existing tourism units.

References


