

Analyzing The Level Of Satisfaction The Tourist Attained From Ecotourism In India

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Abstract

Finding out how satisfied eco-travelers are with their experiences was the goal of the study. This study also seeks to ascertain whether or not there is a relationship between satisfaction levels with ecotourism in India and future travel plans. The investigation's goal led to the choice of the descriptive research design. The information was gathered from 450 participants who were spread out throughout the parks that make up India's Eco-Tourism initiative using the convenience sample approach. The study's conclusions show that the vast majority of respondents were local tourists. Additionally, the majority of these responders were male and between the ages of 36 and 45. The effectiveness of the local food, the accessibility of tour services, the readiness of retail facilities, and the perception of personal safety were shown to be among the most significant experiences that an ecotourist enjoys. Additionally, it can be inferred from the mean score value of 4.2580 for overall contentment and 4.2517 for re-visiting attitude that the visitor is "Satisfied" and "Agrees" that they will return to the area in the future. It is also feasible to understand the positive relationships between an experience with ecotourism in India, a sense of contentment, and a desire to go again.

Keywords: Eco-Tourism in India, Satisfaction, Attitude, Local Tourists.

Introduction

At various times, the terms "leisure business" and "smokeless industry" have both been used to characterise the tourism industry. It is generally acknowledged by historians to be among the planet's oldest industries. Tourism and travel were almost exclusively reserved for kings and other monarchs of nations, with the exception of a small number of ambitious individuals who travelled in search of God or for the purpose of pilgrimage. In terms of its operational methodology, tourism as we know it today is a relatively recent concept [1]. The sectors of transportation and communication have seen amazing changes as a result of the development of science and technology as well as the expansion of economic prospects. These changes have significantly contributed to the global tourist industry's expansion. Today, we refer to the global community as a group that spans the entire planet. The tourism sector in India is one of the fastest growing in the world in terms of new job creation, new income production, and overall development due to the immense national and regional growth potential it possesses. India's particular culture, which includes the peaceful coexistence of the majority of the world's religions, makes the country appealing for travel (such as Hinduism, Islam, Christianity, Buddhism, Sikhism, Jainism). The key attractions for travellers are the local flora and fauna as well as the numerous historic sites. The main lure for travellers to Kerala is the chance to experience its stunning beauty and learn about the customs and practises of its people [2].

Tourism is the practise of engaging in activities, offering services, and running businesses with the intention of offering a travel experience. Transportation, lodging, dining and drinking establishments, shopping, entertainment, recreational facilities, and other services provided to individuals or groups while they are travelling outside of their normal surroundings are included in the category of hospitality-related services. Any and all services that are relevant to visitors are included [3]. In addition, tourism is defined as the total of all tourist-related spending that occurs within the territorial limits of a country, a political entity, or an economic region that is principally designed for the transit of other states or nations. Another way to put it is that tourism is the total of all the money that visitors spend. To promote tourism in India, the government of India and its several agencies, as well as businesses and individuals in the private sector, take a number of actions [4]. Many alternative growth plans and projects are currently being developed, the majority of which require large financial investments. The level of visitor satisfaction plays a critical role in determining the performance of the industry as a whole. Because of this, conducting objective visitor satisfaction evaluations in light of past performance and anticipated future performance is becoming more and more crucial, especially in light of significant investments and the resulting heightened social responsibility. The evaluation will include both an inventory of the facilities that make up the underlying infrastructure and a measurement of customer satisfaction [5]. Additionally, policymakers and practitioners would greatly benefit from a thorough examination of data regarding visitor attitudes, requirements, tastes, and preferences when creating better project designs. In order to conduct a study of this kind, it would be necessary to identify a number

of factors that affect visitors' levels of satisfaction as well as to analyse how satisfied visitors are right now with their experiences[6, 7].

Review of Literature

All across the world, the tourism industry for cultural and historical destinations is growing. The term "heritage" not only refers to things that are passed down from one generation to the next, such as landscapes, buildings, artefacts, natural history, cultural traditions, and other such things, but it also refers to items that fall into these categories and could be sold to tourists as souvenirs. [7]. In addition to participating in and being stimulated by the performing arts, visual arts, and festivals, cultural tourism is defined as "visiting preferred landscapes, historic sites, buildings, or monuments, which is also defined as "experience tourism" in the sense of seeking an encounter with nature or feeling a part of the place's history." [8].

As more people show an interest in imitating historical events and practises, the number of visitors visiting cultural heritage sites is increasing. [9]. Three of the most significant justifications for visiting historical sites are as follows: "Experiencing a unique ambiance," "Discovering something new," "Having a cerebral experience," and "Sharing the history of the site with others." There are many significant justifications for visiting historical sites. [Reference required] [10]. Governments and hosts are compelled to safeguard their assets, including monuments, natural resources, and cultural artefacts, by the money produced from tourists. The cultural, environmental, and historical values of the location are preserved with the help of visitor money. Local entrepreneurs are inspired to start restaurants, travel agencies, and other businesses as a result of the rise of new opportunities in the destination. In the end, these businesses aim to satisfy the needs of their customers. Consumer pleasure at a tourist destination is essential for the attraction's long-term survival, growth, and success, according to study [11].

The success of a tourist destination's marketing depends on the satisfaction of its customers because it influences their choices of which attractions to visit, how much time they spend using the services, and whether or not they intend to return. According to published research in the subject of tourism, tourists' overall enjoyment of their trip and willingness to return are both influenced, in part, by how they rate the many elements that make up the tourism offering. The long-term viability of tourism development that excludes environmental management is always in doubt, and the historical tourism sector has received relatively little attention from the sustainable tourism movement [12]. Sustainable tourism is defined by the World Tourism Organization as "a type of tourism that can maintain its sustainability in a specific place for an extended period of time." The World Trade Organization defines a tourist destination's capacity as "the maximum number of people who can visit at one time without causing destruction to the physical environment, economic environment, social environment, or cultural environment, or an unacceptable decrease in the quality of visitor satisfaction." The factors used in assessing the feasibility of vacation destinations are integrated indicators that have been created in a sustainable manner. As a result, the goal of this study is to ascertain, using sustainable tourism indicators [14],

the level of satisfaction that visitors have with the many facets of service quality as well as their level of interest in STD activities in the area.

Objectives

Finding out how satisfied eco-travelers are with their experiences was the goal of the study. This study also seeks to ascertain whether there is a relationship between pleasure with one's ecotourism experience in India and a person's desire to visit again.

Methodology

The investigation's goal led to the choice of the descriptive research design. The information was gathered from 450 participants who were spread out throughout the parks that make up India's Eco-Tourism initiative using the convenience sample approach. A standardised questionnaire was used as the instrument for gathering data for the research's objectives.

Analysis and Interpretation

The aim of this research was to identify the demographic characteristics of interstate travellers.

Table No. 1: Demographic Profile of the Respondents

| | | Frequency | Percent |
|--------------|-----------------------|-----------|---------|
| Gender | Male | 235 | 53.1 |
| | Female | 215 | 46.9 |
| | Total | 450 | 100.0 |
| Age | Less than 25 Years | 95 | 20.6 |
| | 25 - 35 Years | 114 | 24.9 |
| | 36 - 45 Years | 125 | 28.6 |
| | Above 45 Years | 116 | 25.9 |
| | Total | 450 | 100.0 |
| Tourist Type | Locals | 230 | 50.3 |
| | Other State Tourist | 143 | 32.7 |
| | International Tourist | 77 | 16.9 |
| | Total | 450 | 100.0 |

Source: (Primary data)

The bulk of the responses were likely local visitors, according to the analysis of the percentages. In addition, most of these local visitors were male and between the ages of 36 and 45.

This research sought to ascertain if there was a measurable difference in the sorts of experiences that tourists visiting India experienced while engaging in ecotourism.

Table No. 3: Multivariate Test - Experience from Eco-Tourism in India

| Multivariate Tests | | | | | | |
|--|---|-------------------------|--------------------|---------------|----------|------|
| | Effect | Value | F | Hypothesis df | Error df | Sig. |
| Gender | Pillai's Trace | .016 | .709 ^b | 10.000 | 421.000 | .717 |
| | Wilks' Lambda | .945 | .709 ^b | 10.000 | 421.000 | .717 |
| | Hotelling's Trace | .018 | .709 ^b | 10.000 | 421.000 | .717 |
| | Roy's Largest Root | .018 | .709 ^b | 10.000 | 421.000 | .717 |
| Age | Pillai's Trace | .060 | .850 | 30.000 | 1269.000 | .700 |
| | Wilks' Lambda | .950 | .852 | 30.000 | 1236.394 | .697 |
| | Hotelling's Trace | .052 | .854 | 30.000 | 1259.000 | .694 |
| | Roy's Largest Root | .047 | 1.838 ^c | 10.000 | 423.000 | .052 |
| Tourist Type | Pillai's Trace | .060 | 1.259 | 20.000 | 844.000 | .198 |
| | Wilks' Lambda | .950 | 1.263 ^b | 20.000 | 842.000 | .196 |
| | Hotelling's Trace | .072 | 1.266 | 20.000 | 840.000 | .194 |
| | Roy's Largest Root | .050 | 2.014 ^c | 10.000 | 422.000 | .031 |
| Tests of Between-Subjects Effects | | | | | | |
| | Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Gender | Personal safety | 1.520 | 1 | 1.519 | 1.387 | .239 |
| | Quality of food | .343 | 1 | .341 | .379 | .538 |
| | Residents | .030 | 1 | .029 | .024 | .877 |
| | Cleanliness | .946 | 1 | .956 | .868 | .352 |
| | The attractiveness of the natural environment | 2.310 | 1 | 2.308 | 2.042 | .154 |
| | Readiness of shopping facilities | .270 | 1 | .288 | .262 | .609 |
| | Accessibility of tour services | .026 | 1 | .024 | .023 | .880 |
| | Less language barrier | .198 | 1 | .193 | .170 | .680 |
| | Facilities on historical places | .647 | 1 | .682 | .628 | .429 |
| | Health services | .030 | 1 | .029 | .028 | .866 |
| Age | Personal safety | 1.548 | 3 | .556 | .508 | .677 |
| | Quality of food | .958 | 3 | .319 | .355 | .785 |
| | Residents | 5.778 | 3 | 1.908 | 1.564 | .197 |
| | Cleanliness | 3.670 | 3 | 1.224 | 1.112 | .344 |
| | The attractiveness of the natural environment | 6.885 | 3 | 2.296 | 2.031 | .109 |
| | Readiness of shopping facilities | 8.563 | 3 | 2.854 | 2.600 | .052 |

| | | | | | | |
|--------------|---|-------|---|-------|-------|------|
| | Accessibility of tour services | 3.378 | 3 | 1.115 | 1.084 | .356 |
| | Less language barrier | 2.178 | 3 | .724 | .639 | .590 |
| | Facilities on historical places | 3.362 | 3 | 1.120 | 1.030 | .379 |
| | Health services | .671 | 3 | .224 | .221 | .882 |
| Tourist Type | Personal safety | 1.820 | 2 | .910 | .831 | .436 |
| | Quality of food | .766 | 2 | .379 | .421 | .657 |
| | Residents | .078 | 2 | .033 | .027 | .973 |
| | Cleanliness | 3.678 | 2 | 1.820 | 1.653 | .193 |
| | The attractiveness of the natural environment | .720 | 2 | .356 | .315 | .730 |
| | Readiness of shopping facilities | 4.145 | 2 | 2.052 | 1.869 | .156 |
| | Accessibility of tour services | 6.089 | 2 | 3.033 | 2.947 | .054 |
| | Less language barrier | .509 | 2 | .251 | .221 | .801 |
| | Facilities on historical places | 1.912 | 2 | .953 | .876 | .417 |
| | Health services | 2.168 | 2 | 1.077 | 1.064 | .346 |

Source: (Primary data)

The null hypothesis may be reasonably considered to be true since the estimated significance value of Pillai Trace statistics is more than 0.05 for all of the cases. As a result, the experiences that tourists enjoy when engaging in ecotourism in India are often similar.

It has been shown that tourists that engage in ecotourism in India do not significantly vary in their experiences. A rank analysis based on the average score was conducted to identify the most important elements of ecotourism in India.

The aim of this research was to examine if there was a relationship between visitors' levels of satisfaction and their inclination to visit the same place again in the future.

Table No. 4: Univariate Test - Satisfaction Level and Re-Visiting Attitude of the Tourist

| Tests of Between-Subjects Effects | | | | | |
|-----------------------------------|-------------------------|----------------------|-------------|-------|------|
| Dependent Variable: | | Overall Satisfaction | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Gender | .059 | 1 | .059 | .063 | .802 |
| Age | 2.923 | 3 | .974 | 1.048 | .371 |
| Tourist Type | .578 | 2 | .289 | .311 | .733 |
| Tests of Between-Subjects Effects | | | | | |
| Dependent Variable: | | Re-Visiting Attitude | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Gender | .132 | 1 | .132 | .139 | .709 |

| Age | 1.132 | 3 | .377 | .398 | .754 |
|------------------------|-------|--------|----------------|------|------|
| Tourist Type | .207 | 2 | .103 | .109 | .897 |
| Descriptive Statistics | | | | | |
| | N | Mean | Std. Deviation | | |
| Overall Satisfaction | 450 | 4.2580 | .95869 | | |
| Re-Visiting Attitude | 450 | 4.2577 | .98650 | | |

Source: (Primary data)

The null hypothesis is accepted in place of the alternative hypothesis since the calculated significance value is less than 0.05. The visitors' levels of enjoyment and likelihood to visit the place again are thus not noticeably different. Based on the mean score values of 4.2580 for overall satisfaction and 4.2577 for attitude toward returning, it is feasible to infer that the visitor is "Satisfied" and "Agrees" that they will return to the website in the future.

In order to ascertain if there is a significant relationship between the experiences, levels of satisfaction, and plans to return that visitors have while on ecotourism holidays in India, a research was conducted in this article.

Table No. 5: Correlation Analysis - Relationship between Experience, Satisfaction and Re-Visiting Attitude

| Correlations | | | | |
|--|---------------------|----------------------|----------------------|-------------------------|
| | | Overall Satisfaction | Re-Visiting Attitude | Experience from Tourism |
| Overall Satisfaction | Pearson Correlation | 1 | .415** | .550** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 450 | 450 | 450 |
| Re-Visiting Attitude | Pearson Correlation | .405** | 1 | .545** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 450 | 450 | 450 |
| Experience from Tourism | Pearson Correlation | .549** | .565** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 450 | 450 | 450 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | |

Source: (Primary data)

Since the correlation's significance level is less than 0.05, the null hypothesis should not be accepted. As a result, there is a strong correlation between prior experiences, degrees of enjoyment,

and a desire to visit a certain place. It is feasible to infer from each person's correlation value that their experience with ecotourism in India, their degree of satisfaction, and their desire to return all have a positive relationship with one another.

Findings and Conclusion

The study's conclusions show that the great majority of respondents were local tourists. Additionally, the majority of these responders were males between the ages of 36 and 45. The effectiveness of the local food, the accessibility of tour services, the accessibility of health services, the readiness of retail facilities, and the perception of personal safety were shown to be among the major experiences that an ecotourist enjoys. Additionally, it can be inferred from the mean score value, which is 4.2580 for overall satisfaction and 4.2517 for attitude toward returning, that the visitor is "Satisfied" and "Agrees" that they will return to the website in the future. It is also feasible to understand the relationship between an experience with ecotourism in India, a feeling of fulfilment, and a desire to go again.

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