

AN EMPIRICAL STUDY OF TOURISTS' SATISFACTION IN THE INTERNATIONAL PUSHKAR FAIR

Shiv Prasad*, Vinita Bhatia**

Abstract Indian tourism industry is at the boom and foreign tourists are finding Indian culture very fascinating. A number of cultural and religious events like fairs and festivals are celebrated in India which attracts a large number of foreign tourists. Therefore, in order to assist tourism agency it is important to measure tourists' satisfaction from such events. The present study measures tourists' satisfaction with an event and their intention to revisit or recommend to others. International Pushkar fair 2013 was taken as case study for this paper. The satisfaction derived from the various competitions which were organised for them were also analysed. A structured questionnaire was used to seek responses from the tourists after the completion of the fair when they were about to leave for their original destinations. The results indicate that the tourists were very satisfied with their stay in Pushkar and they enjoyed all the competitions which were organised for them. They have an intention to revisit or recommend Pushkar fair to others. In the present paper the researcher has put forth the results of the fair in detail.

Keywords: Tourists, Fair, Satisfaction, Destination, Pushkar

INTRODUCTION

The growing success of tourism industry lies in its natural and created resources which draw tourists towards them. A country's assets comprises of national parks, wildlife parks, ancient monuments, museums, cultural and heritage sites, art galleries, amusement parks, sport facilities, transport facilities, casinos, shopping mall and so on. In addition to this there are many short-term attractions such as events, fairs & festivals. Among the fastest growing segments of tourism in the world are the festivals and events. Festivals and events have become an important part of the tourism industry and are a type of cultural events & travel attractions with unique features. (Goeldner & Ritchie, 2006). According to Buhalis (2000) and Bhatia (1986) events like trade fairs, exhibitions, arts and music festivals, games, etc. are fundamental attractions and one of the most important component of tourism destination.

According to Chang (2006) festivals are increasingly being used as instruments for promoting tourism and boosting the

regional economy. They serve as an influential medium to attract tourist during off-season and build an image of an area (Goeldner & Ritchie, 2006). According to Ray and Das (2011) fair, festivals, art, exhibition and music is the area of culture which can draw a large number of tourists.

A number of research studies (Liang-fan, 2005; Lee *et al.*, 2008; Tsung-Liang, 2010; Hsing-Jung *et al.*, 2011; Mane, 2012; Patwal & Agarwal, 2013) have been conducted on events like fairs and festivals. According to Liang-fan (2005) and Tsung-Liang (2010) a significant relationship is there between visitors' satisfaction and loyalty. However Hsing-Jung *et al.*, (2011) suggested visitor involvement is an important contributing factor of visitor loyalty. Moreover, the study proposes that indirect relationship is there between visitor involvement and visitor satisfaction. Patwal and Agarwal (2013) stated that providing basic facility to the pilgrims is the most important factor influencing satisfaction.

According to Dhariwal (2005) India is known for its rich traditions, life styles, cultural heritage and colourful fairs and festivals. According to Raina and Agarwal (2004) India

* Associate Professor, Department of Management Studies, MDS University, Ajmer, Rajasthan, India.
E-mail: shivprasadfms@gmail.com

** Research Scholar, Department of Management Studies, MDS University, Ajmer, Rajasthan, India.
E-mail: vinitabhatia06@gmail.com

has a vast tourist attractions being rich in fairs and festivals. He also pointed out that Rajasthan along with Kerala and Goa has the capacity to attract around thirty percent of international tourism. In addition to the festivals celebrated by the Hindu, Muslim and others, there are also traditional fairs in Rajasthan like animal fairs, religious fairs and fairs to mark the changing season. According to Raina and Jain (2004) fairs and festivals is one of the main tourism products of India vis-à-vis Rajasthan. Rajasthan because of its rich historical, cultural and environmental heritage coupled with various fairs and festivals has become a favourite destination for tourist all over the world (Yadav *et al.*, 2011). According to the Department of Rajasthan Tourism some of the fairs like Pushkar fair, desert festival, elephant festival and camel festival have attained international repute and they are not to be missed.

A satisfied tourist spread positive words about a destination and is willing to recommend the destination to others or has an intention to return. Lee *et al.*, (2008) in their research opined that visitor satisfaction and loyalty has an impact on intention to revisit or recommend to others. A tourist is affected by a bundle of destination attributes and his dissatisfaction from any one of the attribute will have a spill over effect on other attributes of a destination and will eventually lead to decrease in overall satisfaction from a tourism destination. It is important to study the satisfaction derived from various attributes and find out which attributes are critical and important in influencing a tourist perception. The international tourists are affected by the destinations competitiveness or tourist's product such as attractions, services and infrastructure and they choose those destinations which provide them with highest level of satisfaction (Taneja, 2006). The present paper explores the level of tourists' satisfaction with various events, attractions

and services in the Pushkar fair 2013.

According to Pritwani & Sharma (2011) around 77% of international tourist came to Pushkar for leisure. Pushkar being international tourist attractions besides its religious significance is worshipped by all religion people; attract a large number of domestic and international tourists (Joshi, 2011). According to Sharma & Mishra (2009) Pushkar is the main place of tourist to explore religion and history. Major tourist population of Pushkar and Jaipur consists of middle income group not the premium rich class and due to this there propensity to spend on the quality of services is less.

The rapid expansion of tourism in Ajmer and Pushkar over the last 10 years can be seen from a distance via Table 1. The table illustrates tourist trends over the past 10 years and tourists arrival in Ajmer, Pushkar and Pushkar Fair has been segregated in two i.e. Indian and foreign. We can see that number of tourists visiting Ajmer and Pushkar has increased over the past many years. Comparing the previous year in 2013 Indian tourist arrival in Ajmer and Pushkar is more as against to foreign tourist arrival, nevertheless 21% increase in foreign tourist arrival is witnessed in Pushkar fair 2013.

STUDY REGION

Pushkar is a town in the Ajmer district in the Indian state of Rajasthan. Pushkar is located at 26.5°N 74.55°E and has an average elevation of 510 meters (1673 feet). It is situated northwest of Ajmer and is one of the five sacred dhams (pilgrimage site) for devout Hindus. It is often called "Tirth Raj" - the king of pilgrimage sites. In recent years it has become a popular destination for foreign tourists. It is surrounded by hills on three sides and sand dunes on the fourth. Pushkar lies on the Shore of Pushkar

Table: 1 Statistical Data of Tourist Arrival in Ajmer, Pushkar and Pushkar Fair

Year	Ajmer		Pushkar		Pushkar Fair	
	Indian	Foreign	Indian	Foreign	Indian	Foreign
2004	11,25,410	1,315	10,65,703	43,980	-	-
2005	15,40,100	3,665	15,87,300	61,307	4,00,000	8,000
2006	17,01,000	16,494	17,62,700	73,573	4,00,000	5,712
2007	19,85,600	17,452	17,68,240	76,959	3,75,000	7,385
2008	20,67,475	25,796	18,20,090	86,030	3,75,000	6,450
2009	19,77,605	22,517	17,45,040	75,155	3,80,000	4,691
2010	25,85,110	25,731	19,65,382	79,682	3,50,000	5,879
2011	27,26,585	30,767	20,32,020	69,891	3,65,000	6,300
2012	37,53,260	30,750	23,23,050	70,766	3,25,000	7,500
2013	42,41,880	27,016	26,59,720	62,353	4,50,000	9,100

Source: Rajasthan Tourism tourists Reception Centre, RTDC, Ajmer

Lake. It has five principal temples, many smaller temples and 52 ghats where pilgrims descend to the lake to bathe in the sacred waters. Pushkar is chiefly remarkable for the 14th century temple dedicated to Brahma, where a yearly fair is held in October/November. Pushkar culture is best seen and experienced during the time of the Pushkar fair. The people, the sadhus, the shops, the food, the whole ambiance becomes an epitome of Pushkar culture. According to Sharma & Mishra (2009) maximum revenue is generated during the time of Pushkar mela (kartik purnima).

Pushkar Fair 2013: The prominent Pushkar fair was started on 13th Nov. 2013 which ended on 17th Nov. 2013. It was a religious fair and tourists from all over the world participated in big number. According to the Rajasthan Tourism Development Corporation 9,100 foreign and 4,50,000 Indian tourists participated in the fair. Priests along with one lakh followers took a ritualistic dip in the Pushkar lake. Special preparations were made at the Pushkar ghat, temples, mela ground and the market area for facilitating cattle keeper, worshippers and Indian & foreign tourists. Cattle keepers and animals were seen in large numbers and their trade was carried out in lakhs of rupees. As per the veterinary department more than 22,000 cattle came to attend the fair. Like the last year, Indian and foreign tourists were able to see the magnificence of the fair by taking a flight in helicopter. 5 people were allowed to sit in a helicopter which took a round for 10 minutes and rupees 3,500 was per person charge.

Cultural programme, gorband programme, camel dance and horse dance, longest moustache competition, camel race and horse race were organised at the mela ground which appealed the foreign tourists. Various types of performances were also given by the artists who came from different districts of Rajasthan. At the old rangji temple, temple dance festival was organised which fascinated the tourists. A variety of competitions were held for the tourists like Bridal competition, turban tying & tilak competition, satolia match, langri tang competition, matka race, matka phod who showed their talent and had a great fun. Tourists also participated in khusti, kabbaddi, kho-kho, musical chair and tug of war.

Research Objective

The primary objective of the research is to take an insight of the level of tourists' satisfaction from the Pushkar fair 2013

The secondary objectives are:

- To analyse the satisfaction derived from the various competitions/activities and the destination attributes
- To find whether the tourists are willing to return in future or recommend the Pushkar fair.

Review of Literature

MacKay and Crompton (1990) define satisfaction as the "psychological outcome which emerges from experiencing the service". According to Anton (1996) consumer satisfaction is a state of mind in which the customer's needs, wants and expectation throughout their experience are met. Spreng, MacKenzie and Olshavsky (1996) suggest that the extent to which a product or service fulfils a person's desires determines the feelings of satisfaction and measures the level of satisfaction. According to Oliver (1997) satisfaction may be defined as "a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment". Tourism satisfaction is the psychological state of tourists after their visit to a destination (Baker and Crompton, 2000).

Cho (1998) measured the satisfaction of Korean tourists' in terms of overall satisfaction of experience, intention to recommend to others and return to Australia. According to Kozak & Rimmington (2000) there is no doubt that if tourists are satisfied with their holiday experience then it is expected that they will be more likely to continue to return to a destination or recommend it to others. Yuksel (2001) conducted a research to provide destination managers and marketers with an analytic insight into how repeat & first-time visitors develop their satisfaction and return intention judgments. According to the same author visitors commonly regard quality of food, quality of accommodation, hospitality and safety as a reason to come back. According to Bigne *et al.* (2005) satisfied tourists communicate their good experience to others (word of mouth) and tend to purchase the product repeatedly (intention to return). Fuchs & Reichel (2006) stated that if a tourist is attracted by a destination then his perception of a destination will be high and in future he will be interested in visiting. According to Joaquin and Cladera (2009) satisfaction has a positive effect on intention to return. Similar study was conducted by Joaquin & Jaume (2010) to examine the impact of satisfaction and dissatisfaction on both the tourists' overall satisfaction and their intention to return to a destination.

Tsung-Liang (2010) conducted a research on Taipei international travel fair to understand the impacts of visitor background variables, attraction, participation experience, and satisfaction on tourist loyalty. The findings indicate that a significant relationship between background variables and visitor loyalty was not found. However, attraction, experience, and satisfaction significantly predicted visitor loyalty. In other words, when visitors are satisfied with overall experience, they are more likely to recommend products and services to others. Findings of this present study were consistent with previous research (Yoon & Uysal, 2005; Goeldner & Ritchie, 2006; Hui *et al.*, 2007; Hsu, 2009). Lee *et al.*, (2008) also pointed out that visitor

satisfaction is a key to build a long-term relationship with customers and to repeat patronage.

Liang-fan (2005) conducted a research on Chiayi international band festival to study the relationship among attraction, satisfaction & loyalty and visitors' willingness to pay. The results indicate that attraction has significant effect both on satisfaction and loyalty; satisfaction has significant effect on loyalty. Hsing-Jung *et al.*, (2011) in their study attempts to examine the relationships between festival goers' involvement, visitor satisfaction, place attachment, and visitor loyalty. The results indicate that visitor involvement is a strong contributing factor of visitor loyalty. Furthermore, the study proposes that the casual relationship between visitor involvement and visitor satisfaction is indirect.

Mane (2012) conducted a research to assess the satisfaction of pilgrims who attended the fair of Pal Khandoba. The results indicate that ultimate satisfaction index of pilgrims of Pal Khandoba is 5.72 out of 10 points, which is satisfactory. The pilgrims faced some problems like transport facility in fair time, accommodation facility in fair time, not sufficient entertainment facilities, scarcity of Pure drinking water, vehicle parking, good restaurants, public toilet, unclean environment, pollution, sanitation etc. Similar research was conducted by Patwal & Agarwal (2013) to understand the need for pilgrimage satisfaction of a religious event, Mahakumb Allahabad 2013. Results indicate four factors like basic facilities, support facilities, Enhancers and concerns influence pilgrimage satisfaction.

Meng *et al.*, (2008) highlights that the tourists' satisfaction can be measured by attributes like importance, performance and motivation and they together lay influence on the degree of overall satisfaction derived from a tourism destination. They also pointed out that among the attributes, performance on quality and friendly service has greater impact than any other attribute on tourists' mental perception of their journey experience. Factors which influence tourist satisfaction are beach opportunities, hospitality, cost, eating & drinking facilities, accommodation facilities, environment, and extent of commercialization (Pizam *et al.*, 1978). Pizam *et al.* (1979) reported that it is important to measure tourists' satisfaction of many destination attributes because if a tourist is dissatisfied with any one of the attributes then it leads to the dissatisfaction from the whole tourism destination.

Research Methodology

Front desk employees of 14 hotels in Pushkar (selected by convenience method) distributed the questionnaires to the national and international tourists either at check-out or on the last day of the Pushkar fair. Best hotels were selected to approach the tourists. A total of 350 questionnaires were distributed to 14 hotel properties selected for the study

(25 each). Respondents selected were both national and international tourists who came in the one week Pushkar fair. Purpose of the study, procedure of data collection and the contents of the questionnaire were explained to the owners, managers and staff of the hotel. The researcher addressed all the queries of the hotel staff and left a contact number in case for any clarification needed in future. They were told that questionnaires would be collected within a week later regardless of the number completed, although most of the questionnaires were filled just after the fair as tourists left for their original destinations. Of the 350 questionnaires distributed, 213 were completed representing 60.85% response rate. Due to missing values and the like, the sample was further reduced to 187 respondents.

Instrument Design

The questionnaire was developed after analysing the various researches (Medlik, 1993; Raina & Agarwal, 2004; Buhalis, 2000; Taneja, 2006) on tourism destination. In most of the studies it was discovered that accommodation & catering, transport and amenities are the main factors which affect tourist satisfaction and future behavioural intention therefore were included in the questionnaire. The programme schedule of the Pushkar fair 2013 was available on internet and the questions pertaining to the various competitions and activities were included in the questionnaire. In order to check the validity of the research instrument it was discussed with four experts in the hospitality field. After meeting their suggestions a final questionnaire was developed which included three main sections. The first part of the questionnaire was designed to obtain the demographic (origin, age, gender, marital status, income, education, occupation) and travel related information (Companion and travel group) of the respondents. The second part consisted of the list of 26 competitions/activities which were organised in the fair and each tourist was asked to indicate their level of satisfaction derived from various competitions/activities. The last section was designed to measure the satisfaction derived from 22 destination attributes. A five-point labelled Likert-type scale was used and the respondents were required to give rating between 1= very dissatisfied and 5= very satisfied for each of the competition/activities and destination attributes. The respondents were presented with adequate explanation on what the questionnaire was trying to measure and how they should answer it.

Results

Table 2 illustrates the demographic characteristics of the respondents. The survey included the items enquiring about the gender, age and place of destination, marital status, education, occupation and Income. 21.4% tourists were

Indian and 78.6% were foreigners. Among them 51.9% tourists were single and 48.1% tourists were married. It is revealed that only 1.1% of the tourists were under the age of 20, 75.3% of the tourists belong to the age group of 20-40 followed by 15.0% and 8.6% who belong to the age group of 40-60 and more than 60, respectively. 55.6% of the tourists were male and 44.4% of the tourists were female. 59.4% tourists were employed, 13.9% were students, 12.8% were unemployed, 5.3% were housewives and 8.6% were retired. The information about their education reveals that 41.1% tourists were graduates, 36.4% were post graduates and 22.5% were undergraduates. Almost 60% of the tourists were between the household monthly income of USD 600-USD 1600, 17% were between 1600-USD 2600, 13 % were under USD 600 and 10% were above USD 2600.

Table 2: Profile of Respondents

Variable	Percentage
Place of origin	
Indian	21.4
Foreign	78.6
Gender	
Male	55.6
Female	44.4
Marital Status	
Single	51.9
Married	48.1
Age	
Under 20 years	1.1
20 –40 years	75.3
40 – 60 years	15.0
60 years and older	8.6
Education	
Under graduate	22.5
Graduate	41.1
Post Graduate	36.4
Occupation	
Employed	59.4
Student	13.9
Housewife	5.3
Unemployed	12.8
Retired	8.6
Monthly income	
Under INR 32,370 (Under USD 600)	12.8
INR 32,370 – INR 86,320 (USD 600-USD 1600)	59.4
INR 86,320 - INR 1,40,270 (USD 1600-USD 2600)	17.1
Above INR 1,40,270 (Above USD 2600)	10.7

About the travel related information the tourists were enquired about their companion and the number of accompanying persons (Table 3). The information about their companion reveals that the majority of the tourists (54%) have visited Pushkar fair with their friends followed by 22.7% who came with their spouse, 17.6% came with their family/relatives and only 5.7% came alone. Further analysis of their travel group shows that majority of the tourist (51.9%) have come to visit Pushkar with 3-4 people followed by 44.9% who have come with a group of 1-2 and only 3.2% came with a group of more than 5.

Table 3: Travel Related Information

Variable	Percentage
Companion	
Spouse	22.7
Family/Relatives	17.6
Friends	54.0
Alone	5.7
Travel group	
1 to 2 people	44.9
3 to 4 people	51.9
5and more	3.2

Various competitions/activities were organised for the tourists during the fair and it was found that both national and international tourists were very much satisfied by the different types of competitions/activities. All of the competitions have a mean score of more than 3. Table 4 lists the names of different competitions/activities which were organised in the fair and their mean score. The researcher has arranged it in descending order for better understanding.

Table 4: Respondents Choices of the Different Competitions/Activities in Pushkar Fair

S. No.	Variable	Mean
	Folk Dance	4.63
	Music	4.58
	Cultural programs	4.45
	Turban Tying and Tilak Competition	4.42
	Longest Moustache	4.35
	Indian Bridal Competition	4.28
	Camel race	4.26
	Camel Dance	4.18
	Camel safari	4.16
	Mandana Competition	4.09
	Wrestling Competition	4.07
	Tug of War	4.01
	Matka Phod Competition	3.99
	Camel Decoration (Gorband)	3.97

	Body tatoos	3.96
	Matka Race	3.95
	Milk Stipping Competition	3.94
	Kabbadi Match	3.93
	Musical Chair Competition	3.84
	Langari Tang Competition	3.78
	Camel Parade	3.64
	Hot Air Ballooning	3.62
	Satolia Match	3.59
	Jalebi Race	3.58
	Gir & Cross Breed Cattle Competition	3.50
	Gir and Cross Breed Competition	3.28

The exploratory factor analysis (EFA) was conducted with the satisfaction derived from 22 destination attributes. All of the destination attributes were subjected to principal factor analyses with varimax rotations to reduce potential multicollinearity among the items and identify the underlying dimensions.

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.762
Bartlett's Test of Sphericity	Approx. Chi-Square	3337.941
	df	231
	Sig.	.000

The Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was 0.762. Since the KMO value was above 0.7, the variables were interrelated and they shared common factors. The result of Bartlett's test of sphericity is 3337.941 and is statistically significant (Sig. = 0.000). This test shows that the data matrix had significant correlation and use of factor analysis was considered appropriate (Table 5).

A factor analysis was used to derive the dimensions of the tourist's satisfaction on 22 destination attributes. A principal component analysis with varimax rotation was employed which resulted in six factors. All factors were independently structured and most variables loaded heavily on one factor and this reflected that there was minimal overlap among

Table 6: Results of Factor Analysis

Destination Attributes	Factor Loadings	Eigenvalue	Variance explained	Cronbach's Alpha
Food & Accommodation		6.329	28.770	.895
Quality of accommodation	.901			
Value for money of accommodation	.585			
Quality of food in restaurant	.914			
Variety of food in restaurant	.620			
Value for money of food	.843			
Security		2.791	12.686	.797
Personal Safety	.507			
Availability of medical facilities	.767			
Freedom from theft	.800			
Sightseeing		2.367	10.760	.725
Cultural and Religious places	.778			
Pleasant weather and good climate	.794			
Natural Beauty	.545			
Cleanliness	.560			
Communication		1.477	6.712	.766
Friendliness of the residents towards tourists	.631			
Tourist guidance	.793			
Ease of communication between tourist & residents	.880			
Public services		1.283	5.830	
Availability of means of transport within the area	.658			.614
Quality of public utility services	.774			

Table 7: Multiple Regression ResultsR-0.89, R²- 0.78, Adj R2 – 0.77, SEE -0.56

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	1.34	0.18		6.20	0.00
	Factor1	0.14	0.02	0.49	14.4	0.00
	Factor2	0.14	0.02	0.29	12.6	0.00
	Factor3	0.15	0.04	0.26	11.4	0.00
	Factor4	0.19	0.05	0.28	12.8	0.00
	Factor5	0.22	0.07	0.21	10.6	0.00

a. Dependent Variable: satisfaction

factors. It was decided to drop two items which had factor loadings of less than 0.50. The communality of each variable was above 0.6 which indicates that the variance of the original values was captured fairly by factors. Reliability analysis (Cronbach's Alpha) was performed to test the reliability and internal consistency of each factor. The reliability coefficient for the two-item Factor 4 being too low, it was decided to drop Factor 4 and its constituent items. The Alpha coefficient of the remaining five factors ranged from 0.614 to 0.895, well above the minimum value of 0.50 and was considered an acceptable level for basic research (Nunnally, 1978). As a next step, content validity of the items belonging to each factor was carefully studied. It was found that the content of one of the items in Factor 5 did not gel with that of the remaining items. Therefore, it was decided to drop one item from Factor 5. As a result of this decision, the reliability coefficient for the remaining items was very slightly reduced from 0.774 to 0.766. We were left with five factors composed of 17 items and explained more than 64.758% of the variance in the data. The five factors were named 'Food & Accommodation-Factor 1'; 'Security-Factor 2'; 'Sightseeing-Factor 3'; 'Communication-Factor 4'; 'Public Services-Factor 5'. Table 6 illustrates the final rotated factors and the destination attributes of each factor as well as the statistical data related to it.

Multiple regression analysis was employed to investigate whether the independent variable (five factors) exerted

significant impact on the dependent variable (satisfaction from destination attributes). The mean item scores of each factor were summed to form a simple summated factor score. Table 7 shows the results of regression analysis. The R² of the model stood at 0.78 which indicates that about 78% of the variance in the satisfaction could be explained by the five factors collectively. The results indicate a good fit. The objective of using multiple regression was to identify the comparative importance of each factor on tourists' satisfaction through beta coefficients. Among the five factors, Food and Accommodation has higher beta values followed by security, communication, sightseeing and public services. This implies that tourists visiting the fair would be highly satisfied if food and accommodation facility is provided well. This finding is consistent with that of Yuksel (2001).

The researcher tried to find the impact of tourist's satisfaction from the Pushkar fair on willingness to revisit or recommend to others. The overall tourist satisfaction was calculated by summing the satisfaction derived from various competitions/activities and the satisfaction derived from destination attributes. A significant correlation was found between overall tourist satisfaction in the fair and tourist's willingness to revisit or recommend the fair to others. The correlation coefficient is 0.786 at 0.01 significance level (See table 8). The study reveals that if the tourists are satisfied with the Pushkar fair then they may return in future or will recommend to others. This finding is consistent with that

Table 8: Correlation

		Overall tourist satisfaction	intention to revisit or recommend
Overall tourist satisfaction	Pearson Correlation	1	.786(**)
	Sig. (2-tailed)		.000
	N	187	187

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

of Cho, 1998; Kozak & Rimmington, 2000; Yuksel, 2001; Bigne *et al.*, 2005; Liang-fan, 2005; Yoon & Uysal, 2005; Goeldner & Ritchie, 2006; Hui *et al.*, 2007; Lee *et al.*, 2008; Hsu, 2009; Joaquin & Cladera, 2009; Joaquin & Jaume, 2010; Tsung-Liang, 2010 which implies that satisfaction is directly related with loyalty.

CONCLUSION

The study was carried out in well known hotels of Pushkar. The sample consisted of 187 national and international tourists who completed a structured questionnaire which contained 22 destination attributes, a list of 26 competitions/activities and 9 questions regarding the demographic characteristics and travel behaviour of the tourists. Each satisfaction attribute was measured on five-point Likert scale. Mean of all the competitions/activities was calculated. Folk dance has the highest mean score followed by music, cultural program, turban & tilak tying competition, longest moustache, Indian bridal competition and camel race. The exploratory factor analysis (EFA) was carried out with the satisfaction derived from 22 destination attributes. A total of 17 items under five factors were retained and named as 'Food & Accommodation-Factor 1'; 'Security-Factor 2'; 'Sightseeing-Factor 3'; 'Communication-Factor 4'; Public Services-Factor 5'. The total satisfaction from destination attributes was regressed on the factors to identify whether the independent variable (five factors) exerted significant impact on the dependent variable (satisfaction). Among the five factors, Food & Accommodation has higher impact followed by security, communication, sightseeing and public services. A significant correlation was found between the tourists' satisfaction and their intention to revisit or recommend to others.

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