# Improving Tourism Satisfaction: India's Factors, Strategies, and Challenges

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**Abstract:** *Tourist enjoyment is important in showcasing different places. Due to increased competition, tourist management officers must identify the main factors affecting tourism satisfaction. The impression visitors get of sites is vital. Visitors have different goals when they visit a place, and if they're happy, they may return and recommend it. A tourist destination's products and markets should meet guests' expectations. After World War II, the hospitality sector expanded like never before, becoming the world's leading economic sector. "As a result, major multinational and transnational corporations have begun investing heavily in the hotel and hospitality sector, boosting its vertical and horizontal growth. Other elements affect a destination's tourism success besides the uniqueness or variety of visitor resources. Equally important is creating and implementing a long-term destination development plan supported by successful marketing. Diverse, secure, and effective transportation, ultramodern communication, comfortable stay facilities, a wide variety of food and drink inputs, unique shopping opportunities, and highly professional trade services are being blended with destination attractions to boost tourism magnetism. However, clients' diverse preferences, interests, economic structures, reasons, sociocultural origins, value systems, and traditions present extra challenges for planners and marketers. This research investigates the makeup and structure of the accommodation sector in Dehradun and the quality of tourist products and services. The Chi square test analyses data.*

**Keywords:** Expectations, Tourists, Hospitality

## 1. Introduction

When evaluated in terms of both gross income and revenues in foreign currency, the travel and tourism industry is the most lucrative service sector in the world. In addition to this, it is one of the most significant contributors to employment opportunities throughout the entire planet. It has mushroomed into a massive phenomenon in contemporary society and is being driven by a variety of social, religious, recreational, informational, and financial purposes. The need of humans for unique experiences, thrilling new chances, educational challenges, and delightful entertainment is another factor that drives it. One way to look at tourism is as an industry that helps drive economic expansion while also benefiting from that expansion. It is able to stimulate other sectors of the economy as a result of the cross-synergistic advantages it provides and the backward and forward ties it maintains. According to the World Tourism Organisation, the term "tourism" refers to "the activity of people travelling to and staying in places outside their usual environment for a period of time that does not exceed one full year consecutively for the purpose of leisure, business, social, recreational, or recreational knowledge seeking." This can be done for a variety of reasons, including leisure, business, social, recreational, or recreational knowledge seeking. According to Tourism Towards 2030 , it is predicted that the total number of international tourists arriving in countries all over the world will increase by an average of 3.3% per year from the year 2010 until the year 2030. This prediction is based on the fact that it is projected that the total number of international visitors will arrive in countries all over the globe. The hotel business in India is one of the principal sectors that has lately emerged as a big player in the services sector, and as a result, it is one of the primary areas that is driving growth in that sector. The expansion of

India's tourism and hospitality sector, as well as the rise in the number of visitors that visit the country, have had a trickle-down impact on other businesses that are tied to tourism and hospitality, such as the hospitality industry. The hotel and restaurant industry in India produced revenues that reached US$ 118.85 million in the fiscal year 2006-07, marking a rise of over 22 percent in comparison to the previous fiscal year's numbers. It is projected that by the year 2013, the market will have a value that is significantly more than US$ 182.49 million. The market is in an ideal position for major growth. The hotel industry in India is responsible for around 2.2 percent of the country's total gross domestic product (GDP). By the year 2015, it is forecasted that the market would have reached 230 billion Indian Rupees, which is equivalent to around 5.2 billion US Dollars, increasing at a robust compound annual growth rate (CAGR) of 12.2 percent. During the next five years, India will invest around 448 billion Indian rupees, which is comparable to 10.1 billion United States dollars, in the hotel industry, as stated in "The Indian Hotel Industry Report - 2011 Edition" released by CYGNUS Business Consulting & Research Firm. In addition to that, it is predicted that the sector would result in the creation of more than 400,000 additional jobs. Statistics released by India's Department of Tourism indicate that the tourism industry is responsible for 5.83 percent of the overall GDP of the country and directly or indirectly supports 48 million jobs, which is 8.27 percent of the total employment in the country. According to research conducted by Hospitality Valuation Services (HVS) International, Indian hotels have an average of 1 employee for every 8 rooms in their establishments. However, this percentage drops to 1:5 for hotels rated as three stars or higher. A further conclusion of the poll indicated that the hotel sector will require at least 94,000 additional trained staff by the time 2010-2011 rolled around. Every new room

developed results in the creation of three to five more jobs in the local economy. The World Travel and Tourism Council has projected that India's tourism sector would be able to provide 25 million jobs by the year 2010, which is equivalent to one job for every 15 people living in the nation. According to the findings of an analysis that was carried out by the retail consultancy Technopak, it was anticipated that the value of the Indian hotel sector would be somewhere in the vicinity of US$ 17 billion by the end of the year 2010. The unorganised sector is accountable for around 70 percent of the overall income, whilst the organised sector is accountable for the remaining 30 percent of the revenue, which amounts to approximately 5 billion dollars of the total revenue. The development and enhancement of tourism and hospitality in Uttarakhand have led in the inclusion of many new elements throughout the whole region, particularly in the places that receive the most tourist traffic. These new aspects may be found in certain locations that get the greatest visitor traffic. The number of tourists flocking to well-known tourist destinations like Dehradun, Rishikesh, Mussoorie, Badrinath, Kedarnath, Auli, Gangotri, Yamunotri, Ranikhet, Kausani, Almora, Nainital, Corbett National Park, and Valley of Flowers has been steadily climbing over the past few years. Other locations, such Dhanaulti, the Tehri Lake Area, Chakrata, and others, are swiftly rising to the top of the state's tourism business owing to the efforts of the government to promote them.

## Service Quality

There has been an uptick in people's curiosity on the topic of service quality throughout the course of a certain amount of time. Ever since it was first conceived, the concept has been the focus of debate and criticism within the academic community. However, the scientific literature does not come to a consensus on what precisely defines service quality; hence, there is no straightforward response to this topic. The growing relevance of this sector has led to the creation of a great number of unique "definitions" of what it exactly means to speak about "service quality." These "definitions" of what it precisely means to speak about "service quality" have led to the formation of a great number of different " The extent to which a service fulfils the requirements or expectations of customers is one of the definitions of service quality that is used the most frequently. This definition comes from one of the viewpoints that is employed. When most individuals talk about service quality, they are referring to the gap that exists between what was anticipated and what was actually experienced. Customer dissatisfaction is caused when there is a disparity between the degree of service that is anticipated and the quality that is actually experienced (in other words, when customers have greater expectations but a negative assessment of the service they receive). When a customer's evaluation of a product or service meets or exceeds their expectations for that product or service, the customer reports feeling happy and content with the product or service. The table that follows offers a concise summary of the several definitions of service quality that have been proposed by a variety of researchers:

## Tourist Satisfaction

It has been shown that the degree of happiness experienced by visitors is one of the most important elements in determining how well specific locations are doing. This has been found to be one of the most important aspects. It is essential for the authorities in charge of tourism management to have a strong grasp of the major factors that contribute either to the happiness or discontentment of visitors. This is because the level of competition is increasing, making it more important than ever before. When it comes to the preparation of a vacation, it is of the highest significance to take into consideration how a tourist feels about the places that they visit. According to Kozak and Remington (2000), the degree of satisfaction that visitors have with the products and services that they acquire at a destination is one of the most significant aspects that contributes to the ability of a destination to keep its position as a leader in its business. This ability is one of the most important things that contributes to the ability of a destination to maintain its position as a leader in its industry. As a direct result of this fact, problems regarding the fulfilment of visitors' expectations have moved to the front and centre of the topic of tourism research. "tourist satisfaction" may be defined in a few different ways, one of which is as "a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) in relation to his or her expectations."Day (1984) provides the following definition of evaluation: "the evaluative response to the current consumption event and the consumers response in a particular consumption experience to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance), and the actual performance of the product perceived after its acquisition."

## Objective of study

1) Conduct research about the make-up and hierarchy of the hotel and lodging industry in Dehradun.
2) To determine the quality of the goods and services that are currently being offered to the clients of the company .

## 2. Methodology

Sampling is the process of selecting a subset, also known as a sample, of objects from a larger, more complete collection of components, which is referred to as a population. Sampling is also known as a census. There are two separate subcategories that may be utilised to classify the method of sampling, and these are probability sampling and non-probability sampling. Techniques for collecting samples that are known to have a given probability are referred to as probability sampling methods. The possibility that a certain sampling unit will be included in the collection of data used for analysis. When adopting techniques of sampling that do not rely on chance, there is no such thing as a knowledge selection probability. It simply does not exist. Working with real-life populations has a number of challenges, the key one being that there is no accurate inventory that can be accessed of the sample units or the sampling parts. Because of this, putting different strategies for probability sampling into effect may be a difficult endeavour. As a consequence of this, the majority of scientists, when doing research in the real world, either utilise a hybrid strategy that mixes probability and non-probability processes, or they use some other kind of probability sampling technique. The most

prevalent forms of probability sampling methods include techniques such as simple random sampling, systemic sampling, stratified sampling, and cluster sampling. Examples of non-probability sampling procedures include quota sampling, judgement sampling, convenience sampling, and snowball sampling, amongst others. Both primary and secondary sources were consulted in order to compile the information that was necessary for the investigation. An online survey, a telephone survey, and a survey in the field were used to gather the main data. The survey was administered to several industry stakeholders, including hoteliers, lodging operators, visitors, and workers of various approved hotel properties. The results of the survey were used to compile the primary data. The information was collected through the use of a structured questionnaire, in-person interviews, group conversations, and written correspondence. The guests who were going to be coming to Dehradun were the target audience for the questionnaire pack that was designed particularly for them. With regard to the tourists, the city of Dehradun provided a total of 170 and 130 responses, respectively. The survey was carried out over the period of one calendar year, spanning both 2010 and 2011, and it was completed in each individual month of that year. In the final version of the questionnaire that was put together, there were both open-ended and closed-ended items included. The observation was carried out with the aid of a Likert scale, and the hypotheses were investigated with the assistance of analytical tools such as the standard

deviation, the chi-square test, the average and the mean, as well as tables, charts, and graphs.

## 3. Data Analysis and Interpretation

Customer satisfaction is a business concept that places a focus on the production of value for customers, as well as the anticipation and management of their expectations, and the demonstration of both the capacity and the obligation to complete the needs set out by the consumers (Table 1.1) . The degree of satisfaction that a company's clients have as a result of the products or services they purchase is directly proportional to the level of success that the firm has. It is not enough for a company to bring in new customers in order for it to be successful in the market; rather, managers need to focus on maintaining the customers they already have by putting in place effective policies that emphasise customer satisfaction and loyalty. When it comes to the hospitality industry, the level of satisfaction experienced by patrons is almost entirely predicated on the calibre of the service that is given. A management plan that makes the happiness of consumers a top priority has the ability to promote customer loyalty, which in turn increases the favourable image of the touristic region as a desirable destination. For this reason, it is very necessary to do research on the significance, from the point of view of customers, of various hotel attributes when it comes to the selection process for hotels.

**Table 1.1:** Expectations of the Customers

| Products and Services Offered at Hotels | Mean Score | S.D. | Products and Services Offered at Hotels | Mean Score | S.D. |
|---|---|---|---|---|---|
| The Mentality of the Employees | 3.4 | 1.13 | Complete Satisfaction of the Obligation | 4.2 | 1.23 |
| Presentation of the Employees | 3.9 | 1.30 | Assurance of the Dependability of the Services | 3.8 | 1.13 |
| Particular Focus On Each Person | 4.3 | 1.33 | Quick Answer to the Issue at Hand | 4.3 | 1.13 |
| Flexible Timing of Business Activities | 3.9 | 1.07 | Price Paid for the Services | 4.5 | 1.33 |
| Decorations and the Inside of the Place | 3.2 | 0.80 | The Standard of the Food | 4.4 | 1.23 |
| Details regarding a wide selection of foods | 3.8 | 1.27 | Availability of more desirable Lodging options | 4.2 | 1.10 |
| Instantaneous Reaction | 4.4 | 1.40 | Policy on Prices That Are Clearly Visible | 4.3 | 0.93 |
| Protection and Safekeeping | 4.6 | 1.20 | EcoPractices | 3.2 | 0.70 |

**Source: Primary Data**

Customer satisfaction is a fundamental factor that needs to be taken into consideration whenever services are being provided in any industry. The hotel industry is a big industry that places a premium on delivering outstanding service to its clients. It is necessary to maintain an exceedingly high degree of customer satisfaction in order to deliver first-rate support to the clientele in question. Conducting research on variables such as the conduct and attitude of visitors towards the services that are delivered to them is one way to gain an understanding of the levels of customer satisfaction that exist. It is essential for the state to have an understanding of how visitors feel about the quality of the services they receive, as well as the means by which to improve their level of contentment, with the ultimate goal of fostering the expansion of tourism in the state. The hospitality industry is a significant part of the state's economy, and as such, it is essential for the state to have an understanding of how visitors feel about the quality of the services they receive. In Table 1.2, the information that customers use to pick hotels is enumerated together with the qualities that are listed in Table 1.2.

**Table 1.2:** Hotel selection criteria by Consumer

| Priority | The selecting criterion for hotels | The percentage of people who responded |
|---|---|---|
| 1 | Sanitation and proper hygiene | 90 |
| 2 | The cost | 85 |
| 3 | Category of dining establishment | 70 |
| 4 | The service as well as the ambience | 60 |
| 5 | Sanitation and proper hygiene | 30 |

Source: Primary Data

Customers put the biggest significance on the hotel's degree of cleanliness and adherence to sanitary standards when it came to the selection criteria for hotels, as shown in table 1.2. This was the case despite the fact that other factors, such as price, were also considered. According to the viewpoints expressed by previous guests, the presence of filthy conditions may have a deleterious effect on the selection of a hotel that is finally made by tourists. The second consideration we gave attention to while selecting a hotel was the price of the rooms, also known as the hotel's tariffs.

The great majority of tourists, however, are considered to be of middle class status. This does not negate the fact that the place is frequented by those from higher socioeconomic levels. For the purpose of the research study, a separate questionnaire was prepared for the customers in order to examine their thoughts and feelings concerning a number of different aspects of the quality of services offered by the hotel units to the customers. This was done in order to learn more about the customers' satisfaction with the quality of the services. The table provides not only the average rating out of one to five, but also the standard deviation for that rating. The scale used to rate things ranges from one to five. If a respondent gives a score of 1, it implies that they are Not Satisfied, whereas if they give a score of 5, it means that they are Fully Satisfied. According to the findings, customers have extremely high expectations about the quality of the services that are delivered to them, notably with regard to the Quality of Accommodation, Pricing Concerns, and Safety Issues. It has also been demonstrated, as depicted in figure 1.2 (a), that customers, in general, do not place as much weight on eco-friendly business practises, the ambience of the institution, or information regarding the food. This is the case despite the fact that these factors are all included in the study .
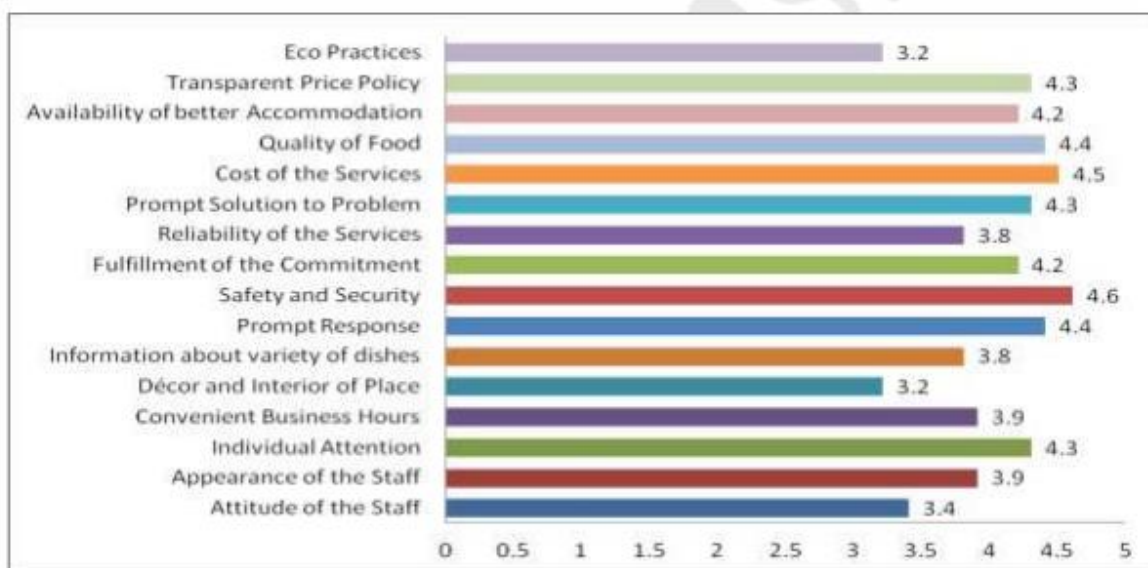


**Figure 1.2 (a):** Expectations of the Customers
Source: Primary Data

During the course of the research study, an attempt is made to carry out an analysis of the degree of satisfaction that is experienced by customers in relation to the vast range of services that are supplied to them by the hotel units. This is done in an effort to better understand how satisfied customers are with the services that are offered to them by the hotel units. A summary of the findings can be found in table 1.3, and a graphical depiction of the data can be seen in figure 1.2 (b). According to the findings of the study, hotel guests, on the whole, are content with the level of service offered by the establishments in which they choose to stay while on their vacations. This satisfaction extends to the hotels themselves.

**Table 1.3:** Products and Services Offered at "Hotels"

| Services and Products Offered in Hotels | Mean Score | S.D. | Services/Products intheHotels | Mean Score | S.D. |
|---|---|---|---|---|---|
| The Conduct of the Employees | 3.4 | 1.03 | Attitude of Those Responsible for Serving | 3.1 | 0.94 |
| Preparedness to Find Solutions to Issues | 4 | 1.21 | Sanitation and Personal Hygiene | 2.6 | 0.79 |
| the delivering of services in accordance with the commitments made. | 3.7 | 1.12 | Providing the Highest Quality Services That Are Available | 2.5 | 0.76 |
| Details concerning the offered service or product | 3.2 | 0.97 | Timeliness of Service Delivery | 2.9 | 0.88 |
| Plans Regarding Personal Protection While Here | 3.6 | 1.09 | Evaluation on the Quality of the Accommodations | 3 | 0.91 |
| Commitment to the Satisfaction of One's Own Obligations | 3.1 | 0.94 | The Standard of the Food | 3.2 | 0.97 |
| Prompt Attention from the Team Members | 2.9 | 1.18 | Administration of Time | 3.1 | 0.94 |
| Assurance of dependability | 3.5 | 1.06 | The price that was charged was commensurate with the level of service received. | 4 | 1.21 |

Source: Primary Data

**Figure 1.2 (b):** Products and Services Offered at Hotels
Source: Primary Data

During the course of the research study, attempts will be made to carry out an inquiry into the levels of expectation that consumers have about the quality of the services and commodities that are given by the restaurants that are located within hotels. The questionnaire takes into account each of "the sixteen aspects of the products and services that are offered by the hotels. These qualities are listed below. A technique known as factor analysis is applied to the responses in order to discover the unseen variables that have an impact on the expectations that customers have of the hospitality industry . However, the respondents' level of unhappiness was highest with both the conduct and efficiency of the workers at the hotel. The respondents' level of satisfaction was highest with the manner in which the hotel's proprietors carried out their business. Despite the fact that neither the flavour nor the aroma of the meals were particularly memorable, it seems as though the overall quality of the fare has improved significantly. This is most likely attributable to the fact that there were a diverse assortment of guests there, each of whom possessed their own one-of-a-kind dining routines and preferences at the location in question. When questioned about the grounds for their dissatisfaction with the manner in which the servicemen carried out their duties and the level of productivity they achieved, the proprietors of the hotel gave the following comments when they were interviewed:
Comparatively Fewer People Working On It
• Semi-skilled servicemen
• Seasonal employees
• High volume of customers at a time

When there is a disparity between the amount of demand and the amount of supply, there is a good chance that prices will go up. This is because the nature of the business as a whole is somewhat varied. Customers were frequently dissatisfied with the increased prices at the peak seasons of the year for tourism, which occurred at specific times of the year. The vacationer had a negative impression of the way the service staff carried themselves, hence she did not recommend their establishment. During the busiest times of the year at the hotel, the staff members are frequently unable to deliver the level of service that is anticipated of them by the customers who are staying there. This is because there

are so many more guests at the hotel. Despite the fact that it was said before that "the check-in and check-out facilities produce a favourable impression on guests, it is important to note that this is not always the case. Utilising factor analysis as a tool to accomplish data reduction is one such option. This may be performed by looking for underlying unobservable components, also known as latent variables, that are reflected in the variables that are truly being observed, also known as manifest variables. This will allow one to get the desired result. An analysis of factors may be carried out in a number of different ways; some of these ways include the major axis factor, maximum likelihood, generalised least squares, and unweighted least squares. Other ways include generalised least squares and unweighted least squares. However, in order for a factor analysis to be useful, it needs to be performed on a very large number of samples. The approach of factor analysis is based on the correlation matrix of the variables in question; however, in order for correlations to become stable, it is typically required to have a significant sample size in order to do the analysis. The results of the factor analysis are shown in table 1.4, which can be found below and may be viewed for yourself. The p value of Bartlett's Test of Sphericity (0.000) indicates that the correlation matrix of the variables explored in the research is not an identity matrix. This finding is supported by the Kaiser-Meyer-Olkin Measure of Sampling Adequacy statistic, which implies that the sample is sufficient . Both of these observations are in agreement with the conclusion that there is a sufficient amount of material in the sample. This provides support for the notion that the factor analysis might be carried out by making use of the data obtained from the Tourists.

**Table 1.4:** The test developed by  KMO and Bartlett

| KMO and Bartlett's Test | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .737 |
| Bartlett's Test of Sphericity | Approx.Chi-Square | 417.960 |
| | Sig. | .000 |

Source: Primary Data

One example of a communality that might be considered is the latent continuity that lies under the surface.  The communalities may be defined as the portion of the variation

in each variable that can be explained by the main components. This fraction can be found by dividing the total variation by the number of variables. It is also often referred to as the sum of the factor loadings that have been squared. This is one more way of defining it. Your convenience is ensured by the fact that Table 1.5 presents the communalities of the variables that were incorporated into the research. The data indicate that the communalities of all of the variables are significant , with the exception of ecopractices, which were not found to be significant. The only variable that was not significant was ecopractices.

**Table 1.5:** Communalities Variance

| Communalities | | |
|---|---|---|
| | Initial | Extraction |
| The Mentality of the Employees | 1.000 | .734 |
| Presentation of the Employees | 1.000 | .475 |
| Particular Focus On Each Person | 1.000 | .831 |
| Flexible Timing of Business Activities | 1.000 | .784 |
| Decorations and the Inside of the Place | 1.000 | .432 |
| Details regarding a wide selection of foods | 1.000 | .707 |
| Instantaneous Reaction | 1.000 | .693 |
| Protection and Safekeeping | 1.000 | .798 |
| Complete Satisfaction of the Obligation | 1.000 | .623 |
| Assurance of the Dependability of the Services | 1.000 | .342 |
| Quick Answer to the Issue at Hand | 1.000 | .702 |
| Price Paid for the Services | 1.000 | .798 |
| The Standard of the Food | 1.000 | .668 |
| Availability of more desirable Lodging options | 1.000 | .531 |
| Policy on Prices That Are Clearly Visible | 1.000 | .680 |
| Ecological Methods | 1.000 | .330 |
| "Extraction Method: Principal Component Analysis". | | |

## 4.  Conclusions and Recommendations

The competent and effective management has a significant role in determining the level of quality that can be expected from the services that are rendered. It would be improper to centralise management in the same way that one would centralise other supplemental functions. In addition to performing its primary role as an integration process, it should ideally exhibit a degree of versatility and adaptability. The hotel industry is highly dependent on its staff members and incorporates a number of humanistic practises and principles. A sizeable portion of the visitors call for immediate access to the staff members who are hard at work so that they may strike up a chat with them. Their attitude and disposition are essential elements of the hospitality functions that are being performed. They are an essential element of the finished product for which the consumer will pay, which the customer will receive. Understanding  the pervasive influences that regulate the attitude of workers inside the institution is thus the primary focus that should be placed on management's attention. This is because the attitude of workers ultimately decides the quality of the services that are provided. Having this insight is crucial in order to figure out how to increase the quality of the service. It is likely that the attitudes and actions of the employees will have just as much of an effect on the level of satisfaction of the visitors, which in turn effects the economic return of the hotel properties, as the grade of accommodation, the quality of the cuisine, and the quality of any other services. This is because the level of contentment of the tourists is directly related to the economic return of

the hotel properties. The weather in the Dehradun area may be described as being comfortably cool, and the summertime is generally the busiest time of year for tourism in the region. The hospitality business generates revenue through the provision of a wide variety of services to paying customers; thus, these services are also the primary source of profit for the sector as a whole. The personnel has to have a mindset of service, which means that they need to be inspired to provide service that goes above and beyond what the visitors anticipate receiving from them. Customer satisfaction may be seen as a philosophical approach to conducting business that places a focus on the creation of value for customers, the anticipating and management of their expectations, and the demonstration of both the ability and the obligation to achieve the needs set forth by consumers. The degree of satisfaction that a company's clients have as a result of the products or services they purchase is directly proportional to the level of success that the firm has. During the course of the research study, attempts are made to carry out an analysis of the level of contentment that is experienced by customers in connection to the extensive variety of services that are provided to them by the hotel units. It has been demonstrated that hotel customers, on the whole, are satisfied with the quality of service that is provided by the places in which they choose to stay.

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