

Tourism in Himachal Pradesh: A Study of Visitor's Satisfaction at Rewalsar Town

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ABSTRACT

Tourism satisfaction refers to the sensitive state of visitors after exposure to the experience. It is the post-purchase evaluative judgment and is the outcome of the customer's needs, wants and expectations throughout the product life. This paper explores the satisfaction level of tourists visiting at Rewalsar town in Himachal Pradesh. In this paper it has been tried to find those attributes in which tourists were satisfied and dissatisfied. Total 8 demographic variables and 23 satisfaction variables which covering the aspect of general attributed in relation to the tourism, facilities and services. The data were analysed using simple statistical techniques such as Mean, SD and T-test. Mean and SD were used to identify the satisfaction level of respondent. Finally T-test and ANOVA conducted to compare the Demographic variables (Gender). This result would help to improve the standards of the destination.

KEYWORDS – Tourism, Satisfaction, Visitor, Destination, Rewalsar.

I. INTRODUCTIONS

Today, tourism is appreciated as a pecuniary engine for socio-economic development of many developing nations. Distinguishing tourism's pivotal contribution in terms of GDP, national income, foreign exchange earnings, employment generation and destination development, more than two dozen countries have inclined to develop and promote tourism in scientific ways.

According to Ministry of Tourism, Government of India (2018) Foreign tourist arrivals in India in 2018 was 10.04 million with the annual growth rate 14% in comparison to Indian National departure from India which was 23.94 million with the annual growth rate of 9.5%. The direct contribution of Travel & Tourism to GDP in 2017 was INR 15.24 tr. This is forecast to rise by INR 32.05 tr. in 2028.

The tourism industry is a vast industry made up of businesses and organisation that provide goods and services to meet the distinctive needs of tourists. These businesses and organisation are related to virtually all areas of the economy to make tourism as an industry. Interestingly, tourism is an industry of industries.

Indian Tourism is primarily based on culture which contain sites of archaeological interest, historical building, monument, museum, and religious institutions and places of historical importance. On the other hand, festivals, arts and handicraft, music, folkdance cultural importance. Similarly, Native life and customs are come under traditional attraction. Scenic attraction are consisting of flora and fauna which may include the places of scenic beauty i.e. mountain, waterfalls, water bodies, rivers, beaches, jungles, desserts snow valley spas etc.

Himachal Pradesh is continues to be one of the most favourite tourism destination for tourists. It had a record arrival of more than 2.1 lakh foreign tourists and 69 lakh domestic tourists during 2005, witnessing a 2% increase in FTAs against 2004. In the similar way tourist's traffic increased during 2009 it had a record arrival of more than 4 lakh foreign tourists and 1.1 crore domestic tourists during 2009, witnessing a 17.5 % rise in FTAs and 6.32 % increase in domestic tourists visits against 2008 figures that are 93.7 lakh domestic tourists and 3.7 lakh foreign tourists . There are observed negative growth, means decrease in the number of tourists in Himachal Pradesh during 2013 1.4 crore domestic tourists and 4.1 lakh foreign tourists witnessing a 17.18% fall in FTAs and 5.7% fall in domestic tourists in the comparison of previous year 2008. In the year of 2014 the total tourist in Himachal Pradesh 1.6 crore, it had a record 7.8% growth on total tourists in comparison of year 2013. In the year 2018 witnessing a 15.87% fall in FTAs and 24.29% fall in domestic tourists (Sources HPTDC 2020).

II. REWALSAR

Rewalsar (Tibetan: Tso Pema) is a small town and a nagar panchayat in Mandi district in the Indian state of Himachal Pradesh. The local name for Rewalsar is Trisangam. Rewalsar is located at an altitude of 1360 m above sea level. It is connected to Mandi by a motorable road and is about 25 km from Mandi lying in the Southern Himalayan belt, winters in Rewalsar can be freezing, while summers are generally pleasant. Rewalsar is sacred to adherents of three major Dharma religions Hinduism, Buddhism and Sikhism. At Rewalsar there are three Hindu temples. These are dedicated to the sage Lomas, to Lord Krishna and to Lord Shiva. There are two Tibetan monasteries located at opposite ends of the lake. Also there is a gurudwara was built in 1930 by Raja Joginder Sen of Mandi. It commemorates Guru Gobind Singh's visit, when he sought to evolve a common strategy with the hill rulers against the Mughal emperor Aurangzeb (Balokhra-1997).

III. NEED TO STUDY SATISFACTION LEVEL

Measuring tourists' satisfaction with a destination is conceptually different from measuring satisfaction at transaction specific level. Moreover, it is contended that while satisfaction at the destination level is influenced by the various transaction that occur at that destination, an individual's level of satisfaction is influenced by much border, global factor, some of which are beyond the capacity of tourism industry to affect. The purpose of this section to outline some ideas that should be taken into account when developing a method to measure satisfaction at this relatively abstract level. The recent studies about cultural/heritage and Himalayan tourism focused on the characteristics of tourists who visited cultural/heritage and Himalayan destination. The study attempts to investigate the relation between cultural/ heritage and Himalayan destination attributes and tourist's satisfaction, and to identify the relation between cultural/heritage and Himalayan destination attributes and tourists satisfaction in term of selected tourist's demographic characteristics and travel behaviour characteristics Tourist's satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Remington, 2000). Several researchers have studied customer

satisfaction and provide theory about tourism (Bramwell, 1998 and Brown 2001). For Example Parasiraman, Zeithaml, and Berry's (1985) expectation perception gap model, Oliver's expectancy- disconfirmation theory. (Pizam, Neumann, and Reichel, 1978) have been used to measure tourists satisfaction with specific tourism destination. In particular, expectancy-disconfirmation has been received the widest acceptance among these theories because it is broadly applicable.

IV. REVIEW OF LITERATURE-

It identifying the void in the existing review of literature in the field of tourist satisfaction, the tourism and hospitality management literature has been focusing on the tourist behaviour aspects of the last three decade. **Ross and Iso-Ahola (1991)** Explored motivation and satisfaction dimensions of sightseeing tourist by field study of 225 tourists. The result of this study indicated a considerable amount similarities occur between motivation and tourist's satisfaction dimensions. **Sekar (2002)** examined the general attributes of visitor satisfaction related to the purpose of visit, mode of arrival, transportation, accommodation, availability of different facilities and quality & sufficiency of services with overall experience in Mudumalia and Indira Gandhi wildlife sanctuaries of Tamil Nadu. **Angie Driscoll, et.al (1994)** described an exploratory study that tests the consistency of two response formats. These format are originally based on the semantic differential scale and have widely used in the tourism literature to generate measure of perception regarding destination. **Vogt and Fesenmaier (1995)** measured tourists and retailers perceptions of service level in a tourist destination. They use a service quality model to develop survey items and interpret the results. They evaluated a tourism experience by service dimension included reliability, responsive, assurance and access. **Chaudhary (2000)** determined pre and post-trip perception of foreign tourist about India as a tourist destination. She used a gap analysis between expectation and satisfaction levels to identify strengths and weaknesses of India's tourism related image dimensions so that necessary efforts can be made to ensure that tourist's expectations are met. **David (2002)** examined the customer's perception to tourism accreditation. He determine the level of awareness regarding tourism accreditation amongst the consumer. Further he identified the aspect of accredited operation which are important and they find out the difference in the view of domestic and international or experienced and none experienced.

Debadyati, et.al (2007) examined the attractiveness of Varanasi as a tourist destination from the prospective of Foreign Tourist. They examine the several demographic characteristic of tourist and their expectation on tourist attributes and satisfaction with the holistic impression of the destination. They carried out the tourist attributes. **Hikaru Hasegawa (2010)** considered a Bayesian estimation of multivariate ordered profit model using a Markov Chain Monte Carlo (MCMC) method, which is applied to unit record data on the satisfaction derived from the scenery and meals has the largest influence on the overall satisfaction. **Chand (2013)** investigated the perceptions of resident community of Shimla regarding the environmental respects of Tourism development. Results indicate that residents in Shimla perceive grater negative environment impacts of Tourism that positive one. Despite their awareness of negative impacts they are still supply Tourism development.

V. RESEARCH DESIGN AND METHODOLOGY

Objectives of the study

1. To study the satisfaction level of the tourists visiting at Rewalsar Town (Himachal Pradesh)
2. To examine the satisfaction experience of different demographic variables (Age and Gender)

Hypothesis

H1: Tourists are not satisfied towards all elements of tourism.

H2: There will be no significant difference in the tourist satisfaction level and demographics variables (Age and Gender)

The Study Area

The present study was under taken in the Rewalsar Town. It is located at latitude coordinates: 31.633889°N 76.833333°E. It is situated in the Himalayans foothills.

The Sample Size and Data Collection

Data were collected personally by using structured questionnaires from the tourists visiting in Rewalsar Town. During the survey period 200 tourists were contacted, however 190 tourist were agree to given response and only 130 responses were found correct i.e. 65%. A questionnaire is in English contain 8 demographic variables and 23 satisfaction variables covering the aspect of general attributed in relation to the tourism, facilities and services. The variables have been selected on the basis of a survey of previous literature.

Measure

Respondent's opinion was measured on 5-likert point scale value assigned (5) "Highly Satisfied" to (1) "Highly Dissatisfied". The sampling method was convenient which was designed in such way that it would give an appropriate representation to the study universe. The data were analysed using simple statistical techniques Such as Mean, SD and T-test. Mean and SD were using to identify the satisfaction level of respondent. Finally T-test conducted to compare the Demographic variables (Gender)

VI. RESULTS AND DISCUSSION

Table 1.1 Demographic Characteristics Of The Respondents (No 130)

Variables	Frequency	Valid Percentage (%)
Age Group		
Less than 18	8	6.2
18-30	68	52.3
31-45	50	38.5
46 above	4	3.1
Gender		
Male	65	50
Female	65	50
Education Level		
10th	11	8.5
12 th	28	21.5
Graduate	52	40
Post Graduate	39	30
Country		
India	91	70
Other	39	30
Marital Status		
Single	63	48.5

Married	66	50.8
Other	1	0.8
Income		
Low	34	26.2
Middle	91	70
Higher	5	3.8
Length of stay		
1 day	13	10
2-4 day	95	73.1
5-7 day	20	15.4
8 or more	2	1.5

Table 1.1 Shown that Age is one of the major factors, which influence tourist's satisfaction. The dominant age group of the respondents 18-30 years with (52.3 %) followed by (38.5%) in the age group 31-45 years. Whereas (14.2%) is for age group less than 18 years and 46 or above age group occupied (10%) last position and smallest group of the respondents. It is very clear from this discussion that the age group 18 to

30 years takes more interest in tour, because that is age to enjoy. They don't have much burden about his or her family etc. They can earn and spend. The gender distribution of the respondents were quite even, with 50% male respondents and 50% female respondents. In term to country of residence the (70%) of the respondents ware Indian and (30%) respondents from other countries.

Compare the level of satisfaction between demographic variable (Gender) No.130

Table 1.2 depicts the various variables of satisfaction level of tourists visiting at Rewalsar Town.

Variables	Highly Satisfied		Satisfied		Average		Dissatisfied		Highly Dissatisfied	
	N	%	N	%	N	%	N	%	N	%
Facilities of Transportation	18	13.8	75	57.7	34	26.2	3	2.3		
Hotel at destination	26	20	87	66.9	13	10	3	2.3	1	0.8
Behaviour hotel staffs	28	21.5	68	52.3	30	23.1	4	3.1		
Internal transport facilities	4	3.1	54	41.5	50	38.5	18	13.8	4	3.1
Traffic maintenance	7	5.4	57	43.8	43	33.1	20	15.4	3	2.3
Hygienic condition	26	20	55	42.3	42	32.3	7	5.4		
Sanitation condition	20	15.4	52	40	49	37.7	9	6.9		
Local Food	11	8.5	54	41.5	50	38.5	14	10.8	1	0.8
HPTDC Resources	16	12.3	54	41.5	49	37.7	11	8.5		
Rate the ZOO	35	26.9	64	49.2	27	20.8	4	3.1		
Entry Fee for ZOO	26	20.0	77	59.2	24	18.5	2	1.5	1	0.8
Ease to purchase Ticket to Zoo	19	14.6	65	50	41	31.5	5	3.8		
Convenience for Independent	22	16.8	86	66.2	19	14.6	3	2.3		
Parking Facility	11	8.5	89	68.5	25	19.2	5	3.8		
Health Facility	14	10.8	80	61.5	32	24.6	3	2.3	1	0.8

Shopping facility	15	11.5	45	34.6	46	35.4	23	17.7	1	0.8
Shopping Experience	12	9.2	65	50	46	35.4	7	5.4		
Banking service	21	16.2	84	64.6	19	14.6	6	4.6		
Communication	17	13.1	78	60	26	20	5	3.8	4	3.1
Security system	19	14.6	81	62.3	23	17.7	5	3.8	2	1.5
Sight scenes	28	21.5	89	68.5	12	9.2	1	0.8		
Purpose of journey is fulfilled	34	26.2	75	57.7	18	13.8	3	2.3		
Ranking for destination in comparison to other	25	19.2	76	58.5	27	20.8	1	0.8	1	0.8

Table 1.2 shows that the responses of the tourist's satisfaction level at Rewalsar Town. This study found that the overall (67%) of the tourists were satisfied with all the 22 attributes and

(26%) were average and only (7%) tourists were dissatisfied with all the 23 attributes that I ask in the questionnaire to complete this research work.

Table 1.3 Compare the level of satisfaction between Male and Female

	Gender	N	Mean	Std. Deviation	t value	P value	Results <0.05
How do you find Transport	Male	65	3.8308	.74097	.000	1.000	
	Female	65	3.8308	.62673			
Availability of hotel	Male	65	4.0615	.68184	.513	.609	
	Female	65	4.0000	.68465			
Behaviour of Hotel Staff	Male	65	3.9692	.84722	.697	.487	
	Female	65	3.8769	.64970			
Internal Transport Facility	Male	65	3.2462	.86658	-.410	.683	
	Female	65	3.3077	.84637			
Traffic Maintenance	Male	65	3.2923	.89657	-.691	.491	
	Female	65	3.4000	.88034			
Hygienic Condition	Male	65	3.9231	.79663	2.140	.034	*
	Female	65	3.6154	.84210			
Sanitation Condition	Male	65	3.7231	.87514	1.170	.244	
	Female	65	3.5538	.77118			
Local Food	Male	65	3.3692	.94487	-1.275	.205	
	Female	65	3.5538	.68536			
HPTDC Resources	Male	65	3.5077	.90352	-.968	.335	
	Female	65	3.6462	.71656			
Rate The Zoo	Male	65	4.1385	.82683	2.055	.042	*
	Female	65	3.8615	.70438			
Entry Fee For Zoo	Male	65	3.9846	.83838	.364	.716	
	Female	65	3.9385	.58301			
Ease of Ticket Purchase To Zoo	Male	65	3.8923	.81246	2.140	.034	*
	Female	65	3.6154	.65413			
Convenience for independent traveller	Male	65	4.0462	.54287	1.235	.219	
	Female	65	3.9077	.72291			
Parking Facility	Male	65	3.7846	.64933	-.553	.581	
	Female	65	3.8462	.61823			
Health Facility	Male	65	3.8000	.79451	.127	.899	

	Female	65	3.7846	.57261			
Shopping Facility	Male	65	3.4462	1.01598	.749	.455	
	Female	65	3.3231	.84977			
Shopping Experience	Male	65	3.7538	.72953	1.950	.053	
	Female	65	3.5077	.70982			
Banking Service	Male	65	3.8923	.85006	-.500	.618	
	Female	65	3.9538	.51329			
Communication Network	Male	65	3.7077	.96377	-.727	.469	
	Female	65	3.8154	.70472			
Security System	Male	65	3.8308	.92819	-.226	.821	
	Female	65	3.8615	.58301			
Sight scenes	Male	65	4.2462	.61316	2.824	.006	*
	Female	65	3.9692	.49904			
Purpose Of your Journey Fulfilled	Male	65	4.2154	.73935	2.292	.024	*
	Female	65	3.9385	.63435			
Rank the destination	Male	65	4.0462	.73805	1.621	.107	
	Female	65	3.8462	.66687			
*p, 0.05 Sig. (2 tailed)							

Table: 1.3: shown that out of 23 variables 18 variables were non-significant only 5 variables

have statistically significant difference between satisfaction and Demographic variable (Gender).

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Total	Male	65	87.7077	7.52023	.93277
	Female	65	85.9538	6.82237	.84621

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Total	Equal variances assumed	1.099	.296	1.393	128	.166	1.75385
	Equal variances not assumed			1.393	126.8	.166	1.75385

Table 1.4 and 1.5 explain that the null hypothesis for gender showed no significant difference between male and female tourists` since mean score of males was 87.70 (SD=7.52) and that of the females was 85.95 (SD=6.82). The mean

difference of 1.75 scores was not statistically significant with a t-test value of – 1.393 at 128 df (degrees of freedom) and probability more than .05 at 95 percent significance level (p = .166s in this data).

Compare the level of satisfaction between demographic variable (Age Group) No.130

Age Group	N	Mean	Std. Deviation
less than 18	7	89.2857	9.05012
18-30	68	87.6029	7.24855
31-45	51	85.2745	6.45315
46 above	4	89.2500	11.17661
Total	130	86.8308	7.20587

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	229.662	3	76.554	1.491	.220
Within Groups	6468.615	126	51.338		

Total	6698.277	129		
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Table 1.8 (Post Hoc) Multiple Comparisons Bonferroni Test			
(I) Age Group	(J) Age Group	Mean Difference (I-J)	Sin.
less than 18	18-30	1.68277	1.000
	31-45	4.01120	1.000
	46 above	.03571	1.000
18-30	less than 18	-1.68277	1.000
	31-45	2.32843	.491
	46 above	-1.64706	1.000
31-45	less than 18	-4.01120	1.000
	18-30	-2.32843	.491
	46 above	-3.97549	1.000
46 above	less than 18	-.03571	1.000
	18-30	1.64706	1.000
	31-45	3.97549	1.000

*.The Mean difference is significant at the 0.05 level.

Table 1.7 and 1.8 shown that there is a non-significant difference of Age group on level of satisfaction with all the variables, $F(3,126) = 1.491, p > .05$. The Bonferroni test and a quick inspection reveals the same pattern of results: the all group that differed were non-significant.

VII. SUGGESTIONS

The present study aims to know the satisfaction level of tourists visiting at Rewalsar (Himachal Pradesh) and The above discussion suggest that a lot is to be done by the Ministry Of Tourism, Govt. of Himachal Pradesh and Himachal Pradesh Tourism Development Corporation (HPTDC) to improve the service quality as per the tourist` satisfaction in all over Shimla.

The following are main suggestions;

- Cleanliness of toilets are also pointed by the tourists therefore proper toilets should be arranged at free of cost.
- There should be proper information centre for the tourists.
- Traffic should be properly maintained and the Himachal Govt. should focus on to Improve the Internal Transport facilities in Town
- Proper information display should be there to better understand the all heritage building at Rewalsar.

VIII. CONCLUSIONS

This paper investigates the tourists` satisfaction at Rewalsar Town in Himachal Pradesh and found that overall 67% tourists were satisfied with all the attributes and there are also no significant difference between male and female

tourists` satisfaction. The results suggested that the Ministry Of Tourism, Govt. of Himachal Pradesh and Himachal Pradesh Tourism Development Corporation (HPTDC) to improve the service quality as per the tourist` satisfaction in all over Shimla.

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