



To Study and Determine the Tourist Satisfaction Index of Bhimashankar Tourist Center in Khed Tahsil, Pune District, Maharashtra

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ABSTRACT

In today's world, the tourism industry is the largest and most well-known economic sector. This popular industry is fast growing in many parts of the world, opening the path for more growth. The purpose of this paper is to find out what aspects influence visitor contentment and loyalty to devotees and visitors at the existing holy location. Thousands of visitors come from all across India to see this spiritual and natural landmark. In order to evaluate visitor satisfaction and identify current facilities and their level of development, field work was organized to collect tourist views, attitudes, and recommendations recorded in well-designed questionnaires, group discussion, and surrounding personal observations during the field survey. Tourists filled 170 questionnaires in total during the field survey. Using visitor responses that were transformed into arithmetical values, the satisfaction ratings of selected facilities were determined. Based on this assessment, tourist satisfaction levels were divided into four categories: unsatisfactory, satisfactory, good, and extraordinary. With an average score of 48.07 percent, this location's overall satisfaction level is satisfactory. The average of the Bhimashankar holy site satisfaction index could be useful in future planning and development of this religious tourism attraction.

KEY WORDS: Tourist, Satisfaction Index, Amenities, Personal Rank

INTRODUCTION

The history of tourism begins with the history of travel of a man. Travelling on foot, in search of food or for shelter from the forces of nature. The history of travel and tourism helps us in understand how development in the past influenced present-day tourism.

Now days aim of tourism is to make tourists Healthy, Hearty and Happy (Sunetra Roday 2013). Today aeroplanes, ships, motors, bikes and buses are extremely comfortable and high speed, so brought changes in the overall scenario of tourism. Nowadays tourist flow towards tourist destinations is increasing day to day. There are so many tourist centers in all regions to attract tourists. There are different types of tourists found in every tourist place. Therefore the study of tourists with functional and behavioural aspects is very important for the development of tourism, as well as the planning of centers. In the assessment of functional and behavioural characteristics of tourist and tourism center in the Bhimashankar tourism center. Asurvey was conducted for the collection of primary data in the study area.

Bhimashankar tourism center is religious centers. A sample survey was conducted with designed questionnaires. A random sampling method has been used to select the tourist for interviews and fill the questionnaires by them. For the sample survey, Bimashankar places were selected. Near about 250 tourists were personally contacted and 170 questionnaires were filled up by them at a selected tourist center in the study area.

STUDY AREA

The study area is located in the western part of the Pune district in the khed taluka. Bhimashankar temple is located in the village Bhorgiri. The location of Bhimashankar tourism centre lies on 19^o 13' North latitude and 73^o 64' East longitudes in khed Tehsil of Pune district. it is 130 km northwest of Pune City. Bhimashankar covers a 130.78 sq k.m.area. This tourism centre lies in the region of Thane, Pune and Raigarh districts of Maharashtra. it is found at an altitude of 945 meters from M.S.L. Nowadays it's become a famous tourist centre in 1985.

OBJECTIVE

1. To study the satisfaction index of available facilities at Bhimashankar tourist place and their development.

DATABASE AND METHODOLOGY

The level of satisfaction of any person is a state of mind. Many types related to satisfaction were measured by various scholars such as Employee Satisfaction, Job Satisfaction, Customer Satisfaction and also tourist satisfaction. Josef (2000) measures the tourist satisfaction index in his study by using the tourist satisfaction index formula.

The present research was done by using a random sample survey method. Primary data is collected during the fieldwork with the help of questionnaires. The Opening of the tourist fifteen facilities and services is a consideration, such as Accommodation, Transportation, Road conditions, Parking, Food, Drinking Water, Darshan Facility, Public Toilets, Information Center, Shopping Facility, Medical Facility, Cleanliness, Safety, Behavior of Local People and Guide.

The researcher requested to tourists note their satisfaction with both the tourist centers. The tourist was asked to indicate their level of satisfaction concerning every factor Marks by Excellent, Good, Satisfactory and Unsatisfactory. Then these qualitative grades are converted into the quantitative term. The researcher has studied the 170 tourists in Bhimashankar tourist Centers. They were told to be given a point or mark out of 10 for a particular level of satisfaction. Tourists have given Preference as Good, Satisfactory, Excellent and Unsatisfactory. The researcher has considered numerical values such as (8,9,10) for Excellent,(8,7,6) for Good, (6,5,4) for Satisfactory and (3,2,1)for Unsatisfactory. The average values for the different levels of satisfaction for different factors are calculated by of Calculation of Mean /Average in the table.

These values were multiplied by the respective frequencies, which is given the total satisfaction. The sum was divided by the total frequency for the respective factor, which gives the satisfaction index for that factor. The satisfaction formula was used to measure the tourist satisfaction index. The present research work is completed by research to measure the tourist satisfaction index who visited and fill questionnaires in Bhimashankar tourist center.

Formula :

$$St_i = \frac{\sum Mi Ni}{N}$$

Where,

St_i = Satisfaction Index for the 'i'th Factor

M_i = Numerical value for a particular level of Satisfaction for the 'i'th Factor.

N_i = Number of the respondent deriving a particular level of Satisfaction for the 'i'th Factor.

N = Total Number of Respondents for that factor for all levels of Satisfaction.

In this study, a researcher has tried to measure the satisfaction of tourist facilities and services available at Bhimashankar tourist center in Pune district of Maharashtra.

ANALYSIS OF SATISFACTION INDEX

The data about the Opinion of tourists regarding the facilities available at the Bhimashankar tourist center, were collected through the questionnaire. The factor wise level of satisfaction is shown in table No. 1.

Table No. 1: Factor wise Index (MI) of Bhimashankar Tourist Center

Sr. No.	Factor (Facilities & Services)	Excellent		Good		Satisfactory		Unsatisfactory	
		NO	%	NO	%	NO	%	NO	%
1	Accommodation	27	15.88	56	32.94	65	38.23	22	12.94
2	Transportation	08	4.70	82	48.23	50	29.41	30	17.64
3	Road Condition	12	7.05	17	10.00	106	62.35	35	20.58
4	Parking	08	4.70	24	14.11	101	59.41	37	21.76
5	Food	06	3.52	22	12.94	121	71.17	21	12.35
6	Drinking Water	08	4.70	32	18.82	102	60.00	28	16.47
7	Darshan Facility	36	21.17	78	45.88	47	27.64	09	5.29

8	Public Toilets	04	2.35	20	11.76	90	52.94	56	32.94
9	Information Centre	03	1.76	15	8.82	82	48.23	70	41.17
10	Shopping Facility	17	10.00	29	17.05	107	62.94	17	10.00
11	Medical Facility	07	4.11	20	11.76	73	42.94	70	41.17
12	Cleanliness	18	10.58	68	40.00	62	36.47	22	12.94
13	Safety	12	7.05	82	48.23	58	34.11	18	10.58
14	Behaviour of local People	09	5.29	78	45.88	74	43.52	09	5.29
15	Guide	00	00	47	27.64	88	51.76	35	20.58
Total		175	-	670	-	1226	-	479	-
Average %		6.86	-	26.27	-	48.07	-	18.78	-

Source: Compiled by Researcher

Factor wise level of satisfaction (M I) (Number of tourists as per facilities available for the 'ith' factor.)

The data analysis is presented in table no. 5.19 shows that out of 170 contact tourists 15.88% of tourists strongly support that Accommodation services are excellent, about 32.94% of tourists said that accommodation services are good, 38.23% of tourists are satisfied with accommodation services. but only 12.94% of tourists are unsatisfactory, with services in Bhimashankar tourist center.

The tourist who visited Bhimashankar expressed their opinion about transportation facilities. it shows that about 4.70 % of tourists Said that transportation facilities are excellent. About 48.23% of tourists said it is good, 29.41% of tourists are satisfied and 17.64% of tourists are not satisfied with these facilities.

The tourist also gave their opinion about road condition facilities. About 7.05% of tourists are Excellent, about 10 % of tourists experienced it good, 62.35% of tourists are satisfied and 20.58% are unsatisfactory with road condition facilities. 4.70% of tourists said that parking facilities are excellent, 14.11% of tourists said that it is good, 59.41% of tourists are satisfied with parking facilities and 21.76 % of tourists are not satisfied with these facilities.

The tourist also mentions their opinion about the food facility at Bhimashankar. About 3.52% of tourists said it is excellent, 12.94% of tourists said it is good, 71.17% of tourists are satisfied and 12.35% of tourists are not satisfied with these facilities. The opinion about drinking water facilities is that only 4.70% of tourists are excellent, 18.82% of tourists said that it is good, 60% of tourists are Satisfactory and 16.47 % of tourists are unsatisfactory.

The tourist views about the Darshan facility are different only 21.17% of tourists excellent, 45.88% of tourists felt that it is good, 27.64% of tourists said that it is a satisfactory and 5.29 % of tourists are Unsatisfactory with this services. The tourist views public toilet facilities. About 2.35% of tourists said that it is excellent, 11.76 % of tourists said that public toilet is good, 52.94% of tourists are satisfied and 32.94% of tourists are unsatisfactory with public toilet facilities.

The view about the information center at Bhimashankar tourist place is that only 1.76% of tourists said that it is excellent. About 8.82% of tourists said that it is good, 48.23% of tourists are satisfied but, 41.17 % of tourists are unsatisfactory with information center facilities. The tourist views about shopping facility are different 10% tourist excellent, 70.05% tourist felt that it is good, 62.94% tourist said that it is satisfactory and only 10% tourist are unsatisfactory with this services.

The tourist views about medical facility. About 4.11% of tourists said that it is excellent, 11.76% said that medical facilities are good, 42.94% of tourists satisfactory and 41.17% of tourists are not satisfied with medical facilities.

The Opinion about cleanliness facilities that is only 10.58% of tourists are excellent, 40% of tourists said that it is a good, 36.47% of tourists satisfied and 12.94% of tourists unsatisfactory. The experienced of safety at the Bhimashankar tourist center was also noted by the tourist. About 7.05% of tourists said that safety is excellent, about 48.23% of tourists mentioned that safety is good, 34.11% of tourists were satisfied with personal safety and only 10.58% of tourists felt that they are not safe at the Bimashankar tourist center.

The behaviour of local people at the Bhimashankar tourist center was also noted by the tourist. About 5.29 % of tourists said that the behaviour of local people is excellent. About 45.88% of tourists mentioned that Behavior is good, 43.52% of tourists are satisfied with the Behavior of local people and only 5.29% of tourists are unsatisfied with these services. Out of 170 tourists, No one said that the Guided facility is excellent. Only 27.64% of tourists mentioned that it is good, 51.76% of tourists are satisfied with the guide facility and 20.58% of tourists are unsatisfied with the Guide facility in Bhimashankar Tourist Center.

The researcher analysis the fifteen factor views about the services and facilities available in the Bhimashankar tourists place. The tourist opinion about the overall facilities and services at Bhimashankar are considered with the help of satisfaction index. As per the views of 6.86% tourists reported that all the fifteen Service and Facilities are excellent in Bhimashankar. 26.27 % of services and facilities are good, 48.07% of tourists are satisfied with all these factors. just only 18.78 % of tourists are not satisfied with all factors (Services and facilities) at the Bhimashankar tourist Center (See figure No. 1)

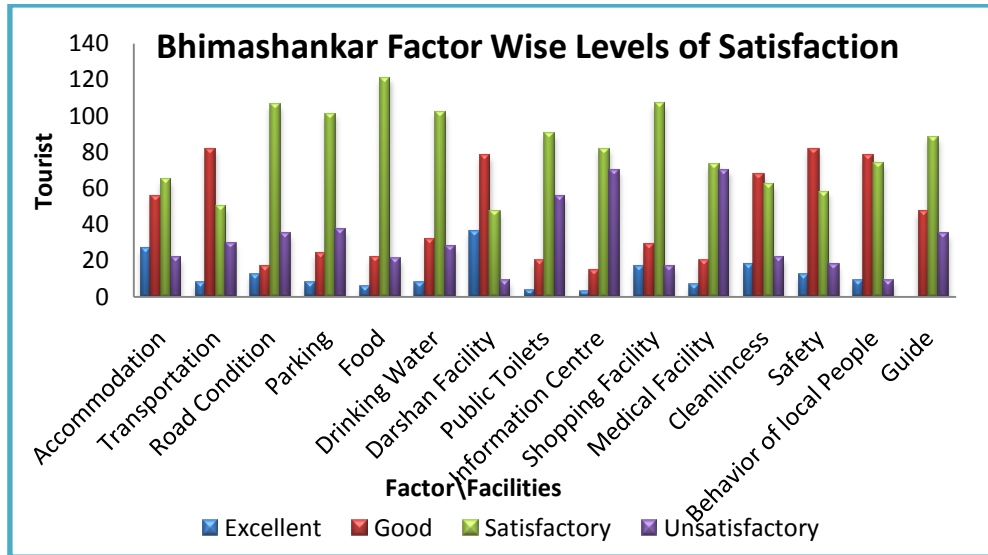


Fig. No. 1: Factor wise Levels of Satisfaction

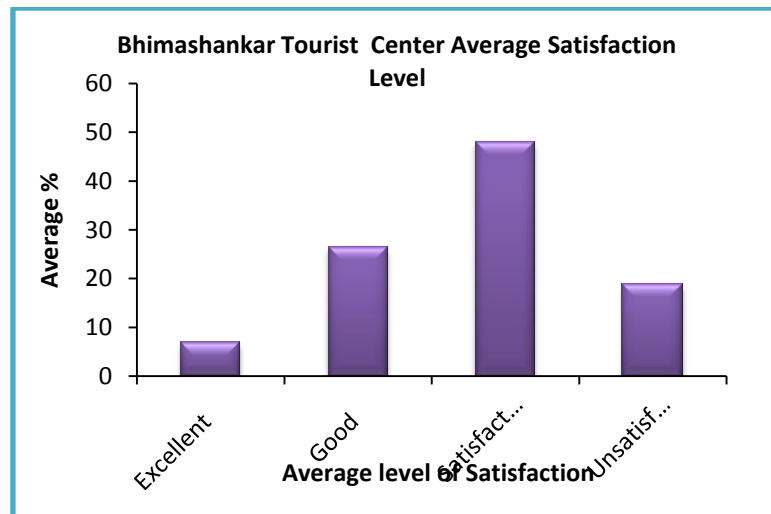


Fig. No. 2: Average % of All Level Factor in Bhimashankar Tourist Center.

2. Factor wise Average Satisfaction (Ni)

The below Table No 2 show the factor wise average value of satisfaction (NI) The factor wise Average value for the different level of satisfaction were calculated by multiplying these values by respective frequencies, which gives total satisfaction and total satisfaction is divided by total frequency of the respective factor. Then it gives the satisfaction index for the factor e.g. A Bhimashankar tourist center. The total number of 27 tourists given their views and these 27 tourists give 8 to 10 points for excellent that total score is 230, So $(230 / 27) = 8.51$ (show Table No. 2.) It means that the average satisfaction level of the excellent class of tourists is 8.51 for the Accommodation factor.

Table No. 2: Factor wise Average Value of Satisfaction in Bhimashankar Tourist Center

Sr. No.	Factor (Facilities & Services)	Average Satisfaction Index (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Accommodation	8.51	6.44	4.49	2.5
2	Transportation	8.5	6.51	4.5	2.5
3	Road Condition	8.5	6.11	4.5	2.48
4	Parking	8.5	6.5	4.50	2.48
5	Food	8.5	8.5	4.49	2.52
6	Drinking Water	8.5	6.5	4.5	2.5
7	Darshan Facility	7.55	6.5	4.48	2.44
8	Public Toilets	8.5	6.5	4.5	2.5
9	Information Centre	8.66	6.53	4.5	2.5
10	Shopping Facility	8.11	6.51	4.49	2.58
11	Medical Facility	11.57	6.5	4.50	2.5
12	Cleanliness	8.5	6.55	4.48	2.5
13	Safety	8.5	6.51	4.5	2.5
14	The behaviour of local People	8.55	6.5	4.5	2.55
15	Guide	00	6.48	4.5	2.48

Source: Compiled by Researcher

It is so that from above Table No. 3 that the factor wise satisfaction index with rank for the Accommodation is 5.51, Transportation factor 5.30, Road Condition 4.52, Parking 4.53, Food 4.90, Drinking water 4.73, Darshan facility 5.94, Public toilet 4.17, Information center 3.92, Shopping facility 5.00, Medical facility 4.20, Cleanliness for 5.47, Safety for 5.54, Behavior of local people 5.52 and 4.63 for Guides. These factor wise satisfaction indexes are given weighted by ranks.

Table No. 3: Factor wise Percentage Satisfaction Index with Rank (Sti)

Sr. No.	Factor (Facilities & Services)	Satisfaction Index	Rank
1	Accommodation	5.51	4
2	Transportation	5.30	6
3	Road Condition	4.52	12
4	Parking	4.53	11
5	Food	4.90	8
6	Drinking Water	4.73	9
7	Darshan Facility	5.94	1
8	Public Toilets	4.17	14

9	Information Centre	3.92	15
10	Shopping Facility	5.00	7
11	Medical Facility	4.20	13
12	Cleanliness	5.47	5
13	Safety	5.54	2
14	Behavior of local People	5.52	3
15	Guide	4.63	10

Source: Compiled by Researcher

$$\begin{aligned}
 \text{e.g. Accommodation} &= \frac{(27 \times 8.51 + 56 \times 6.44 + 65 \times 4.49 + 22 \times 2.5)}{170} \\
 &= \frac{229.5 + 360.64 + 291.85 + 55}{170} \\
 &= \frac{936.99}{170} \\
 \text{Rank} &= 5.51
 \end{aligned}$$

The Analysis is given in the above Table No. 3, that the views of tourists about the Darshan facility in the Bhimashankar tourist center received 1st Rank. It means that the Darshan facility is well in Bhimashankar. it is also safety gets 2nd Rank, Behavioral of local people 3rd rank, Accommodation 4th rank, Cleanliness 5thrank, Transportation 6th rank, Shopping facilities 7th rank, Food 8th rank, drinking water 9th rank, Guide 10th rank, parking 11th rank, Road condition 12th rank, Medical facility 13th rank, Public toilet 14th and Information center received 15th Rank.

Factor wise Satisfaction Index with rank. Darshan, safety, Behavioral of local people, Accommodation and cleanliness get high ranks (1to5) at Bhimashankar tourist center. These all factors are very important and play a vital role in the Bhimashankar tourist center. Tourist place, Darshan facility is good also, the safety of tourist, behavioural local people, accommodation and cleanliness are good.

The satisfaction index for transportation, shopping facility, food, drinking water and guide received 6 to 10 rank, but the satisfaction index rank for parking, road condition, medical facility, public toilet and information center received an 11 to 15 rank. it means that the maximum tourist is not satisfied with these facilities at Bhimashankar tourist center. so it is an urgent need to improve these facilities at Bhimashankar tourist Center.

CONCLUSION

- The profile analysis of tourist views and behavioural attitudes about tourist center. It is observed from the data analysis maximum number of tourists (77.05%) came from within the Maharashtra state (23%) of tourists came from other states of India.
- It is observed that the majority of the local tourist prefer to visit these tourist centers during festivals, Cultural Programme and at the time of Annual Fairs. (Pune district 56.48%)
- It is observed that the majority of the tourists (82. 83%) are male and (17.16%) tourists are female
- It is found that 35.69% of tourists are between the age group of 31- 40, married tourists are (86.10%)
- Out of total tourists (93.46%) are Hindu. Here Hindu temples are the main attraction so most of the Hindu tourists were observed.
- It is found that 84.46% of tourists' purposes are worshipped or doing religious activity.
- It is found that (55.31%) of tourists are graduates and 20.98 % of tourists are in the category of postgraduate.
- In this tourist center majority of tourists (38.96%) belonged to an annual income group of 1 lac to 2 lac and (28.61%) followed by more than 2 lac.
- It is observed that about (51.77%) of tourists visited for the first time and followed by 33 .24% of tourists who visit for more than 2/3 days.
- It is found that (41.41%) tourists occupation services and then other.
- It is observed that 38.41% of tourists used S.T. bus (M.S.R.T.C) services as their mode of transportation and followed by owned vehicles and also private vehicles.
- The majority of the tourist (75.47%) are visited with their family member followed by themselves or alone.
- It is observed that about 60.21% of tourists prefer one day stay followed by 2-3 days stay at a tourist center.

- It is observed that about 60.21% of tourists not used the Accommodation facility at the tourist center followed by Lodge & Hotel (14.56%).
- It is found that Pune district is well connected by state and national highways both these district maximum tourist centres are connected by District roads.
- The ranking of the satisfaction index at Bhimashankar has been high for the majority of the factors such as the darshan facility, the safety of tourists, the behaviour of local people, accommodation facilities, cleanliness etc. The lowest rank of facilities and services like an information center, public toilets, medical facilities, road condition, parking and guide facilities. it is found that Moderate Positive (+ 0.38) Co-Relation between the different factors (facilities and services) available at Bhimashankar tourist centers.

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