

Factors Influencing Tourist Satisfaction: An Empirical Study Of Jodhpur As A Tourist Destination

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Abstract

The aim of the study is to explore the elements that contribute to visitor satisfaction in Jodhpur as a tourism destination and to examine the degree to which they are interdependent. Data were acquired using a questionnaire from 160 visitors who visited Jodhpur for the purpose of tourism between December 2021 and February 2022. The respondents were selected based on a convenience-based random sampling technique. The demographic profile of the respondents was expressed using descriptive statistics. The researcher has used Multiple regression analysis for the purpose of testing the hypotheses.

The finding of the present study indicates that all five components (Natural, Cultural, Support Services, Tourism Products and Financial Factors) were found to be positively related to tourist satisfaction. The findings will aid in improving the performance of government agencies and tourism services, progressively increasing satisfaction among both domestic and foreign travellers. The present research is conducted in a particular part of the country using a convenience-based random sampling technique, so the outcomes cannot be generalised.

Keywords: Tourism, Tourist Satisfaction, Jodhpur, Rajasthan Tourism.

Introduction

India is a south-Asian nation, Surrounded by Pakistan, China, Bhutan, Nepal, and Sri Lanka. The country is equipped with an abundance of natural assets for travellers. According to the Indian Brand Equity Foundation report on Tourism and hospitality released on March 2021,

in 2019, 6.8% of India's GDP was derived from travel and tourism, placing it 10th out of 185 countries surveyed (India, T., 2022). Due to covid-19 caused pandemic, while the whole world was stuck for a significant amount of time, in 2020-21, the number of tourists coming to India fell down at a drastic level, which is expected to cover up post-pandemic.

As per Indian Tourism Statistics report 2021, the number of foreign tourists arriving in India had been increased continuously from previous years as, 24.71 million in 2016, 26.89 million in 2017, 28.87 million in 2018, 31.41 million in 2019, and 7.17 million in 2020 (the fall down in tourist's arrival in 2020 was due to covid-19 pandemic situations). The tourist business in India is fastest-growing, with the potential to boost national GDP and accelerate the country's economic development. This country has several attractions, a beautiful environment, a tourist-friendly climate, nice locals, safe tourism environments, and so forth. However, despite the fact that all of the potential and facilities are present, India's tourism growth remains modest (Hassan, Ullah, & Chowdhury, 2013). As a result, the government needs to focus on each and every opportunity to better the tourism business, and the best method to do so is to enhance and utilise the beauty of the areas in order to attract both domestic and international tourists.

Each year, a considerable number of local and international tourists go to Jodhpur to enjoy the natural beauty and old sites. Jodhpur is Rajasthan's second-largest historical place, located in western Rajasthan, located 285 kilometres from Jaipur, the state capital.

In addition to its beautiful natural scenery, vibrant tribal culture, and local handicrafts, this district is recognised for its forts and palaces, as well as its natural beauty, vibrant tribal culture, and local handicrafts (Shamsuddoha & Nedelea, 2008). An additional popular location is "Osian," which is home to a collection of ancient Hindu and Jain temple ruins that date from the eighth to twelfth centuries. To name just a few of the many things to do in and around Jodhpur, there are excursions into tribal culture and lifestyles, boat rides on Kaylana Lake, and the Surpura Dam with its breathtaking scenery.

Developing the tourism industry in the city of Jodhpur (Rajasthan) is a fantastic way to boost the economy, along with other sectors. Marketing methods are the primary reason for this industry's lack of development, according to Majumder & Hossain (2011). To boost revenue, the authority will need to put more effort into efficient marketing strategies and seek to bring

in more locals and visitors from around the world. Administrations in this tourism hotspot must prioritise guest pleasure if they hope to see a rise in business value. As a result, efforts should be made to ensure that visitors are satisfied. The goal of this study is to figure out what makes people happy when they travel and to offer policymakers useful information for enhancing Jodhpur's tourism appeal. The researcher looks at the following research inquiries:

RQ1: What are the various factors, which influence tourist satisfaction?

RQ2: What are the different steps, require to improve overall tourism services in Jodhpur?

Literature Review

2.1 Tourism and Satisfaction

As a tourist, you are a person who travels far from home with the intention of having fun and relaxing while utilising commercial services (Walton, 2012). For personal or professional reasons, according to the UNWTO (2008), tourism is a collection of societal, cultural, and financial activities that result in people moving around the globe. In terms of service industries, this is one of the fastest-growing in the globe (Hui et. al., 2007). This business has the potential to alleviate poverty in developing countries by creating work for a wide range of individuals. The provision of lodging, transportation, and food services, as well as the assurance of the supply of other essentials for tourism firms, all lead to the creation of jobs both directly and indirectly. However, India's tourist industry is contributing good as compare to neighbouring nations and this poor performance persists in the areas of job creation and capital investment (India, T., 2022). This low performance of the tourism business in India is also blamed on insufficient funding, lack of government assistance, bad transportation system and decaying infrastructures in remote locations as well as the absence of research & publications and inadequate facilities.

The word "tourist satisfaction" originates from "customer satisfaction" (Y. Chen, et. al., 2013), and It refers to a customer's impressions of a product or service based on how well it performs in comparison to their expectations (Kotler et, al., 2010). Satisfaction is a term used in the tourism industry to describe the relationship between a visitor's expectations and their actual visit experience (Pizam et. al., 1978). According to these sources, when a visitor's expectations are met, they are pleased; but, when those expectations aren't met, they are

disappointed or annoyed. Travelers who are pleased with their experience are more likely to return and recommend the site to others, according to destination marketing (Kozak & Rimmington, 2000). According to a research by Baker and Crompton (Baker & Crompton, 2000), the more delighted customers are, the more likely they are to return, to endure higher pricing, and to tell others about their positive experience. To this end, (Y. Chen et al., 2013) point out that visitor pleasure has a multiplier effect on the reputation of the tourism service provider and the destination, as well as on customer loyalty, price elasticity, future transaction costs, and the productive force itself. A region's economic development can be boosted by exceeding tourists' expectations and ensuring that they are satisfied, and this contentment is dependent on various things (Prabhu m. et. al, 2019).

2.2 Factors Affecting Tourist Satisfaction and Hypothesis Development

2.2.1 Tourists' Satisfaction and Natural Factors

Visitors are most satisfied when they are surrounded by natural beauty, according to research (Khuong & Nguyen, 2017). Another study found that the number of natural attractions in India was the most important factor in determining tourist satisfaction (Islam & Khayer, 2018). According to (D. Roy, Dhir & Ahsan, 2016), natural beauty has a substantial impact on tourist satisfaction. Natural resources are those resources that are not man-made but are found in the natural world (Khuong & Uyen, 2016). A few examples of natural phenomena are the weather, beaches, lakes, mountains, and deserts. As Coban (2012) points out, tourists' pleasure is influenced by the natural environment and climate. Wan & Chan (2013) revealed eight characteristics that have a substantial impact on job satisfaction, including the importance of location and surroundings. The main motivations for the visit were sightseeing, relaxation, and enjoyment. Some travellers, however, believe that a destination's image is an important factor in recruiting visitors (Baloglu et. al., 1997). According to Roy & Hoque (2015), a destination's brand image is an important factor in attracting repeat visitors. A study by Giddy & Webb (2016) indicated that the natural environment has a basic rather than motivating role in adventure tourism's facility in a certain location. The following hypothesis can be derived from the above-mentioned sources:

Hypothesis 1. Tourist satisfaction is affected by natural factors.

2.2.2 Tourist Satisfaction and Cultural Resources

Tourists who visit cultural places are more likely to be satisfied than those who don't (Khuong & Uyen, 2016). According to Shahrivar (2012), tourists' pleasure is influenced by cultural aspects, with historical religious and heritage sites being the most significant participants. Khuong & Nguyen (2017) discovered that tourists who had a positive experience were more likely to return because of cultural and historical attractions, as well as other considerations. Museums, historical structures, festivals, handicrafts, regional food, traditional stories, traditions and customs, and a way of life all come together to form a cultural tourism setting (Beerli & Martin, 2004). Tourists' happiness was partly attributed to the difficulty of communicating with the locals and to their friendliness. Among the most important components of cultural tourism are archaeological, cultural, religious, and Tribal sites, Festivals and fairs. It is also examined how local communities may play a significant influence in the expansion of tourism (Aref, et. al., 2010). It's been documented in numerous sources that a positive view of a place's food contributes to its overall appeal (Guan & Jones, 2015). Despite the fact that the primary goal of a tourist is to see the world, the satisfaction a visitor receives from shopping for local goods, such as apparel, souvenirs, artwork, and handicrafts, may differ from person to person. Jodhpur is a popular tourist destination because of the city's many cultural attractions, such as celebrity weddings or the opportunity to attend an Indian wedding as a guest (Shamsuddoha, Alamgir, & Nasir, 2011). The following hypothesis can be drawn from the discussion above:

Hypothesis 2. Tourist satisfaction is influenced by cultural factors.

2.2.3 Impact of Tourism Products on Tourists' Satisfaction

The United Nations (UN) published a list of the most important categories of tourism-related consumption products in 2008, including lodging, food and drink, and transportation. They also look at the importance of services such as lodging, food and beverages as well as transportation for a tourist's experience. Accommodation facilities are needed by tourists because they frequently spend time away from home (Nedelea, Ali, & Alamgir, 2017). In the words of Le and Dong (2017), a hotel's "accommodation product" encompasses all of the services and facilities that a guest receives during their stay at the hotel. The likelihood of a return visit can improve if the needs and desires of visitors are met. Food and beverage

experiences can enhance the overall value of a trip and help travellers form a favourable impression of a destination. For tourists, the importance of meal service cannot be overstated (Nield, Kozak, & LeGrys, 2000). To attract tourists to visit a location, factors such as the quality of transportation, the state of the roads, and the mode of transit all play a significant role (Nedelea et al., 2017). The following theory has been generated as a result of the discussions:

Hypothesis 3. Tourist satisfaction is influenced by tourism products.

2.2.4 Satisfaction of Tourists and Support Services

Support services and security are directly linked to tourists' overall happiness (Hau & Omar, 2014). One-fourth of the variance in destination competitiveness can be attributed to factors such as accessibility, utility, and communication provided by a destination (Vengesayi, et. al., 2013). For travellers, ease of access to and enjoyment from a trip are two of the most important factors to consider when making a travel decision, according to Apollo (2017). There are two aspects to consider when looking at access quality: convenience and information, as defined by Chen, et. al. (2011). Tourist pleasure is linked to these sub-dimensions. According to Ortega et. al. (2007), Tourists who get a lot of information while on vacation are more likely to be happy with the way it works. When it comes to travelling, 67 percent of people from more than 70 nations surveyed by CNN (2017) said that The more important thing to them is safety than the price of a trip, the reputation of the place, or the flow of information about it. Almost 55 percent of people say that the availability and accessibility of information is the most important thing to think about when planning a trip. Tourists can experience a variety of forms of protection and security when on vacation, according to research by Tan et al. (2017), Pickpocket and robbery prevention can be compared to this for activities like mountain climbing and water surfing. Corruption, violence, hygiene problems and natural disasters are the most common safety and security concerns (Ayob et. al., 2014). Some of the diseases that have been associated to a decrease in tourism include dengue fever, Chikungunya, COVID-19, and Ebola. Because a safe and secure tourism site improves the overall experience (Nedelea et al., 2017). We can form the following assumptions based on the information presented above:

Hypothesis 4. Tourist satisfaction is impacted by support services.

2.2.5 Tourists' Satisfaction and the Financial Factor

Travelers' satisfaction and location preferences are influenced by the financial elements of a tourism service, according to Nedelea et. al., (2017). Tourists, according to Gnanapala (2015), are always concerned about the cost of the services they use while on vacation. Spending perception is seen to be an important factor in a tourist's overall satisfaction (Yu & Goulden, 2006). In Shahrivar's study (2012), the relationship between visitor satisfaction and expenditures on food, housing, and transportation was explored. In addition, he observed a strong correlation between the costs of hotel and transportation, with food having a little effect on overall pleasure. Furthermore, a number of studies have demonstrated a negative correlation between tourist satisfaction and perceived price. Some of these findings are consistent with previous research (Dmitrovic et al., 2009). The ROL has led to the following hypothesis:

Hypothesis 5. Tourist satisfaction is influenced by financial factors.

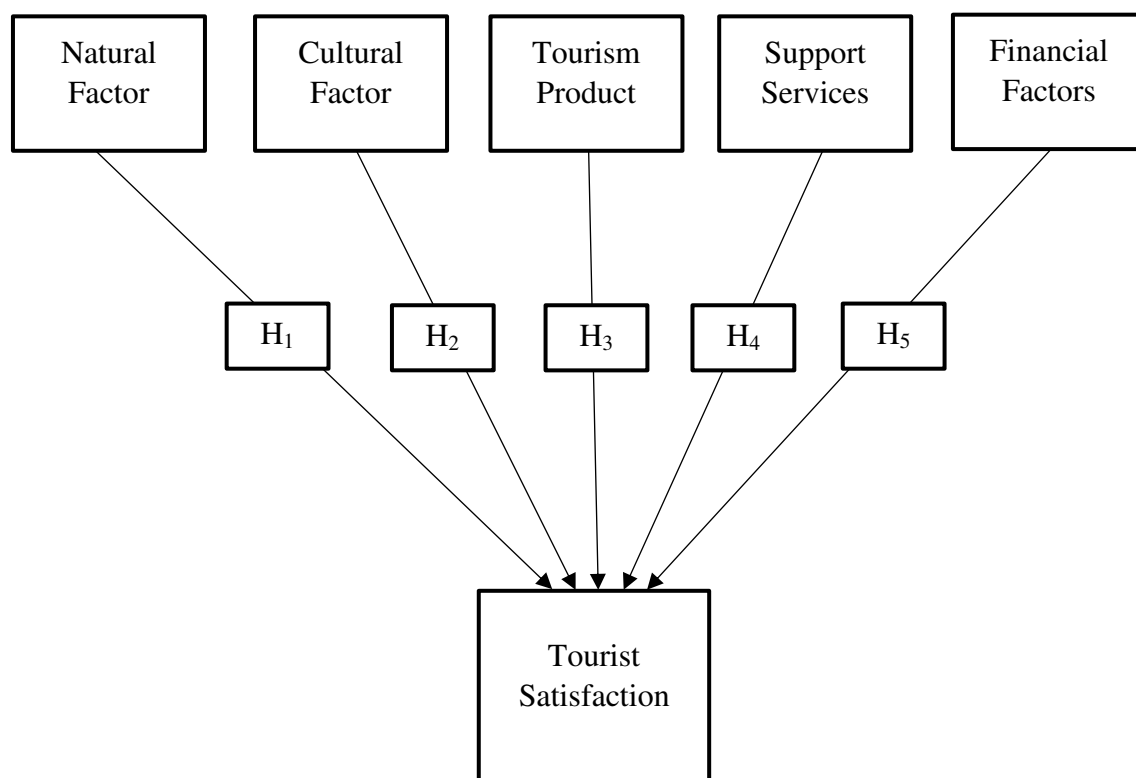


Fig. 1. The Framework of present Research

3. Methodology of the Present Research

The research is based on both qualitative and quantitative methodologies. To get a better idea of what travelers are looking for when they visit Jodhpur, an interview was held with various tourists, hotel owners, vehicle rental companies, tour operators, and individual freelance tour operators. After that, a thorough review of the most recent research on the subject was conducted in order to identify potential avenues for future investigation. It was then prepared and distributed to 200 tourists who had visited Jodhpur since 2019 based on the researcher's convenience in order to get primary data. Among the 200 tourists, 160 of them contacted us. In this case, the rate of response is exactly 80%, which is a respectable number in terms of percentage. There were two sections to this survey questionnaire. The demographic features of the tourists (Gender, age, marital status, occupation, education, Nationality) were discussed in the first part of the article. In addition, you can ask them about the purpose of their trip and leave an open-ended question about what they think about Jodhpur as a tourist destination. The second part of the survey is to find out how satisfied tourists are with their trip overall. The remaining second section was about Tourists' perceptions and experiences of various facts of products and services related to tourism, such as natural characteristics, cultural factors, tourism products, supporting services at the destination, and financials, all influencing their overall happiness with the experience. In order to assess these five separate variables, statements were created and scored on a Likert scale of one to five, one represents strong disagreement and five represents great agreement. Secondary data was gathered from a variety of reports, journals, and websites.

Demographic data analysis was performed with descriptive statistics, the factors were ranked based on importance in predicting the dependent variable. In order to determine the relationship between both the variables, correlation and multiple regression analysis were used in the research project.

4. Analysis and Discussion of the Findings

4.1 Respondents' Demographic Characteristics

The demographic profile of people who responded to the survey questions is shown in Table 1. According to the results of the survey's gender findings, men make up the vast majority of respondents (65.6 percent).

Table 1: Demographics of the Respondents (N= 160)

Variables	Characteristics	Frequencies	Percentage (%)
Gender	Male	105	65.6
	Female	55	34.4
Age	Less than 30	47	29.4
	31-40	73	45.6
	41-50	30	18.8
	Above 50	10	6.3
Marital Status	Married	117	73.1
	Single	43	26.9
Occupation	Business	52	32.5
	Service	41	25.6
	Self-employed	50	31.3
	Student	17	10.6
Education	Undergraduate	33	20.6
	Graduate	29	18.1
	Postgraduate	66	41.3
	Professional Degree	32	20.0
Nationality	Indian	110	68.8
	Others	50	31.3

Male respondents constituted 65.6% of the total, with female respondents accounting for only 34.4 percent. Among those who answered the survey questions, the majority (45.6 percent) were between the ages of 31 and 40, with 29.4 percent being under 30 years old. In addition, 32.5 percent of them are business owners, whereas 25.6 percent are members of the service class, 31.3 percent are self-employed, and the remaining 10.6 percent are students, according to the data. Moreover, most of them 73.1% are married and 26.9% of them are Single. Regarding their country of origin, 68.8 per cent are Indian and the rest 31.3 per cent are from foreign countries. Furthermore, more than 41.3% of the respondents have Post-graduated, 20.6 per cent are undergraduate, 18.1 per cent are graduates, and 20 per cent were having a professional degree.

4.2 Reliability Analysis

The Cronbach's Alpha coefficients are in the 0.60 to 0.90 range, which is considered moderate by most standards but acceptable. Cronbach's Alpha for independent variables ranges from 0.663 to 0.836, indicating that the survey data questions are likewise highly reliable, according to Cronbach's Alpha.

Table 2: Analysis of the reliability of the dependent Variable

Variables	Number of Items	Cronbach's Alpha
TS	5	0.836
NF	4	0.647
CF	5	0.789
TP	4	0.827
SS	4	0.832
FF	3	0.663

4.3 Analysis of Correlation

Correlation is a way to figure out how two things are linked. TS is the dependent variable, and the independent variables are NF, CF, TP, SS, and FF, respectively. The Pearson's correlation coefficient (r) is 0.690, 0.803, 0.787, 0.815, and .793, for each of them. As given in table number 3.

Table 3: Analysis of Correlation

Variables	TS	NF	CF	TP	SS	FF
TS	1					
NF	.690**	1				
CF	.803**	.549**	1			
TP	.787**	.376**	.596**	1		
SS	.815**	.439**	.484**	.546**	1	
FF	.793**	.408**	.524**	.487**	.658**	1
*** Correlation is significant at the 0.01 level (2-tailed).						

It is also said that this correlation analysis is significant because there is a strong connection between the dependent and independent variables in it. This analysis, also shows that there is a strong connection between tourist satisfaction (TS) and all five factors.

4.4 Multiple Regression Analysis

The factors (NF, CF, TP, SS, FF) and the dependent variable, Tourist Satisfaction, were studied using multiple linear regression to see how they interacted to each other and to the dependent variable, Tourist Satisfaction (TS). The hypotheses were tested with the use of multiple regression analysis, as shown in Table 4:

Table 4: Hypothesis testing (Regression Analysis)

Hypothesis	Path Relations	Unstandardized Coefficients		Standardized Coefficients	t Value	P-value	Result
		B	S. E	β			
Constant		2.220	0.000		0.000	1	
H1	NF	0.200	0.000	0.225	3.0328	0.000	Accepted
H2	CF	0.200	0.000	0.244	2.845	0.000	Accepted
H3	TP	0.200	0.000	0.283	3.513	0.000	Accepted
H4	SS	0.200	0.000	0.276	3.196	0.000	Accepted
H5	FF	0.200	0.000	0.254	3.009	0.000	Accepted
ANOVA: F (5,154) = 47.638; P = .000; p< .05.							
R= 1; R ² = 1; Adjusted R ² = 1.							

The value of R² is 1 according to the multiple regression analysis. This suggests that the predictors (NF, CF, TP, SS, FF) together account for 100% of the variation in tourist satisfaction (TS). Because the P-value (significance threshold) is smaller than .05. This indicates that the regression model is valid. The unstandardized and standardised coefficients, t-values, and p-values of each variable analysed in the model are also shown in the multiple regression model. The P-value reflects how powerful an independent variable is in influencing the dependent variable. The five hypotheses (H1: p= 0.000 and H2: p=0.000, H3: p= 0.000, H4: p=0.000, and H5: p= 0.000) are supported by this study because their p-values are less than 0.05. That is, in Jodhpur, all the five factors have a direct impact on tourist

satisfaction. This also suggests that visitors to Jodhpur are better happy with all five of these factors.

5. Recommendations and Conclusion

In this study, we looked at five things that could affect how happy tourists are in Jodhpur. All of these five variables, natural, cultural, and tourism products, had a direct impact on us. Tourist satisfaction is affected by things like support services and Financial aspects. This research also yielded a set of recommendations. These proposals are critical for boosting Jodhpur's overall tourism performance. Adopting these guidelines has a high possibility of improving revenue from the tourism business. The following are some suggestions:

- In order to conserve and strengthen the tourism ecosystem, authorities such as the Rajasthan Tourism Development Corporation (RTDC) and the Jodhpur District Administration must work together.
- New natural attractions must be investigated because this region is rich in natural beauty, and there are several potentials to use all of it to attract tourists.
- To make it easier for people to get to remote places, a transportation infrastructure (like roads and planes) should be built, and existing barriers should be removed. Even though the city is well-connected by road, rail, and air, flights are very limited and very high-priced.
- In desert locations, tourist-friendly infrastructure must be created. Budget-friendly hotels and restaurants should be built with excellent amenities.
- Authorities could hold more cultural activities that show off the local culture, like nighttime surfing at Kaylana Lake. They could also improve security and encourage local artisan markets so tourists can relish the evening and nightlife.
- A designated history walk track, as well as traffic management mechanisms, should be constructed so that tourists have a better experience.
- Tourist attractions should be able to help people who are physically disabled, and also women and children.
- Local cleaning officials should pay close attention to the cleanliness of tourist attractions.
- To acquire the trust of tourists, security must be strengthened.

- To keep Jodhpur's reputation as a good place for both domestic and international travelers, more efforts like brand image through tourism fairs, publicity in different publications, printing brochures, and making sure there is enough information flow are needed.
- The RTDC and the Jodhpur Local Administration should build a database system to make sure that all kinds of information, such as hotel reservations, food, climate, transportation, cultural events, and festivals, can be found.

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