

# A Case Study on Satisfaction Level of Tourist at Waterfalls Sites of Jharkhand

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**Abstract :** *Visit to natural waterfalls forms one of the essential segments of the natural tourism. Exploring natural tourism sites are among the most preferred tourism experiences in India and waterfalls are considered the greatest destinations for natural tourism. The study in this research attempts to investigate the relationship between waterfalls destination attributes and tourist satisfaction. This Case Study on Tourist Satisfaction at Waterfalls Sites of Jharkhand is an attempt to not only highlight the scenic beautiful natural site of Jharkhand especially on the forefront of Waterfalls tourism but also spread awareness about the experiences of the tourists in terms of satisfaction on their tourism adventures. Moreover, the focus of the analytical study revealed that there was relationship between natural tourism destination attributes and tourists' overall satisfaction. Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with Tourist Satisfaction at Waterfalls Sites of Jharkhand. Comprehending what tourists seek at natural tourism attractions will help tourism marketers better understand their customers. Also, identifying which attributes satisfy the tourist who visit waterfalls destinations will help tourism planners develop appropriate strategies to attract their customers and serve them effectively.*

**Keywords:** *Natural Tourism, Waterfalls destinations, Tourists' Expectation, Tourists' Satisfaction.*

## I. INTRODUCTION

Jharkhand as the name itself explains it – Jhar (short form for Jharnas (Waterfalls) + khand (land) means a land of waterfalls. Tourists who flock to Jharkhand are people who are great admirers of the beauty of natural scenic beauty and what more than a splendor waterfall can be a symbol of natural beauty. Because of people's inclination to appreciate beauty, including that of natural scenic beauty, waterfalls tourism has become a major "new" area of tourism demand, which almost all policy-makers are now aware of and anxious to develop. Waterfalls tourism, as a part of the broader category of "natural tourism", is now a major pillar of the nascent tourism strategy of Jharkhand. Waterfalls tourism strategies in various parts of our country have in common that they are a major growth area, that they can be used to boost local culture, and that they can aid the seasonal and geographic spread of tourism.

Recent studies about natural tourism have focused on identifying the characteristics, development, and management of natural tourism, as well as on investigating demographic and travel behavior characteristics of tourists who visit waterfalls destinations.

In addition, because there have been few studies that identify the relationship between waterfalls destination attributes and tourists' satisfaction, this study investigates which attributes satisfy tourists who visit waterfalls destinations in order to help tourism planners develop strategies to attract customers.

## II. LITERATURE REVIEW

### 2.1 Introduction

The theoretical framework of the study focuses on the attributes affecting tourists' satisfaction with waterfalls destinations and on analyzing the relationship among these attributes and tourists' satisfaction.

First, this chapter discusses the definitions of waterfalls tourism, as well as explains the benefits of waterfalls tourism. Second, the chapter discusses previous investigation on waterfalls tourism, including such issues as the attributes of waterfalls destinations finally, the chapter deals with the attributes of waterfalls destinations, tourists' satisfaction, and the relationship among the attributes of waterfalls destinations and tourists' satisfaction.

### 2.2 Natural Tourism

As tourists are becoming more sophisticated, their need to explore the nature has been increasing. Tourists have been visiting natural sites more frequently. Natural tourism offers several benefits to tourists and residents, as well as governments.

First of all, natural tourism protects historic, cultural, and natural resources. People become involved in their community when they can relate to their personal, family, community, regional, or national heritage. This connection motivates residents to safeguard their shared resources and practice good stewardship.

Second, natural tourism educates residents and tourists about importance of preserving the nature and natural resources. Through the research about and development of waterfalls destinations, residents will become better informed about importance the tourist sites and traditions which can be shared with tourists.

Third, natural tourism builds human being's closer and stronger bond with the nature. Awareness about the nature

provides tourist and local communities, a sense of living a natural life.

### 2.3 Waterfalls Destination Attributes

The study attempts to identify waterfalls destination attributes which satisfy tourists when they visit these destinations. Therefore, after investigating previous research related to this topic, the researcher decided to select several attributes of natural tourism.

### 2.4 Tourists' Satisfaction

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozark & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism. In particular, expectancy-disconfirmation has received the widest acceptance among these theories because it is broadly applicable.

### 2.5 Relationship between Destination Attributes and Tourists' Satisfaction

There is a need to investigate the relationship between destination attributes and tourists' satisfaction from the tourist's perspective in order to gain an in-depth understanding of tourists' attitudes and behavior after they visit waterfalls destinations. Tourists express satisfaction or dissatisfaction after they buy tourism products and services (Fornell, 1992). If tourists are satisfied with the products, then they will have the motivation to buy them again or they will recommend them to their friends.

Light (1996) reported a case study of the characteristics of visitors to a special event (in this case historical re-enactments) at a waterfall site in South Wales. By comparing the characteristics of visitors on event and non-event days, it was apparent that the events had particular appeal to tourists and were successful in encouraging repeat visits. In Light's study, most visitors were satisfied with the waterfall destination. This satisfaction leads tourists to expand the length of stay and visit it again.

### 2.6 Summary

This chapter discussed the increase in interest in waterfalls destinations. Natural tourism was defined and earlier research in this sector was acknowledged in order to explore which areas required further study. The previous research on natural tourism included such issues as the attributes of waterfalls destinations, and also relationship between these attributes and tourists satisfaction. Furthermore, this chapter discussed the relevant literature on the customer satisfaction (expectation-disconfirmation theory).

## RESEARCH OBJECTIVES

The main objective of the study is to identify the relationship between natural tourism destination attributes

and the overall satisfaction of tourists who visit waterfalls destinations

## III. METHODOLOGY

### 3.1 Introduction

The purpose of this chapter is to describe the methodology used to achieve the objective of this study. This section discusses the study area, the selection of the sample, the collection of data, and data analysis procedures. The study attempted to investigate which attributes satisfy tourists

who visited waterfalls destinations, and to identify the relationship between destination attributes and tourists' overall satisfaction.

### 3.2 Study Area

Tourism destinations consist of several types of attractions that are planned and managed to provide various tourist interests, activities, and enjoyment. Gunn (1988) and Lee (1999) explained that tourism destinations, such as national parks, theme parks, beaches, resort, and other natural destinations can be grouped according to their basic resource foundation: natural or cultural. The areas for this study were many locations of waterfalls near the capital city of Ranchi in Jharkhand.

According to Jharkhand's Annual Tourist Statistics Report, in the year 2010, total of 161210 tourists visited different waterfalls areas of Jharkhand contributing to 16.18 % of total tourist traffic in the state.

### Details about Jharkhand

Jharkhand is one of the newly formed states of India and was a part of undivided Bihar. The capital of the state is Ranchi and this entire state is encircled by some neighboring states such as Bihar, Madhya Pradesh, Orissa and West Bengal. Jharkhand is thickly populated by the tribal groups and clans because this region is so fertile enough for agricultural values like Paddy, wheat, maize and pulses, added to it, being a forest region. This state can also be said as a blessed piece of land in earth with all sort of natural credibility and treasures to mankind such as copper, coal, iron, manganese, mica, chromite and bauxite. This place on earth invites people from all around the world to visit and to cherish...

### The Geography

This land is spread over an area of 79,714 sq. km filled in with everlasting green forest which provides a glamorous outlook on nature's beauty and wildlife sanctuaries, lakes and waterfalls. This state is encamped with a lot of hill stations around starting from Chota Nagpur Plateau you have Bamiyaburu, Canary hills, Dharni Pahar, Dhawajadhari hills, Dimna Mountain, Gonda hills, Gotashila mountain, Gulgul hills, Hathi Pahar, Huluk hills, Kanhaiswar mountain, Koleshwari mountain, Kolhua hills Makamaro hills, etc

The rivers that wet these lands of Jharkhand are The Damodar, The Mayurakshi, The Barakar, The Koel, The Sankh, The Sone, The Auranga, The Kharkai, The Swarnarekha, The Gumani and The Batane.

### The climate

The landscape of this state is naturally filled in with green woods around is obviously spells a magical note on the climate over here, a pleasant humid throughout the year will really tease the man to ease ever with nature... the best time of visits could be made during the months of February and April.

The flora and fauna

Jharkhand is a state that prevails out with rocky terrains around which enhances wildlife sanctuaries and a variety of zoological aspects in hills and in the forests.

### THE TRANSPORT

By road

The state is well connected with roadways to ply people and goods around the country. There are several private and government transport corporations working enough to serve the people.

By rail

The railways is another important transport facility that provides travel from and to nearby states in the country.

By Air

Ranchi the state capital has the major Airport connecting flights to Delhi, Patna, Mumbai, and Kolkata and nowadays this airport is becoming very busy and popular for the frequency in the air traffic.



Fig. 3.1: Waterfalls: Great Natural Tourism Destinations

### DESCRIPTION OF VARIOUS WATERFALLS OF JHARKHAND

Jharkhand is adorned with falls and streams making it a major attraction for thousands of domestic and international tourists. Being dotted with several waterfalls the state always boasts of its natural tourism potential on the world tourism map.

The following are the popular waterfalls of Jharkhand:

#### 1. Hundru Falls

Hundru falls is about 45 kms away from Ranchi Town. The Swarnarekha River falls from a height of 320 feet making a wonderful scene known as Hundru falls. At the base of the fall a beautiful pool is formed which allows visitors to take a good bath, but with precautions. During rainy season it takes a formidable form but in summer it turns in to an exciting picnic spot. Hundru Falls is one of the most picturesque falls surrounding Ranchi. It is located on Ranchi-Purulia Road.

Pictures of Hundru Falls-



HUNDRU FALL

Fig. 3.2: A Splendour view of Hundru Fall

#### 2. Panch Ghagh Falls

Panch Ghagh Waterfalls, about 55 kilometres off Ranchi on the Chaibasa Road is viewed as the safest of all. The water falls from a lesser height, making it safe for tourists to enjoy in the rapid flow of water. This falls is on Ranchi-Chakradharpur Road about 6 kms from Khunti. This fall consists of five streams formed in a row due to the breaking up of the Banai river which falls from a good height. Cemented walkways connect the different cataracts;



of which stream 2 is the most popular while 5 is the biggest, though a bit inaccessible. This fall consists of five streams which fall from a good height. These five falls originates from high altitudes and the foot of the falls is good picnic spot, to have the experience of bath under the gushing water. This spectacular place with five beautiful cascaded in a row attracts many tourists visiting Ranchi due to its eternal beauty, pristine surroundings and calm atmosphere. This fall is also known as Murhu Falls.



MURHU FALL

Fig. 3.3: A Splendour view of Murhu Fall

### 3. Jonha Falls :

Jonha Falls also known as Gautamdharma is around 40 Kms from Ranchi. It is approachable by both Road and train. The fall can be admired by descending around 500 steps. The river Kanchi flows nearby. Jonha Falls is known as Gautamdharma, named after Gautam Buddha. There is a tourist rest house which contains Lord Buddha temple. The falls area is covered by a unique type of forests and the lusting greenery adds the attraction of the fall site. The Jonha falls is made by river Shankh but the flow of water slows down during summer.

Picture of Jonha Falls-



JONHA FALL

Fig. 3.4: A Splendour view of Jonha Fall

### 4. Sita Fall:

Adjacent to Jonha falls is Sita falls which can be seen at its best early in the morning.

Picture of Sita Falls-



Fig. 3.5: A Splendour view of Sita Fall

### 5. Dassam falls

Dassam Falls is 34 kms from Ranchi on Ranchi-Tata Road near a village called Taimara. Here, the Kachni river falls from an altitude of 144 feet. It is also known as Dassam Gagh, a wonderful natural cascade. The surrounding eye catching sceneries attract many tourists and are added attractions of the Dassam Waterfalls. It is also famed as Dasham Gagh adorned with pleasant and attractive scenic beauty.



DASHAM FALL

Fig. 3.6: A Splendour view of Dasham Fall

### 6. Hirni falls:

Another beautiful waterfall amidst forests about 70 km from Ranchi is Hirni Falls, which is on the Ranchi-Chakradharpur road, 75 km from Ranchi. Encircled by deep forests, this waterfall is noted for its surroundings, consisting of artistic landscapes. It is about much away from Ranchi on Ranchi-Chaibasa road. The approach road as well as the fall gives a very attractive scene.

### 7. Rajrappa Falls

Rajrappa Falls is about 65 km from Ranchi. A very famous religious place for the Hindu Chhinamasta temple is also situated near this falls. One has to go to Ramgarh (on the Ranchi-Hazaribagh Road) and then take the road to

Bokaro. The falls are at the confluence of the river Damodar and Bhera.

This waterfall is spotted on the confluence of the Damodar and the Bhera rivers in Rajrappa under Ramgarh district.

#### 8. Usri Falls

It is one of the oldest and famous picnic spot in Giridih. It is surrounded by dense forest that touches Parasnath Hills. The Usri River gushes down from a steep gorge, some 40 feet high in three separate streams. It lies in Tundi road. Tongas are available as the main local transport here. Located about 14 km away from east of Giridih Town.



Fig. 3.7: A Splendour view of Usri Fall

Besides the above there are many other lesser known waterfalls in Jharkhand. They are:

#### 9. Gua Falls

It is a beautiful water fall at the distance of 6 KM on the west of Chatra on way to Maloodah. The water falls in the reservoir from the height of 30 ft. On all the three sides there are rocks and in middle there is a reservoir

#### 10. Sadani Falls

This waterfall on river Shankh is also very picturesque. It has drop of about 200 feet.

#### 11. Burhaghagh Falls

It is the highest waterfall of Jharkhand with a fall of 465 feet. It is on river Burha in Palamu district.

#### 12. Ghaghra Falls

It is about 7 km north of Netarhat with a drop of 140 feet.

#### 13. Moti Jharna:

It is on river Ajay and the water drop is of about 50 meters.

#### 14. Halpad Falls

This fall is 30 km from Bishunpur Block of Gumla district. It is a source of water for river Ghaghra.

#### 15. Kelaghagh Falls

It is about 3 km southeast of Simdega district as perennial channel running through two hillocks.

#### 16. Bhatinda Fall

Bhatinda Fall is 14 Km from Railway Station is also a well known tourist place. Surrounded by greenery, this place draws lot of crowd especially in winter.

#### 17. Keridah Falls

It is 8 km away from Chatra district of Jharkhand on the North-west part. This water fall is in three parts, between two hill rocks.

#### 18. Maludah Falls

It is 8 km away of Chatra district of Jharkhand on the west. The water falls from the height of about 50 ft. without touching the sides of the hillocks. It has been cut in semi circle with steep walls.

#### 19. Dharagiri Falls

At Dharagiri, 6 miles north of Ghatshila district of Jharkhand, there is a water fall 20 feet high, the legend about which is that the flow of the water is diverted if any man whose mother is not chaste places his head.

#### 20. Sadni Falls

Sadni falls is located on the Sankha River. These are one of the snake type waterfalls which add to the scenic beauty of the region. Located at a height of 934 m the water fall provides one of the best tourist spot in Jharkhand

### 3.3 Study Framework

The study sought to identify the relationships between the destination attributes and tourists' overall satisfaction. In order to accomplish the objective of the study, the attributes of the study were selected through the related tourism literature review. In the review of the tourism literature, the selected attributes were crucial ones affecting tourists' satisfaction.

### 3.4 Study Design Sample

The sample population for this study was composed of tourists who visited the Waterfalls Sites of Jharkhand in during the end of December 2011 end and start of January 2011 as this period is considered the most peak period for waterfalls tourism in Jharkhand. Tourists flock to the waterfalls sites for Christmas and New Year picnics mostly during this period. The survey was conducted over one week period at different falls that are frequently visited in the region. Respondents were approached and informed about the purpose of the survey in advance before they were given the questionnaire.



However, tourists were selected at different times of the day. A total sample size of 100 was completed.

Picture of the people from whom samples were collected follow:



**Figs. 3.8: Respondents of the project study at different waterfalls sites in Jharkhand**



**Figs. 3.11: More Respondents of the project study at different waterfalls sites in Jharkhand**

#### Scope and Limitations of Study

- The study is dependent on having access to people & organizations at times with some reason access was denied or limited in some way.
- The time available to investigate a research problem and to measure change or stability over time further added to the limitations of the survey.
- The incomplete filling of questionnaire did not lead to concrete result.
- Had money not been a constraint, the research could have been made more comprehensive.

#### IV. RESULTS, ANALYSIS AND INTERPRETATION

##### Data Analysis

After sorting out the invalid questionnaires, data were coded, computed, and analyzed using various statistical tools and techniques. Statistical analyses such as frequencies, measures of central tendencies, percentages etc. were used according to the objective of the study.

##### RESULTS

This section presents results on the respondents' expectations and satisfaction with 25 attributes of Waterfalls sites of Jharkhand in terms of various statistical tools and techniques.

## 4.2 Respondents

Out of 100 questionnaires, 72 were usable. Unusable questionnaires included missing sections either expectation or satisfaction in the survey instrument. Therefore, the data from 72 respondents were analyzed in this study. As stated in Chapter Three, the respondents were tourists who visited Waterfalls sites of Jharkhand during December end 2011 and first week of January 2012. The survey was conducted at different places of the region, which were frequently visited by tourists over one week period.

## 4.4 Tourist's overall Level of Satisfaction with the Waterfalls sites of Jharkhand

Respondents were also questioned about their overall level of satisfaction with the Waterfalls sites of Jharkhand. The results were summarized in Table 4.2. From the research findings, 74.03 % of the respondents indicated that they were satisfied, very satisfied, or extremely satisfied with the Waterfalls sites of Jharkhand 11.69 % were neutral in their opinions, and 14.28 % of the respondents were dissatisfied, very dissatisfied, or extremely dissatisfied. The mean value of respondents' overall perceived level of satisfaction was 4.961, which tended toward the high end of the satisfaction scale. This suggests that the Waterfalls sites of Jharkhand provides tourists with a satisfactory experience.

**Table 4.2: Tourists' Overall Level of Satisfaction with the Waterfalls sites of Jharkhand**

Overall Satisfaction Level	Frequencies	Percentage (%)
Extremely dissatisfied	2	2.60
Very dissatisfied	4	5.19
Dissatisfied	5	6.49
Neutral	9	11.69
Satisfied	32	41.56
Very satisfied	14	18.18
Extremely satisfied	11	14.29
Total	N=77	100

Note: Overall satisfactions mean ranges from 1 (extremely dissatisfied) to 7 (extremely satisfied)

## V. CONCLUSIONS

The purpose of the study was to identify the relationship between waterfalls destination attributes and the overall satisfaction of tourists who visited a natural destination.

From these studies, it has been emphasized that an investigation of the relationship between the attributes and tourists' satisfaction are needed. It is argued that such research efforts would help tourism practitioners and planners to have a better understanding of natural tourism and to formulate better strategy and planning about natural tourism. With these observations in mind, this current study was conducted

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