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Impact of destination resources on Tourist satisfaction, a case study of Chandigarh and Amritsar

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ABSTRACT- This paper tries to study the impact of resources and enablers available at the destination on the satisfaction of domestic and international tourists in the two most popular tourist destinations of Punjab , that is Chandigarh and Amritsar. Is there a relationship between tourist resources and their satisfaction?

How much is the impact?

What are the resources which contribute significantly to the satisfaction of tourists and where are more more improvements required?

Key words: **Tourist, resources enablers, destinaton, satisfaction.**

I. INTRODUCTION

Objective

1. To study the impact of enablers on tourist satisfaction
2. To predict tourist satisfaction
3. To highlight the resources which have a significant impact on tourist satisfaction

II. LITERATURE REVIEW

Satisfaction

Definition of Satisfaction

There are many different definitions of satisfaction which are used by different researchers. Some of these definitions are the following:

“Satisfaction is seen as the congruence of need and performance.” (Ryan, 1995, page 41)

Tourist satisfaction is “the extent to which tourist expectations are met” (Akama and Kieti,

2003)

Theories of Satisfaction

Customer satisfaction is becoming more important in most service industries. When related to tourism, it can be stated that tourists that are more satisfied, will be more likely to recommend the destination or activity they visited, to others. This form of marketing and promotion is the cheapest and most effective form of marking. (Crosby, 1993; Söderlund, 1998; in Akama and Kieti, 2003) Besides,

Akama and Kieti (2003) found that tourist satisfaction contributes to tourist loyalty, which in turn helps economic goals being realized, such as an increased number of tourists and revenues. And this increased number of tourists has as a result an increased long-term economic success for the destination or activity.

In 1993, Oliver developed a model that is often used in research about satisfaction, the cognitive-affective model. (Rodriguez Del Bosque and San Martin, 2008) This model shows that satisfaction is influenced by cognitive evaluations, such as expectations and

disconfirmation, and by affective evaluations, such as emotions. Various researchers have used this model and used aspects of the model in their research. Bigné et al (2005) and Ryan (1995) used the model to show that this approach is of great value, since emotional responses are essential components of the destination experiences. Van Dolen et al (2004) emphasized that both cognitive system and emotional states are playing an important role in the forming of a level of satisfaction. Van Dolen et al (2004) (in Rodriguez Del Bosque and San Martin, 2008, page 554) state that "the higher mental processes of understanding and evaluation would be performed by the cognitive system, whereas emotions would be related to the individual's feelings towards the service". Both the cognitive as the affective part are responsible for the formation of satisfaction.

Alegre and Garau (2010) state that a one dimensional concept of satisfaction could be insufficient. The one dimensional concept tries to explain satisfaction by making a single factor which generates both satisfaction and dissatisfaction. However other research has shown (Kano, 1984; Kano et al., 1984) that if a certain factor generates satisfaction, the absence of this factor does not automatically lead to dissatisfaction and the other way around.

III. DATA COLLECTION METHOD

Study data were obtained through a questionnaire survey of tourists that were randomly sampled in attractions of Amritsar,, Chandigarh. . The majority of visitors were, however, surveyed on Saturdays and Sundays and between November and May (months with dry season), these being the periods with the highest frequency of travel to these areas. The selection of respondents in the sites was by systematic random sampling. Respondents were intercepted for questionnaire survey on the visitor's arrival at an interval of every first, third or fifth persons, depending on the frequency and number of visitors arriving.
Completed questionnaires were retrieved from respondents at the end of their visit of each site or at the exit terminal, as they were about to depart from the destination. A total of 400 questionnaires were distributed:
Survey Questionnaire The questionnaire was the principal instrument of data collection for the survey. It contained two main sets of questions. The first set was designed to generate descriptive information about the respondents. The visitors were requested to provide information on their nationality, place of usual residence, sex, age, education, income, occupation, family size and travel party. The second set of questions focussed on the resources available and which made the tourists happy and satisfied

IV. RESEARCH METHODOLOGY

The data for this part will be specifically collected by using two pages questionnaires designed to gather information on respondents'

Results obtained from a questionnaire survey of 400 tourists randomly sampled from tourism attractions in Amritsar and chandigarh .

Stepwise multiple linear regression is used to measure the impact of the enablers on customer satisfaction. Stepwise regression is a method which examines the statistical significance of each independent variable in a linear regression model. It involves adding or removing potential explanatory variables in succession and testing for statistical significance after each iteration. The purpose of stepwise regression is to find a set of independent variables that significantly influence the dependent variable

V. ANALYSIS AND INTERPRETATION

Introduction:

The success of a tour depends on a number of factors, like destination image. Tourist resources the enables a tourist to experience a smooth hassle free and comfortable visit to a place.

In this study the focus is on the enablers or the resources that contributes to a tourists comforts, accessibility , safety and satisfaction

This section explains the impact of enablers on the tourist satisfaction. The factor taken as dependent variables are the Accessibility to Tourist attractions, Pick and Drop facility, Facility of Escort /Guide and tourist satisfaction is the independent variable. Stepwise multiple linear regression is used to measure the impact of the enablers on customer satisfaction.

Impact of Enablers on Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.373[a]	.139	.137	.42744	.139	63.854	1	396	.000	
2	.456[b]	.208	.204	.41043	.069	34.507	1	395	.000	
3	.490[c]	.240	.234	.40262	.032	16.471	1	394	.000	1.906

a. Predictors: (Constant), Accessibility to Tourist attractions

b. Predictors: (Constant), Accessibility to Tourist attractions, Pick and Drop facility

c. Predictors: (Constant), Accessibility to Tourist attractions, Pick and Drop facility, Facility of Escort /Guide

d. Dependent Variable: SATISFACTION

The table shows that step wise regression. Stepwise regression is a method which examines the statistical significance of each independent variable in a linear regression model. It involves adding or removing potential explanatory variables in succession and testing for statistical significance after each iteration. The purpose of stepwise regression is to find a set of independent variables that significantly influence the dependent variable. Stepwise regression can be achieved either by trying out one independent variable at a time and including it in the regression model if it is statistically significant or by including all potential independent variables in the model and eliminating those that are not statistically significant. It indicates that coefficient determination for the factor impacting the satisfaction of tourist.

It is evident that coefficient determination is .240, therefore about 24% of the variation in tourist satisfaction is explained by independent variables. The regression equation appears to be very useful for making predictions since the value of r2 is .621. From the above table R=.490 R2= .240 and adjusted R square =.234 with standard error 0.402, implies that three independent variables has explained 24% variance over the dependent variable i.e. tourist satisfaction. Also the Durbin-Watson value is 1.89 , this shows that there is no issue of auto correlation among the variables selected.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.666	1	11.666	63.854	.000[b]
	Residual	72.350	396	.183		
	Total	84.016	397			
	Regression	17.479	2	8.739	51.882	.000[c]
	Residual	66.537	395	.168		

2	Total	84.016	397			
3	Regression	20.149	3	6.716	41.433	.000[d]
	Residual	63.867	394	.162		
	Total	84.016	397			

It is identified that the value of F-stat and p = 0.000 is significant at the level of significance 5% (p< 0.05). It shows overall model is a reasonable fit and there is a statistically significant association between Accessibility to Tourist attractions, Pick and Drop facility, Facility of Escort /Guide and tourist satisfaction. So the null hypothesis is rejected and the alternative hypothesis is accepted. Hence it is concluded that Accessibility to Tourist attractions, Pick and Drop facility, Facility of Escort /Guide have a significant impact on customer satisfaction. From this discussion it is finalized that the regression fit is good and selected three variables are fully able to predict the tourist satisfaction to a great extent.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.830	.043		89.004	.000
	Accessibility to Tourist attractions	-.122	.015	-.373	-7.991	.000
2	(Constant)	4.033	.054		74.854	.000
	Accessibility to Tourist attractions	-.092	.016	-.281	-5.915	.000
	Pick and Drop facility	-.115	.020	-.279	-5.874	.000
3	(Constant)	3.928	.059		66.712	.000
	Accessibility to Tourist attractions	-.130	.018	-.396	-7.261	.000
	Pick and Drop facility	-.135	.020	-.327	-6.813	.000
	Facility of Escort /Guide	.092	.023	.226	4.058	.000

From the above mentioned statistical table the estimated regression equation is:

Tourists Satisfaction= 3.928 (constant)+0.92(Facility of Escort) -.130 Accessibility to Tourist attractions -.135(Pick and Drop facility)

The above table shows that since sig value for Accessibility to Tourist attractions (p=0.00), Pick and Drop facility (p=0.00), Facility of Escort /Guide (p=0.00), is less than 0.05 at 5% confidence level. It proves that these variables have a significant effect on tourist satisfaction.

On the basis of the regression equation following inference is drawn.

The regression coefficient for "Accessibility to Tourist attractions" (B1) =-.130 which implies that one percent change accessibility to tourist attractions leads to approx 13% decrease in customer satisfaction if other variables are kept constant. The sig value p=0.00 which is significant at a 5% significance level (p<.005). It implies "Accessibility to Tourist attractions" has a significant impact on tourist satisfaction. It shows that accessibility of the tourist to the city attractions will decrease the tourist satisfaction. The more ease of access and open the tourist are to the city places or attractions more they will have knowledge about the background of the place which will minimize the tourist curiosity regarding that

spot. This points towards the repeated visit to the places which means that the level of satisfaction declines as the tourists visit the place multiple time as he gets familiar to the place.

On the similar nodes the regression coefficient for "Pick and Drop facility" (B2) =-.135 which implies that one percent change Pick and Drop facility leads to approx 13.5% decrease in customer satisfaction if other variables are kept constant. The sig value p=0.00 which is significant at a 5% significance level (p<.005). it shows that if the pick and drop facility is altered or it is not on time as promised then the satisfaction level of tourist gets lower by approx 14%.

Next it is found that the regression coefficient for "Facility of Escort or Guide" (B3) =0.92 which implies that one percent change Facility of Escort leads to approx 9% increase in customer satisfaction if other variables are kept constant. The sig value p=0.00 which is significant at a 5% significance level (p<.005). This is of great use as the guide assist the tourist to have a better understanding of the major tourist spots.

By analysis the standardized coefficient it has been notified that the magnitude of Accessibility to Tourist attractions is highest (-.396), followed by Pick and Drop facility (-.327) and Facility of Escort /Guide (.226). it means that accessibility to tourist attraction has highest impact on customer satisfaction but in reverse manner. This signifies most negative effect. The Pick and Drop facility has medium effect and Facility of Escort /Guide has least impact out of the three factors.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Itinerary Planning by Tour Operator	.025[b]	.434	.665	.022	.671
	Facility of Escort /Guide	.131[b]	2.302	.022	.115	.662
	Affordable transport services	-.130[b]	-2.141	.033	-.107	.580
	Accommodation facilities	-.122[b]	-1.789	.074	-.090	.464
	Opportunity to enjoy local food	-.119[b]	-2.458	.014	-.123	.911
	Pick and Drop facility	-.279[b]	-5.874	.000	-.283	.891
	Local Transport facilty	-.159[b]	-3.395	.001	-.168	.961
2	Itinerary Planning by Tour Operator	.009[c]	.170	.865	.009	.670
	Facility of Escort /Guide	.226[c]	4.058	.000	.200	.620
	Affordable transport services	-.047[c]	-.780	.436	-.039	.544
	Accommodation facilities	-.061[c]	-.920	.358	-.046	.452
	Opportunity to enjoy local food	-.065[c]	-1.358	.175	-.068	.872
	Local Transport facilty	.079[c]	1.178	.240	.059	.448
3	Itinerary Planning by Tour Operator	-.042[d]	-.769	.442	-.039	.635
	Affordable transport services	-.111[d]	-1.812	.071	-.091	.514
	Accommodation facilities	-.116[d]	-1.745	.082	-.088	.435
	Opportunity to enjoy local food	-.020[d]	-.420	.675	-.021	.822
	Local Transport facilty	.085[d]	1.297	.196	.065	.448

The statistical analysis implies that multi-co linearity is not at all a distinct problem since the tolerance

value for the all variables ranges from 0.448 to 1 (Mertler & Vannatta, 2001). A stepwise regression analysis helps to improve the issues of co-linearity among the variables. The co linearity statistics need scrutiny when the independents are highly inter correlated.

VI. FINDINGS

It becomes very easy and convenient if a local person is attached with tourists so that he accompanies and escorts them to every tourist attraction.so an escort , tour guide and other enablers like the accessibility to local places , local transport, shoping facilities, public toilets, information centers , etc are some of the enablers which are highly significant role in assessing tourists experiences and satisfaction.. The experience which tourist takes with the help of enablers matters a lot. It can raise the satisfaction level of tourist and can reduce it too.

VII. CONCLUSION

By analysis the standardized coefficient it has been notified that the magnitude of Accessibility to Tourist attractions is highest (-.396), followed by Pick and Drop facility (-.327) and Facility of Escort /Guide (.226). it means that accessibility to tourist attraction has highest impact on customer satisfaction but in reverse manner. This signifies most negative effect. The Pick and Drop facility has medium effect and Facility of Escort /Guide has least impact out of the three factors.
Analysis shows that definitely tourists enablers impact tourist satisfaction to a great level

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