

Assessing Tourists Satisfaction Towards “Golden Triangle” as an Option to Promote Heritage Tourism Products

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Abstract: *The Golden Triangle is a city trifecta that attracts the domestic and international tourists towards it. The well-worn tourist route includes the three points of Delhi, Agra and Jaipur. The primary focus of this paper is to find how international tourists evaluate the satisfaction level of different facets or attributes of heritage products of Golden Triangle in India, and their level of satisfaction with these intangible products. This paper will help in increasing more opportunities to promote heritage tourism products at Golden Triangle.*

Keywords: *Tourists Satisfaction, Promotion, Heritage Products, Golden Triangle.*

I. INTRODUCTION

With the increase in global tourism, India is also witnessing the increase in number of tourists. But the over changing market's characteristics have huge impact on changing preference of tourists. In this world, people are moving from one place to another due to several reasons like leisure, excursion, business, adventure etc. With that there are people who travel to learn and experience the other ways of life and historical aspect of tourism. This aspect has evolved the concept of “Heritage Tourism” which is discovering a trend towards an increased specialisation of tourists.

Tourism investors can learn about tourist interests and help shape the presentation of cultural and heritage attributes. The study of satisfaction of international tourist is the new concept and it lacks studies. Thus, this study was created in order to provide more information to tourism industry about the various attributes of cultural and heritage tourism that affects international tourist satisfaction. This study investigated attributes which satisfy tourists who participate in heritage/cultural tourism.

II. LITERATURE REVIEW

3.1 Tourist satisfaction

Tourist satisfaction is an assessment measurement scale for the services supplied by the company which will helps in meeting the consumer's expectation. This is considered as

a headstone for any business and also figured out about the company's success while providing the services and products to the consumers. Customer satisfaction is an ideological concept and product satisfaction is the real state of the person, the product is different from person to person. The satisfaction level varies among various persons. Customer satisfaction is a key element for the success of any business.(Gitman & McDaniel, 2005).

The destination choice, products and service consumption, and revisit decisions are important attributes for the tourist satisfaction considered as an important tool for successful destination marketing. (Kozak & Rimmington, 2000).

Gee et. al (2008) explained that in today's global market scenario the need for businesses is to retain customers is an important issue. To get back their customers, a business must explicate loyal and long-term relationships with profitable customers. But this task is very difficult because today's market is a buyer's market and customers have become more demanding as they want value for their money.

Tourist expectations consist of second-order factor which are determined by several first order factor (i.e. past experience, external communication, word-of-mouth communication and destination image). Moreover, image can be agreed as the main component for generating expectations towards a destination (Bosque et. Al, 2009).

The important component for assessing international tourists' satisfaction is —Destination Attributes. The hospitality providers need to empathized on guests satisfaction level, especially in terms of the experiences (i.e. tangible and intangible both) they are seeking . (Howell, Moreo, & De Micco, 1993). Earlier studies indicate an increasing demand for accommodation in private homes or hostels. Especially home stays or nature lodges, (Morrison et al., 1996). So home stay providers should have knowledge about the attributes that satisfy guests so that better business strategies can be developed .This will help the hospitality providers to gain the attraction of large number of customers.

3.2 Golden Triangle

India's golden triangle is the goose that is largely responsible for laying India's Golden eggs. This area is largely responsible for boasting a large and diverse range of tourism attractions, it's potential is far from being fully realised. Through close involvement with the private sector, more focussed attention on tourism promotion and infrastructure development. The Golden triangle tourism and heritage assets have undergone a facelift that promises to bode well for the future vibrancy of the tourism industry.

In Delhi, travellers experience city life of high intensity. From temples to hawkers, cows and bicycles, Delhi is a city that enchants and entertains all at once. The national capital is a total treat for travellers. The hub of leisure travellers and business tourists, Delhi is the perfect destination. Delhi is the perfect amalgamation of the ancient historic legacy and modern day culture in Delhi.

Agra is another enticing destination that makes one of the best spots for golden Triangle tourists. In Agra under public private partnership, the National Cultural fund and Archaeological survey of India has joined forces with the prestigious Taj group of hotels for the preservation, restoration and conservation of one of the world's most famous heritage monuments, the Taj Mahal.

If New Delhi and Agra speak of Mughal splendours, Jaipur's Hindu Kachhawaha dynasty displays a different kind of grandeur. Jaipur, the third destination of the golden tourist circuit, is a heavenly delight for holiday makers. Its old quarter is known as the Pink City, with its rosy architectural tones. It's a great place to haggle at bazaar stalls squeezed between historic alleys. The home state of Jaipur has introduced number of new initiatives recently to complement its already well-established tourism promotion schemes, also planning major initiatives for the growth of tourism in the state.

III. OBJECTIVES

Heritage Tourism is a tool of economic development that achieves economic growth through attracting visitors from outside the host community. That is why, Heritage Tourism is a rapidly growing niche market. This kind of a market is geared up by the increasing number of international tourists. Hence, this work will help in understanding the international tourist satisfaction level towards heritage tourism products.

1. To explore demographic profiles of international tourists who visited golden triangle in India.

2. To determine heritage attributes affecting the tourist's overall satisfaction in order to enhance the attractiveness of the tourist offerings.
3. To investigate satisfaction of tourists towards the Heritage tourism in India.

Addressing these questions the study would be given to the Indian Government. Even this research will provide valuable information to the tourism professionals to set up a proper hospitality programme for the international tourists who are visiting the cultural/heritage destinations at Golden triangle. This contribution will improve SERVQUAL and also further increases more opportunities to promote cultural/heritage tourism at Golden triangle.

IV. METHODOLOGY OF THE STUDY

5.1 Tools and Techniques: The classification of the data will be done according to the attributes of the sample. Appropriate Statistical tools and techniques of testing the data like Factor analysis, etc. would be used to analyze the data with the help of SPSS software.

5.2 Population

The target population of this study was international tourists who visit golden triangle and use golden triangle in India as their travel destination.

5.3 Sampling Plan

This study attempts to put stress on appropriate no. —Quality Characteristics— by studying various studies which were found significant. The sample frame of this study consisted of international tourists who visited Golden triangle (Delhi, Agra and Jaipur) in the central part of India over a six month period. The respondents would be selected by random sampling method from different areas of golden triangle (Delhi, Jaipur and Agra).

5.4 Study Variables

The dependent variable in this study was overall satisfaction of tourists.

Tourist's motivation and cultural and heritage attributes are the independent variables.

Dependent Variables-Tourist Satisfaction

Independent variables:-

(1) Heritage and cultural attributes :- Cleanliness, quality of the accommodation, climate condition, beauty of the scenery, personal safety and security, the destination can be easily reached, hospitality and friendliness of local residents, possibility for shopping, night life and

entertainment ,souvenirs, opportunity for rest, Conference offer, Offer of cultural and other events, the offer of local cuisine, Advertising and tour packages

V. RESULT AND DISCUSSIONS

Research objective 1 was proposed to describe the demographic characteristics of international tourists who visit golden triangle in India, by age, gender, marital status, education level, and total household income.

6.1 Demographic Characteristics of Respondents

N=233		
Variable	Frequency	Percentage
Gender		
Male	126	54.1
Female	107	45.9
Age (years)		
25 or under	83	35.6
26 - 40	104	44.6
41-60	34	14.6
60 or older	12	5.2
Country of residence		
United States of America	61	26.2
Australia	22	9.5
Bangladesh	39	16.7
England	42	18
Japan	9	3.9
Nepal	11	4.8
South Africa	12	5.2
Pakistan	37	15.9
Marital status		
Single	85	36.5
Married	116	49.8
Divorced	3	1.2
Widowed	29	12.5
Education levels		
10 th	44	18.9
10+2	46	19.7
Bachelor's degree	109	46.8

Post Graduate or higher	34	14.6
Total household income (USD)		
Less \$19,999	97	41.6
\$20,000 - \$39,999	106	45.5
\$40,000 or more	30	12.9

The demographic characteristics of the respondents are shown in Table 5.1. Gender distribution is even with 54.1% male and 45.9% female respondents. The majority of the respondents falls in the age group of 26 to 40 years (44.6%), including 25 years or under (35.6%), 41 to 60 years (14.6%), whereas 60 years or older (5.1%) was the smallest group. 26.2% of the respondents belongs to United States of America, 18% of them have the citizenship of England, 16.7% of them belongs to Bangladesh, 15.9% of them belongs to Pakistan and rest of them belongs to Australia, Japan, South Africa and Nepal.

While evaluating the marital status 36.5% of the tourists were single whereas 49.8% of the respondents were married. While evaluating the education level, 46.8% of the respondents had Bachelor degree (46.8%), 14.6% had Graduate degree whereas 18.9% of the respondents had a high school degree, and 19.7% of respondents had an intermediate degree. While evaluating annual household income most of the tourist have annual household income of US \$19,999 or below (41.6%), followed by US \$20,000 to \$39,999 (45.5%) and US \$40,000 or more (12.9%) was the smallest group (Table 1).

6.2 Reliability

The Kaiser-Meyer-Olkin overall measure of sampling adequacy was .912. Table 2 shows the results from the varimax-rotated factor matrix. The four variables (Climate condition, Hospitality and friendliness of local residents, Visiting familiar places and having a low-cost tour package) were dropped due to the insignificant of loadings on any factor at the level of .5. The factor analysis yielded five factors with 21 variables.

To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients ranged from .841 to .889 for the five factors.

6.3 Factor Analysis

The five factors underlying of cultural and heritage attributes of Golden triangle in India were as follows.

Location and Lodging (Factor 1) contained five attributes and explained 33.21% of the variance in the data, with an eigenvalue of 7.386 and a reliability coefficient of .861. These attributes were cleanliness, Hospitality and service quality, beauty of the scenery, accessibility of the destination, and personal safety and security. These five underlying factors of cultural and heritage attributes have highest effect (explained 33.21% variance) on the tourist' location choice.

Offering/Information (Factor 2) loaded with 4 attributes. This factor accounted for 14.48% of the variance, with an eigenvalue of 2.358, and reliability coefficient of .841. These attributes were conference offer, Offer of cultural and other events, offer of local cuisine, advertising and tour packages.

Unfamiliarity/Adventure (Factor 3) accounted for 12.48% of the variance, with an eigenvalue of 1.038, and reliability coefficient of .879. These attributes were learning different cultures/ways, attending cultural events, visiting new places.

Familiarity/Relaxation/Trip Plan (Factor 4)) contained five attributes and explained 8.91% of the variance in the data, with an eigenvalue of 1.038 and a reliability coefficient of .880. These attributes were restful and relaxing trip, careful and completely planned trip, good value for money, variety of foods and fun and enjoyment.

General Tour Attraction (Factor 5) accounted for 8.81% of the variance, with an eigenvalue of 1.309, and reliability coefficient of .889. These attributes were possibility for shopping, night life and entertainment, souvenirs, opportunity for rest, and distance from home.

Table 2. The result of factor analysis on destination attributes

Factors	Factor loadings	Eigenvalue	Explained variance	Reliability coefficient
Factor 1: Location and Lodging		7.386	33.21%	.861
Cleanliness	.561			
Personal safety and security	.625			
Accessibility of the destination	.661			
Hospitality and service quality	.631			
Beauty of the scenery	.621			
Factor 2: Offering		2.35	14.48%	.841

and Information		8		
Conference offer	.642			
Offer of cultural and other events	.743			
The offer of local cuisine	.521			
Advertising and tour packages	.641			
Factor 3: Unfamiliarity/Adventure		1.738	12.48	.879
Learning different cultures/ways	.571			
Attending cultural events	.511			
Visiting new places	.733			
Factor 4: Familiarity/Relaxation/Trip Plan		1.038	8.91%	.880
Having a restful and relaxing trip.	.743			
Being careful and completely planned trip	.583			
Good value for money	.539			
Having variety of foods	.572			
Having fun and enjoyment	.782			
Factor 5: General tour attraction		1.309	8.81%	.889
Opportunity for rest	.593			
Possibility for shopping	.749			
Night life and entertainment	.798			
Souvenirs	.538			
Total variance explained			77.89%	
Note: Cultural and Heritage Attributes: 1= Strongly Dissatisfied and 5= Strongly Satisfied Extraction method: Principle component analysis, Rotation method: Varimax with Kaiser normalization, KMO (Kaiser-Meyer-Olkin measure of sampling adequacy) = .902 Bartlett's test of sphericity: p < .000				

Because this study revealed that there were differences in the overall satisfaction of tourists in term of education levels, it is hoped that the results of the study will provide some insights that may help heritage tourism marketers in

developing specific promotional strategies. The study revealed that most of tourists were from USA and England. 85% of respondents tended to be under 40 years old and 36.5 % of respondents were single. The study also revealed that tourists who earned bachelor's degree and had total household income less than \$19,999 had the most effect on overall satisfaction. Thus, these findings can be useful to heritage tourism planners to improve and create key attributes to attract target tourists. Also, heritage tourism planners may develop the special services and products such as promotional packages for target tourists in order to induce and maintain their interest in the destinations and attract potential tourists to heritage destinations.

This study will provide important insight about the tourist satisfaction on both motivational elements and destination and other attributes. Heritage tourism marketing managers can use these findings and can give more attention and consideration to important elements. Also, an effective heritage tourism plan should combine all kinds of factors to achieve overall tourist satisfaction. It is very important to understand the needs and desires of visiting tourist to create suitable marketing strategies for products and services and to promote heritage tourism.

VI. LIMITATIONS

The method used in the study for the data collection is cross sectional data (i.e. data collected at a specific point of time). So the outcome of the study was time specific. That is why the study was unable to find out the differences between the tourists arriving beyond (after) that specific time limit and staying for long duration.

Next limitation was the selection of motivation issues and attributes as independent variables, there might be some other motivation issues and attributes, which were not taken into consideration for this study and that could affect the tourist's satisfaction level.

Another limitation was diverse area will be preferred in this research study. As it is very difficult to study the various tourists from all over the world as there are large number of countries.

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