

TOURISTS' SATISFACTION ABOUT TOURISM PLACE: A STUDY OF SINDHUDURG AND PALGHAR DISTRICTS OF MAHARASHTRA

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Received: June 27 , 2018

Accepted: August 04, 2018

ABSTRACT

Tourism is now emerging service sector. The flow of tourist at tourism place is depending upon satisfaction of tourists regarding tourism place. Tourists' satisfaction regarding tourism place is very important to develop tourism business. Tourists prefer to visit again and again at such tourism places where they get more satisfaction. This paper focuses on satisfaction of tourists in Sindhudurg and Palghar districts of Konkan region of Maharashtra. This research is based on primary data collected through questionnaire from tourists. Total Sample of 180 Tourists from both (90 from each district) from 8 tourists places from two districts are collected randomly using structured questionnaire. Chi-square test is used for testing the hypothesis. The analysis shows that there is significant relationship between Place of Tourism and Customer's satisfaction from majority of factors of Tourism except attitude and behavior of local people

Keywords: *Tourism, Tourists' Satisfaction, Tourism Infrastructure, Tourism Place*

I. INTRODUCTION:

Tourism has become a prominent part of human life. Over the centuries, travel has developed for business, health, social and cultural reasons. Nowadays, people go to any tourist place mainly to relax and enjoy themselves. Total number domestic tourists visited to Maharashtra is 10,34,03,934 and foreign tourists visited to Maharashtra is 44,08,916 in 2015 whereas domestic tourists visited to Maharashtra is 11,65,15,801 and foreign tourists visited to Maharashtra is 46,70,049. So there is an increase in the growth rate in compare to previous year i.e., 12.68 in case of domestic tourists and 5.92 in case of foreign tourists.

Tourism is now emerging service sector. Hotel business, travel agents, tour operator, restaurants, air/bus ticket booking agents etc. are allied to tourism business. Their business is depending upon the tourists. The flow of tourist at tourism place is depending upon satisfaction of tourists regarding tourism place. Tourism infrastructure, attractive sight-seeing, other infrastructure resources are required to attract large number of tourists. Here, the researcher has undertaken a study of two districts. Sindhudurg district is a tourism district declared by government whereas Palghar district has lot of potential to become a tourism district.

Tourism is now well recognized as a major growth engine. Several countries have transformed their economies by developing their tourism potential. It has great capacity to create large-scale employment from the most specialized to the unskilled.

Tourism has the potential to change the economic face of a region. The benefits of planned tourism development are manifold. Promotion of Tourism would bring many direct and indirect benefits to the people

People prefer travel at such area where there is easy access to reach, safe, comfortable and satisfactory hospitality services, economically preferable and overall publicity of that spot. They may be motivated by mouth publicity from their friends, relatives and even also by tourist agencies. So, overall economic and social development of particular tourist spot is depending upon balanced regional development off course, balance in the form of Planning and allocation of budget, balance utilization of natural and manmade resources, involvement of local people etc.

II. DEFINITIONS OF TOURISM:

The term tourism is derived from the French word "Tour" which means a journey from one place to another place. It's a movement from your permanent residence to temporary a new destination. There are some experts explains the concept of tourism with the help of following definitions.

- According to Macintosh and Goeldner, "the sum of the phenomena and relationship arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors"
- The World Tourism Organisation is the lead agency responsible for the development of standardised tourism definition. This agency states that tourism is defined by "the set of activities of