ASSESSMENT OF TOURIST SATISFACTION: AN EMPIRICAL STUDY ON ORISSA TOURISM

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ABSTRACT

The significance of tourism in India as a potent contributor to regional economy has been magnified to a considerable extent. One of the major operational areas in tourism that has received focal concentration has been satisfaction of the tourists since tourist satisfaction is an antecedent to patronization and re-patronization of a tourist spot which, in turn, is positively co-linked with revenue and profit generation leading to sustainable economic development. It is an unvarnished fact that international tourism has witnessed a phenomenal growth in the era of globalization and liberalization. This paper attempts to identify the major dimensions of tourist satisfaction and explore the level of satisfaction of international tourists in the state of Orissa.

KEYWORDS: *tourism, tourist, satisfaction, service*

Introduction

Tourism is one of the leading growth driven sectors of having been recognized as a major growth engine for socio- economic and cultural development by all countries in the world. Tourism is now a major industry around the world. In many countries, travel and tourism is a critical sector impacting national prosperity and economic growth. Tourism's contribution to global economic activity and employment is expected to continue increasing over the coming ten years. The contribution of Travel & Tourism to Gross Domestic Product (GDP) is expected to rise from 9.9 percent (US$5,890 bn) in 2008 to 10.5 percent (US$10,855 bn) by 2018. Growth of tourism in the Asia and the Pacific region has emerged one of the strongest among world regions. This region receives 7.5 percent of total tourist arrivals worldwide. According to the World Trade Organization, 25 developing countries depend on the export of commercial services for more than half of their total export revenues. Tourism indicates a composite and heterogeneous service demanded by different classes of individuals, whose needs and perceptions may differ substantially. Each tourist destination, with its unique natural and built resources, attractions and policies, is more suited to a particular kind of tourist than to others. Destinations should identify what types of tourists are better served and which segment of potential tourists could be optimally targeted, so as to enhance the ability to maximize their main goals in terms of arrivals and profits. Moreover, to increase their competitiveness in tourism markets, destinations usually diversify their product and launch new attractions, providing tourists with ever larger choice sets among which to choose what best satisfies their preferences.

Tourism is an economic sector in India that has the potential to grow at a high rate and it can also ensure consequential development of the infrastructure of the destinations. India boasts of thousands of years of cultural and natural heritage, 86 national parks, 448 wildlife reserves, more than 2.4 million temples, mosque and churches, magnificent forts and palaces, the towering Himalayas, a large coastline and infinite other attractions. According to Lonely Planet, India is among the top five destinations for individual travelers among 134 countries, and finds mention in a list of 101 best hotels in the world. Further, the country boasts of countless and varied attractions, including 24 UNESCO World Heritage sites and India are the seventh largest country in the world. Further, India is having the most scenic beauties as: hill stations, trekking and sporting activities, river running, rock climbing, camel safari, hang-gliding, ballooning, motor rallying, skiing, fishing and golf etc.

Orissa is a developing state and it is one of the wealthiest states of India in terms of natural and tourism resources. Orissa is known for numerous reasons in all seasons. It is endowed with plethora of unmatched destinations. Orissa is a rich and fabulous treasure house of culture, tradition, customs, religions, languages, literatures, art and architectures, luxuriant forests, wild life, cuisine, handicrafts and peace loving people The State is gifted with beautiful landscapes, copious flora and fauna, tribal heritage brackish water lagoon, natural hot-sulpher springs, largest brackish water lagoon, tribal heritage etc.

Review of literature

Tourist satisfaction has much greater role on the successful destination marketing since it influences the choice of destination, the consumption of products and services and the decision to make repeat visits (Kozak & Rimming ton, 2000). Academic researchers found tourist satisfaction as an antecedent to destination-loyalty (Yonn et al, 2005; Chi and Qu, 2008) as a result of which tourist satisfaction has been a priority subject to academic research in recent years (Kozak, Bigné and Andreu, 2003; Tsiotsou & Vasioti, 2006). To begin with, the expectation & disconfirmation model contributed by Oliver (1980) for consumers develops expectations about a product prior to purchasing. This model compares actual performance with those expectations. If the former is far better than the latter, this leads to positive disconfirmation. In this situation, the consumer is highly satisfied and will be more eager to buy the product once more. If the actual performance is inferior to expectations, it contributes to a negative feature in disconfirmation. Under this circumstance, the consumer is totally unsatisfied and will make attempt to purchase alternate products for the next purchase. Assessing the level of tourist satisfaction implies considering multiple dimensions that facilitate the psychological process required to evaluate experience with a particular product or service (Peter and Olson, 1996). Tourists can measure up current travel destinations with other alternative destinations or previous destinations visited by them. The difference between present and past experiences can be a standard to weigh up tourist satisfaction. Therefore, comparing current travel destinations

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with other, similar places that they may have visited can assess the satisfaction of tourists. According to Tse and Wilton (1988) model, consumer dissatisfaction is only a function of the actual performance, regardless of consumers' expectations. This model is effective when tourists do not know what they want to enjoy and experience and do not have any knowledge about their destination circumstances, and only their actual experiences are evaluated to assess tourist satisfaction. Pizam, Neeumann and Reichel (1978) observed that satisfaction of tourists depended on characteristics of tourist product offered namely gastronomy, accommodation, logistic support and cost of service. Research studies have also focused on the assessment of the tourist product offered based on the degree of satisfaction of the tourists (Kozak and Rimmington 2000, Tribe and Snaith 1998, Bramwell 1998, Weber 1997, Qu and Li 1997, Danaher and Arweiler 1996, Pizam and Milman 1993, Chon and Olsen 1991). Dunn Ross and Iso-Ahola (1991) identified 23 variables measuring customers' satisfaction which were grouped in 6 factors by using a sample of tourists who visited the State of Washington. The factors thus identified were: knowledge, escape, tour pace, social interaction, social security and practical aspects. Respectively, Lounsbury and Hoopes (1985) found that the most important factor for achieving tourists' satisfaction was relaxation and leisure. Giese and Cote (2000) emphasized the need to specify satisfaction levels on the basis of the context in which it is evaluated and identified three elements of context: (i) response to an emotional judgment; (ii) a specific aspect of the service and (iii) a specific moment in time.

Travel satisfaction is normally studied as an appraisal instrument for the evaluation of travel experiences (Bramwell, 1998 & Ross & Iso-Ahola, 1991). Tourists' positive experiences of service, products, and other resources provided by tourism destinations can create repeat visits or trips as well as positive word-of-mouth effects to potential tourists such as friends or relatives (Bramwell, 1998 & Oppermann, 2000). Goodall (1991) has categorically mentioned that holidays consist of a bunch of attributes (destination, accommodation type, travel mode, activities, etc.) that leads to maximum benefits of differential desirability to holidaymakers. While identifying the antecedents of tourist satisfaction, a great deal of analysis has been directed towards the attributes of the service offering i.e., to identify those characteristics that a tourist service needs to be successful (Tosun et al, 2007; Weaver, Weber and McCleary, 2007)

Based on the review of literatures, the researchers desired to understand the impact the tourist-service factors responsible for creating tourist satisfaction and. Finally, the researchers tried to assess the associationship between the tourist products and aggregate satisfaction of the tourists.

Formulation of hypothesis

The research problem focused on identifying the dimensions of tourist satisfaction and to assess the overall tourist satisfaction. The problem definition was further extended to explore the impact of dimensions of tourist satisfaction on overall tourist satisfaction and the relationship between tourist product and tourist satisfaction.

Accordingly it was hypothesized that:

H1: Tourist satisfaction is dependent on tourist satisfaction dimensions.

H01: Tourist satisfaction is independent of tourist satisfaction dimensions.

H2: Tourist satisfaction is dependent on tourist product.

H02: Tourist satisfaction is independent of tourist product.

Methodology

The method of collecting data was primary data based on framing questionnaires directly to the international tourists from the tourist places at Chilika, Puri, Konark, Ratnagiri, Udaygiri and at Bhubaneswar as these are the places with maximum tourist-traffic. A structured questionnaire was developed as a survey instrument to generate response from the respondents and it was finalised following a pilot study using focus group discussion technique whereby 25 respondents from assorted demographic backdrop were considered. The questionnaire was designed to generate response with regard to perception of foreign tourists visiting different tourist locales of Orissa on the various items related to tour-satisfaction. A total number of 200 questionnaires were used out of which a usable 193 responses were generated. Interviews were carried out in person between September and December 2010. Random sampling technique was used. Interviews took on average 15 minutes. In order to find out the level of satisfaction, five point Likert scale has been used to evaluate the factor wise responses to each individual statement of the respondents. The techniques used for the analysis and interpretation of the total sample tourists were analysed through the use of statistical techniques namely regression analysis and factor analysis.

Data analysis and interpretation

The items considered for obtaining tourist satisfaction are natural environment, climatic conditions, man-made environment, attitude of local people, tourism infrastructure, scope of participation in beach-sports, scope of adventure tourism, scope of hitch-hiking, scope of river-rafting/lake-boating, scope of natural park visit, transportation infrastructure and support, basic communicability as a destination, availability of tour-organisers, availability of money transaction points like ATM, money-transfer facilities etc., hotel services, presence of retails displaying local traditional products and mementos, architectural ambience, presence and ambience of specific natural phenomenon like sea, forest, hills etc., Govt. attention and security, quality of food, local delicacies, availability of restaurant and food-junctions, availability of medical infrastructure and assistance, guide service, availability of drinking water and monuments and relics. Exploratory factor analysis (EFA) was employed using principal axis factoring procedure with orthogonal rotation through VARIMAX process with an objective to understand the factor loadings/cross loadings across components. Cronbach's α was obtained to test the reliability of the data, Kaiser-Meyer-Olkin (KMO) was done for sample adequacy and Barlett's sphericity test was conducted.

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Table-1 represents the rotated component matrix following the exploratory factor analysis. The Cronbach's α value for all the measures (having loading factor values ≥.5) exceeded the minimum standard of .7 (Nunnally and Bernstein, 1994) suggesting and confirming about the reliability of the measures. The items which were loaded with a lesser value to .5 were subsequently deleted.

Table-1: Rotated Component Matrix

Factors	**Factor loadings**				
	F1	F2	F3	F4	F5
Orissa is blessed with exotic natural environment [V1]		.877			
Orissa can boast of excellent man-made environment [V2]		.791			
Orissa has conducive climatic conditions [V3]		.816			
Attitude of local people of Orissa is friendly [V4]				.768	
Availability of tourism-infrastructure is there [V5]	.798				
There is scope of participation in beach sports [V6]	.754				
There is scope of adventure tourism [V7]	.711				
There is scope of hitch-hiking [V8]	.716				
There is scope of river-rafting/lake-boating [V9]	.709				
There is scope of natural park visit [V10]	.721				
Availability of transportation infrastructure is there [V11]					.779
Availability of tour-organisers [V12]					.730
Communicability with tourist spots is good [V13]					.721
Availability of money-transaction points (namely ATM) [V14]	.802				
Assorted hotel services are available [V15]	.811				
Presence of retail outlets displaying local traditional products [V16]	.834				
Architectural ambience [V17]		.733			
Presence & ambience of natural phenomenon like sea, forest, hill etc. [V18]		.761			
Adequate state Govt. attention and security V19]				.801	
Quality and hygienic food is available [V20]			.871		
Local delicacies are available [V21]			.899		

Availability of restaurants and food-junctions [V22]			.827		
Availability of medical infrastructure & assistance [V23]	.812				
Availability of guide-services [V24]				.817	
Cronbach's α	0.926	0.913	0.939	0.909	0.898
KMO measure for sampling adequacy	0.891				
Initial eigen values	5.161	4.518	3.497	2.308	1.779
% of variance	19.211	14.421	12.261	8.091	7.612
Cumulative %	18.472	33.632	45.893	53.984	61.596

The initial 27 number of variables were reduced to 24 variables with variables having factor loading scores of <0.5 were discarded. The variables were grouped into five dimensions according to the factor loading scores and were nomenclated as services cape, tourist-product, gastronomy, responsiveness and logistics (Table-2).

Table-2: Dimension

V_1, V_2, V_3, V_{17}, V_{18}	Services cape
V_5, V_6, V_7, V_8, V_9, V_{10}, V_{14}, V_{15}, V_{16}, V_{23}	Tourist-product
V_{20}, V_{21}, V_{22}	Gastronomy
V_4, V_{19}, V_{24}	Responsiveness
V_{11}, V_{12}, V_{13}	Logistics

The tourist satisfaction score (TSS) was obtained for an individual tourist by calculating the mean of response over six (6) specific queries related to satisfaction with regard to facilities available for international tourists in Orissa, namely 'satisfaction with respect to tourism infrastructure', 'satisfaction with regard to ease of communication', 'satisfaction with regard to responsiveness, empathy and hospitality of local people and authority' 'satisfaction with regard to natural and artificial environment', 'satisfaction with regard to tourist-product' and 'satisfaction with regard to food and allied services'. The degree of satisfaction was generated over a 5 point Likert scale and the mean satisfaction score was obtained for each individual respondent. Bivariate correlation was applied to understand the correlation between level of tourist satisfaction with the dimensions of tourist satisfaction. The results of correlation analysis displayed in Table-3 revealed that tourist satisfaction shared a positive and significant relationship with tourist satisfaction dimensions namely servicescape (r=.215**, p<.001), tourist-product (r=.452**, p<.001), gastronomy (r=.306**, p<.001), responsiveness (r=.180**, p<.001) and logistics (r=.271**, p<.001) which suggested that the satisfaction dimensions are significant and contributive enough to conceptualize the satisfaction level of individual tourists.

Table-3: Bivariate correlation between tourist satisfaction and dimensions of tourist satisfaction

		TSS	Servic-escape	Tourist-product	Gastron-omy	Respon-siveness	Logis-tics
TSS	Pearson Correlation	1.000	.215**	.452**	.306**	.180**	.271**
	Sig. (2-tailed)		.000	.000	.000	.001	.000
	N	193	193	193	193	193	193
Services-cape	Pearson Correlation	.215**	1.000	.241**	-.032	.500**	.461**
	Sig. (2-tailed)	.000		.000	.467	.000	.000
	N	193	193	193	193	193	193
Tourist-product	Pearson Correlation	.425**	.241**	1.000	.088*	.195**	.190**
	Sig. (2-tailed)	.000	.000		.043	.000	.000
	N	193	193	193	193	193	193
Gastron-omy	Pearson Correlation	.306**	-.032	.088*	1.000	.162**	-.055
	Sig. (2-tailed)	.000	.467	.043		.000	.209
	N	193	193	193	193	193	193
Respon-siveness	Pearson Correlation	.180**	.500**	.195**	.162**	1.000	.353**
	Sig. (2-tailed)	.001	.000	.000	.000		.000
	N	193	193	193	193	193	193
Logistics	Pearson Correlation	.279**	.461**	.190**	-.055	.353**	1.000
	Sig. (2-tailed)	.000	.000	.000	.209	.000	
	N	193	193	193	193	193	193

**Correlation is significant at 0.01 level (2-tailed), *Correlation is significant at 0.05 level (2-tailed).

Multiple regression analysis was conducted to assess the strength of associationship between the satisfaction dimensions and tourist satisfaction and determine the predictability capability of satisfaction dimensions (independent variables) to predict tourist satisfaction. The model summary (Table-4) revealed that the R2 and adjusted R2 values are .976 and .975 respectively which indicate that the dimensions of tourist satisfaction (independent variables) namely services cape, tourist-product, gastronomy, responsiveness and logistics 97.60% of the variation in tourist-satisfaction (dependent variable) which is considered to be significant enough for predictability of the model.

Table-4: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.988a	.976	.975	.04499

a. Predictors: (constant) Services cape, Tourist-product, Gastronomy, Responsiveness and Logistics

b. Dependent variable: Tourist satisfaction

The results of ANOVA (Table-5) established that the variation showed by the service quality was significant at 1% level (f=4462.917, p<.001).

Table-5: ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.205	6	9.034	4462.917	.000a
	Residual	1.360	672	.002		
	Total	55.566	678			

a. Predictors: (constant) Services cape, Tourist-product, Gastronomy, Responsiveness and Logistics

b. Dependent variable: Tourist satisfaction

To determine the degree of multi-collinearity, the variance inflation factor (VIF) was computed for each independent variable in regression equation. The results (Table-6) suggest as the 'tolerance' value is over 0.200 for each of the independent variable suggesting absence of correlation. The VIF values also did not reveal a considerably high value to 1 confirming non-collinearity as VIF values considerably greater than 1 are indicative of multi-collinearity (Neter et al, 1996) and greater than 2.5 are cause of concern (Allison, 1999) (VIF=1/tolerance). The standardised regression coefficient results (Table-6) showed that the tourist satisfaction score (t=6.387, p<.001), have

statistical significance and is positively correlated to services cape (β=.314, t=48.488, p<.001), tourist-product ((β=.356, t=24.161, p<.001), gastronomy (β=.324, t=26.075, p<.001), responsiveness (β=.387, t=27.056, p<.001) and logistics (β=.290, t=39.425, p<.001) thereby confirming the predictive capability of the core dimensions of the automated service quality towards prediction of perceived automated service quality. On the basis of the results of correlation and regression analysis the hypothesis H1 has been accepted.

Table-6: Regression coefficients and Collinearity statistics

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.198	.031		6.387	.000		
	Servicescape	.203	.004	.314	48.488	.000	.870	1.150
	Tourist-product	.144	.006	.356	24.161	.000	.967	1.035
	Gastronomy	.171	.007	.324	26.075	.000	.924	1.082
	Responsiveness	.144	.005	.387	27.056	.000	.878	1.136
	Logistics	.156	.017	.290	39.425	.000	.673	1.485

Bivariate correlation was also conducted to understand the relationship between variables of tourist product namely availability of tourism infrastructure (ATI), scope of participation in beach sports (SPB), scope of adventure tourism (SAT), scope of hitch-hiking (SHH), scope of river-rafting/lake-boating (SRR), scope of natural park visit (SNP), availability of monetary-transaction points (AMT), availability of assorted hotel services (AHS), presence of retail outlets displaying local traditional products (PRO) and availability of medical infrastructure and assistance (AMI) with the level of tourist satisfaction (TSS). The results (Table-7) revealed that tourist satisfaction shared significant and positive relationship with availability of tourism infrastructure (ATI) (r=.533**, p<.001), scope of participation in beach sports (SPB) (r=.486**, p<.001), scope of adventure tourism (SAT) (r=.565**, p<.001), scope of river-rafting/lake-boating (SRR) (r=.871**, p<.001), scope of natural park visit (SNP) (r=.213**, p<.001), availability of monetary-transaction points (AMT) (r=.109*, p<.005), availability of assorted hotel services (AHS) (r=.431**, p<.001), presence of retail outlets displaying local traditional products (PRO) (r=.301**, p<.001) and with availability of medical infrastructure and assistance (AMI) (r=.132*, p<.005).

Table-7: Bivariate correlation between tourist satisfaction and tourist product items

		TSS	ATI	SPB	SAT	SHH	SRR	SNP	AMT	AHS	PRO	AMI
TSS	Pearson Correlation	1.000	.533**	.486**	.565**	.097	.871**	.213**	.109*	.431**	.301**	.132*
	Sig. (2-tailed)		.000	.000	.000	.241	.000	.000	.004	.000	.000	.002
	N	193	193	193	193	193	193	193	193	193	193	193
ATI	Pearson Correlation	.533**	1.000	.156**	.326**	.047	.280**	-.060	.221**	.289**	.162**	.211**
	Sig. (2-tailed)	.000		.000	.000	.223	.000	.115	.000	.000	.000	.000
	N	193	193	193	193	193	193	193	193	193	193	193
SPB	Pearson Correlation	.486**	.156**	1.000	.044	-.069	.582**	-.093*	.112**	.101**	.232**	.116**
	Sig. (2-tailed)	.000	.000		.251	.071	.000	.016	.003	.004	.000	.002
	N	193	193	193	193	193	193	193	193	193	193	193
SAT	Pearson Correlation	.565**	.326**	.044	1.000	.041	.528**	-.009	.032	.316**	.189**	.171**
	Sig. (2-tailed)	.000	.000	.251		.290	.000	.811	.121	.000	.000	.000
	N	193	193	193	193	193	193	193	193	193	193	193
SHH	Pearson Correlation	.097	.047	-.069	.041	1.000	.558**	-.025	.122**	.101*	.216**	.025
	Sig. (2-tailed)	.241	.223	.071	.290		.000	.509	.000	.004	.000	.136
	N	193	193	193	193	193	193	193	193	193	193	193
SRR	Pearson Correlation	.871**	.280**	.582**	.528**	.558**	1.000	-.067	.261**	.139**	.391**	.285**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.082	.000	.000	.000	.000
	N	193	193	193	193	193	193	193	193	193	193	193
SNP	Pearson Correlation	.240**	-.060	-.093*	-.009	-.025	-.067	1.000	-.012	.316**	.092	.109*
	Sig. (2-tailed)	.000	.115	.016	.811	.509	.082		.286	.000	.062	.004
	N	193	193	193	193	193	193	193	193	193	193	193
AMT	Pearson Correlation	.109*	.221**	.112*	.032	.122**	.261**	-.012	1.000	.121*	.191**	.461**
	Sig. (2-tailed)	.004	.000	.003	.121	.000	.000	.286		.001	.000	.000
	N	193	193	193	193	193	193	193	193	193	193	193
AHS	Pearson Correlation	.431**	.289**	.101*	.316**	.101*	.139**	.316**	.121**	1.000	.421**	.137**
	Sig. (2-tailed)	.000	.000	.004	.000	.004	.000	.000	.000		.000	.000
	N	193	193	193	193	193	193	193	193	193	193	193
PRO	Pearson Correlation	.301**	.162**	.232**	.189**	.216**	.391**	.092	.191**	.421**	1.000	.137**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.062	.000	.000		.000
	N	193	193	193	193	193	193	193	193	193	193	193
AMI	Pearson Correlation	.132*	.211**	.116*	.171**	.025	.285**	.109*	.461**	.137**	.218**	1.000
	Sig. (2-tailed)	.002	.000	.002	.000	.136	.000	.004	.000	.000	.000	
	N	193	193	193	193	193	193	193	193	193	193	193

To further evaluate the strength of associationship and the predictability of perception of tourist-product to predict tourist satisfaction, simple regression analysis was deployed. The tourist-product perception of the respondents were obtained by calculating the mean of response over a 5 point Likert scale along the variables denoting tourist product in Table-3. The model summary (Table-8) revealed that the R2 and adjusted R2 values are .861 and .859 respectively which indicate that the items of tourist product (independent variables) measures 86.10% of the variation in tourist satisfaction (dependent variable) which is considered to be significant enough for predictability of the model.

Table-8: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928a	.861	.859	.22762

a. Predictors: (constant) tourist-product

b. Dependent variable: Tourist satisfaction (TSS)

The results of ANOVA (Table-9) established that the variation showed by the perceived automated service quality was significant at 1% level (f=537.142, p<.001).

Table-9: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	166.984	6	27.831	537.142	.000a
	Residual	26.994	521	.052		

The standardised regression coefficient results (Table-10) confirmed that tourist product have statistical significance and is positively correlated to tourist satisfaction (β=.059, t=2.911, p=.000). The results confirmed the predictive capability of tourist product towards prediction of aggregate tourist satisfaction. Based on the analysis H2 has been accepted.

Table-10: Regression coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.		
	B	Std. Error	Beta			
1	(Constant)	.953	.203		4.692	.000
	Tourist-product	.091	.031	.913	45.409	.000

a. Dependent variable: tourist satisfaction, b. Dependent variable: Tourist satisfaction (TSS)

Conclusion

Orissa is a kaleidoscope of past splendors and present glory. It is a fascinating State with majestic monuments, beautiful beaches, luxuriant forests, captivating wildlife, exquisite handicrafts, traditional tribes, enchanting classical and folk dances and music and above all a hospitable and peace loving people. In other words, Orissa has rich tourism potential to attract a large number of tourists, both foreign and domestic. To ensure optimum success in the international tourism marketplace, tourist destinations in Orissa must develop and maintain tourism resources to maximize the level of satisfactions of visitors. The findings of the study suggested that the major dimensions of tourist satisfaction were servicescape, tourist-product, gastronomy, responsiveness and logistics. The overall tourist satisfaction was found to be positively influenced by the dimensions of tourist satisfaction confirming its dimensionality. The tourist-product which was a conglomerated variable including ten specific items of tourist-satisfaction dimension, confirmed a strong and positive association with overall tourist satisfaction. It further proved to be a good predictor of tourist satisfaction. The study will definitely allow the tourist service providers to strategize their offers. Long-term tourist satisfaction leading to destination loyalty and patronization of destination can be evaluated with the help of satisfaction-dimension framework.

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