



Importance of the Satisfaction in the Tourism sector

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ABSTRACT

While on the other hand, the tourism market exhibits extreme dynamism and a high level of competitiveness (World Economic Forum, 2013). Constant monitoring and evaluation of existing tourist offerings, as well as continuous efforts to raise the standard of the tourist offering and set new development goals, such as the extension of the tourist season, the development of tourism products that allow for the participation of a broader range of market segments, the further development of infrastructure, and so on, are required. Achieving this level of development requires coordination at all levels, from the local to the regional to the state level. It is believed that participants who create tourist offers for tourism destinations must engage in marketing activities to ensure that tourists and their expectations are met. It is also believed that the existing tourist offer for a tourism destination must be constantly adjusted concerning the selected market segment.

Keywords: Tourism sector, Customer satisfaction, Travel and tourism

Introduction

Execution of detailed research can yield sufficient data for the development of tourist destinations in terms of the quality of the attribute of the tourist offer of the tourist destination and establishing a recognizable one-brand of the tourist destination in terms of promoting the tourist destination. The result of such positive movements is an increase in the number of visitors and the creation of a satisfied tourist. The wide range of technical requirements, educational requirements, geographic location, and working situations can also be quite diverse, making it challenging to categorize workers in the tourism industry. Generally speaking, they are 1. Managers of hotels and accommodations; 2. Managers of restaurants and caterers; 3. Managers of travel and travel agencies; 4. Receptionists/telephonists; 5. Chefs; 6. Servers and waitresses; 7. Bartenders and bartenders; 8. Travel and flight attendant.

Discussion

Service quality and satisfaction - A quality tourism experience is defined by the World Tourism Organization (2014) as the result of a process that includes satisfaction with all legitimate requirements for products and services in destinations, the satisfaction that results from meeting requirements and user/tourist expectations, as well as satisfaction with the price and value of the product or service purchased or received. Since it is finalized that the tourist product must not pose a danger to people's lives or property risk, the organization also defines quality determinants in tourism such as safety. It is intended to comply with the security and protection standards prescribed by law. Hygiene standards and adherence to sanitary regulations are also essential factors in determining overall quality in the tourism industry. To reach the required level of quality, it is necessary to adhere to the cleanliness standards of the accommodations, catering, and other facilities. The removal of physical, communication, and all other obstacles and the establishment of accessibility to the destination are critical in achieving the required quality levels at a reasonable cost.

When it comes to the quality of a tourist offer, the comprehensibility, transparency, and indigenoussness of the offer are essential quality determinants that take into consideration the truth and accuracy of the information provided about the offer, as well as the originality of the content provided, while keeping in mind the characteristics of cultural and traditional destinations.

Aspects of tourism that have been identified as high-quality contribute to the requirement for coherence between tourist activities and the environment in which the local population lives and nature. (UNWTO, 2014). In this sense, a broader concept of quality in tourism can be established, including the traditional application of quality management in tourism as the foundation for attaining quality, including the natural and cultural environment as an additional component to achieving quality. However, the items listed above generally represent the overall quality of a tourist's experience or visitors' experiences. Instead, while quality can be directly observed through tourist activities, sustainability is a structure of action and management methods that take place in the background and allow for the achievement of a high-quality tourist offer while also retaining or encouraging the visitor to return again and again and again.

The final product of a tourist destination is determined by the level of satisfaction and, in particular, the experience that tourists have while visiting the destination (Middleton, 1994; Smith, 1994).

Tourism is primarily motivated by the desire to provide satisfactory services to users, who are tourists, and satisfaction is the primary factor determining the quality of a tourist visit. It is also a factor determining the quality of the tourist offer itself in tourist destinations, which is defined as the capacity and performance of tourism entities and employees in frameworks for providing satisfactory services to users, who are tourists

In order to conclude how well a final product responds to the demands and needs of a specific group of users, a customer satisfaction measure is employed (Hill, Alexander, 2003).

Thus, user satisfaction can be defined in various ways, including the following: satisfaction is the result of a comparison between the expectations of users/consumers and the actual perception of the characteristics of the final product. Additionally, the pleasure of acting when one's expectations are exceeded or met is mentioned above (Crompton, Love, 1995).

To be considered satisfied in the context of the tourist industry and catering, it is necessary to consider how the emotional state that arises as a result of the consumption of a tourist product (Crompton, Love, 1995) and the posture that arises after experiencing a particular experience (Pearce 2005) are defined. The quality of the services provided in a particular tourist destination is something that tourists, like other service users, have expectations about at the outset. The information available through commercial messages, brochures, and the mass media and informal information obtained from friends, relatives, and other close relatives is the primary source of expectations formation. Therefore, tourists' level of satisfaction will be determined by the extent to which they have formed expectations about the outcome. Once a visitor's experience while visiting or after visiting a specific tourist destination meets or exceeds his or her initial expectations, the level of tourist satisfaction can be measured. When the perceived experience, on the other hand, fails to meet or exceed the initial expectations of tourists, it will be considered that tourists' satisfaction has not been achieved. Therefore, it can be said that a satisfied tourist will recommend a tourist destination to others before visiting it and that this is the most cost-effective and practical form of marketing and promotion available to businesses today.

Furthermore, tourists' satisfaction contributes to an increase in the retention rate of tourists through their loyalty and patronage, which in turn assists in the achievement of economic objectives such as a rise in the tourists and revenues (Hapenciuc, Condratov, 2007). There is a positive relationship between tourist satisfaction and the long-term economic success of tourist destinations, as demonstrated by Hapenciuc and Condratov (2007a). While tourists are generally satisfied with the quality of their tourist offerings, they are also satisfied with the price and perceived value of the product or service they purchased. Considering that a tourist destination's ability to satisfy its visitors has a significant impact on the choice of destination made by potential tourists, tourist satisfaction is regarded as an essential indicator of the destination's overall performance and financial position results. In the tourism industry, customer satisfaction is considered one of the essential variables in maintaining competitiveness because it impacts the selection of destination, the consumption of products and services, and the decision to return to a tourist destination (Kozak and Rimmington, 2000; Kozak and Rimmington, 2001). All of the preceding points to the extreme importance of tailoring tourist offers in tourist destinations to meet the needs and expectations of potential tourists due to their findings because apparent incompetence or inability to adapt to market segments leads to a gap between the expected value and the ensuing experienced by the tourist in tourism destination, which results in dissatisfaction among tourists and reduces the likelihood of his returning or repurchasing.

Destination and satisfaction - The overall quality of the tourist destination, or more specifically, the overall quality of the whole tourist offer in a particular destination, can influence the level of satisfaction of tourists. In other words, a tourist destination is considered to be of high quality if the entire service, or offer, meets the requirements of tourists and, ultimately, exceeds the expectations of these tourists. As a result, tourists and potential visitors to tourist destinations today have higher expectations than they did in previous periods.

Diversity, contrast, and wealth predominate in the content and forms required by contemporary tourists and the innovations and innovative products with an emphasis on high quality. Obtaining the elements mentioned above also necessitates achieving a new level of quality in all aspects of the tourist offer. A relationship between the quality of service, the quality of a tourist product, and the satisfaction of tourists can be seen concerning how an increase in the quality of a tourist offer influences increasing the satisfaction of tourists with a tourist destination, i.e. her tourist offer, and ultimately by the success of the tourist destination, in particular by an increase in the number of visitors/nights and financial results. Such quality development contributes to individual destinations, particularly the image of the tourist destination and the very profitability that is realized through tourist loyalty and oral transmission and the overall profitability of the destination. This increases the number of new tourists drawn in by the stable and high reputation of providing a high-quality experience (Suneeta, Koranne, 2014).

The archaeological and other historical sites drew the attention of most visitors, who could overlook the lack of infrastructure at the sites they were visiting. According to Tohamy and Swinscoe (2000), tourism accounts for more than 28 percent of all foreign receipts in Egypt, with museums and antiquities serving as the primary attraction for 34 percent of all visitors. This confirms the importance of meeting tourist expectations at cultural sites and that tourists are more likely to be drawn to such sites during their first visits to the destination. Moreover, It suggests that tourists are likely to be motivated to travel to countries primarily because of their archaeological sites and that, as a result, special attention should be paid to making these sites accessible and comfortable.

Conclusion

Travel and tourism are becoming an increasingly important activity on both a national and global scale; the tourist destination operates in an environment of continuous technological and information development, while the needs of people (tourists) are changing at an alarming rate. As a result, tourism is becoming an increasingly important activity on both a national and global scale. Tourists are portrayed as service users, who satisfy their needs with tangible and intangible assets, depending on their location. Because the percentage of complaints is low, many businesses believe that their customers are generally satisfied with their products or services. Customer complaints, on the other hand, are a very unreliable indicator of overall customer satisfaction.

In fact, according to research, only 4 percent of dissatisfied consumers complain, and only 4 percent of complaints reach decision-makers. In addition, the average dissatisfied customer informs approximately nine other people about their negative experience, whereas the average satisfied consumer informs only five to eight people about his or her positive experience.

Customer satisfaction is a significant part of any business's success. The success and profitability of each hotel are inextricably linked to the satisfaction of its guests, which is one of the essential factors in determining their loyalty. In the years to come, the level of satisfaction of hotel guests will be a crucial indicator of the hotel's financial performance. Developing direct relationships with customers is extremely important for a hotel company because it influences their decision-making during the purchasing process.

However, it is equally essential for the hotel company to learn from customers to increase sales and strengthen customer loyalty. When viewed in this light, hotel service users are considered an essential strategic source for a hotel corporation.

Customer satisfaction is achieved through the provision of high-quality products and services.

Loyal customers' overall satisfaction with "products" are measured. The most common way to increase customer satisfaction is to make continuous improvements in the quality of the service provided to them. Therefore, it has become a strategic variable in the competition for market share in an increasingly demanding tourist market when it comes to eliminating flaws in the tourist offer and improving the overall quality of the tourist product.

Because of the importance of tourist satisfaction, it is necessary to measure it and the factors that influence it.

A well-thought-out plan for related services and facilities is essential for the long-term success of the tourism industry. In addition, the measurement of visitor satisfaction assists tourism industry managers in better understanding the motivations and behaviours of visitors, which can then be used to improve the industry's overall performance.

Hotels, shopping malls, and temples are just a few examples of places where the government can make a difference in safety. Furthermore, when something happens, taking immediate action, such as filing police reports and searching for lost items, can help to reduce dissatisfaction. The government must also take serious action to prevent the exploitation of unsuspecting tourists. Another critical factor is the improvement of accessibility to tourist attractions and facilities. Shopping malls, museums, restaurants, cafes, and eating establishments, among other facilities, must be open during the holiday season to ensure that tourists have access to these attractions and facilities. A 24-hour access point to information centres, helplines, and the internet/email must be available to all users. Because food is one of the dissatisfactory characteristics, the food must be similar and accessible to a diverse range of options. It may be possible to deliver better information about the conditions of infrastructure and transportation and accommodation options such as huts, hotels, motels, and water quality and track characteristics to visitors to better prepare them for what they may encounter.

Increasing the number of information centres that provide information classified as national or local/regional, weather reports, local events, and survival information are other factors that could improve tourist satisfaction and benefit visitors.

Another area where customers are becoming more satisfied is the improved provision of interpretative and educational information. Interpretive information about sites, their features, geographical and historical information about the area, the culture and environment, easily accessible nightlife and entertainment, and attractions other than mainstream or adventure activities are all essential. The following are some examples of such information: The quality of the information presented has also been identified as an area that wants development, with better organization of areas, text/labelling, and audiovisual presentations among the suggestions (seating, frequency, quality). Other suggestions include using models and displays, current photographs, pamphlets, and maps that contain additional information about the subject matter. The staff-to-tourist interface is critical in managing the overall atmosphere of the experience, as is training and development and hiring and retaining the right people. Maintaining high service levels while employing friendly, helpful, approachable, and knowledgeable employees about the local area will continue to be necessary. To meet the needs of tourists, the service must be quick, equitable, and beneficial.

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