

The Role of Service Quality Variables in Tourism Industry

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Abstract *It is study that tourism is one of the emerging industries in developed as well as developing countries. In tourism, services are playing a vital role for enhancement of domestic and foreign tourists by the companies. In this rivalry competition firms are facing severe problems. So, new firms and existed firms are ultimately depends on service. Whoever service providing with better than their competitors customers are taking service from them. So service is major element for attracting tourism customer, Service quality in tourism comprises 10 dimensions, namely core-tourism experience, information, hospitality, fairness of price, hygiene, amenities, value for money, logistics, food and security. In this paper our objective is to identify the variables of service quality in tourism industry. And also identify the major amenities are required for tourists.*

Keywords: *Service Quality, Tourism Industry, India Tourism*

INTRODUCTION

In India Tourism is the largest service industry with a contribution of 6.23% to the country's GDP and 8.78% of the total employment of the nation. India witnesses about more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. Indian Tourism Industry generated about US\$100 billion in 2008 which is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Campaign of "Incredible India" is developed by the Ministry of Tourism as nodal agency for the promotion of tourism in India.

The Ministry of Tourism plays a crucial role in formulating national policies and programmes as well as coordinating and supplementing the efforts of the State/Union Territory Governments and private sector in improving the quality of tourism Industry. As regards the domestic market, the Ministry aims to popularize the culture and natural beauty of different regions, pilgrim sites and various new tourism products.

Today increased tourism in India has created jobs in many sectors. The numbers say the story: that almost 20 million people are now working in the India's tourism industry. Government of India has also made a significant impact in tourism by requiring each state one administration should

be related to tourism. A new wave in this sector is medical tourism which is currently growing at around 30% per annum & expected to reach one million soon.

OBJECTIVES

1. To identify the variables of service quality in tourism industry.
2. To identify the major amenities are required for tourists.

Research Methodology

The present study is depending on secondary data. The secondary data was collected from Minister of tourism and also search tourism service journals and edited books and websites.

Variables of Service Quality in Tourism

Now a day's all organizations in tourism industry is plan to serve customer, whether a visiting international tourist or domestic tourist. Always consumer expects high quality service whoever provide, they ignore remaining. In order to attract and retain the customer, the tourism business must

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concern itself with attaining and maintaining a constant level of service quality in terms of service production and delivery. All managers are wanted to know what aspect is satisfies the quality from tourists. In turn this should enable the organization to take up a competitive position based upon its ability to deliver services that have been demanded as opposed to delivering those the organization perceives to be in demand.

The following variables are important as per the expectations of tourism customers:

1. Core-tourism experience
2. Information
3. Hospitality
4. Fairness of price
5. Hygiene
6. Amenities
7. Value for money
8. Logistics
9. Foods
10. Security.

CORE-TOURISM EXPERIENCE

It refers to the essence of a service. Whatever service features are offered is as important as how they are delivered. In the restaurant the various varieties of food and dishes offers to its customers constitute a service product. Even though the restaurant's personnel are very friendly, pleasant and gentle to their customers, if the restaurant fails to offer a good quality and tasty food or a wide variety of recipes, customers may not attach a very high 'value-for-money' to the quality of service it offers.

The core service is need some common benefits are ordered by customers, those are

- Natural beauty
- Climate
- Variety of landmarks
- Richness of cultural heritage
- Sightseeing and leisure
- Scope for cultural exchange with local people
- Closeness to nature
- Scope for excitement. Opportunity to recreate without interference
- Quiet and peaceful atmosphere
- Ambience for having a relaxed leisure time.

INFORMATION

It is very important for all tourists for traveling for their desirable places. The organizations are needed to provide all relevant information to their respected tourists, in this view organization Right from information on how to reach a destination, down to where to dine and stay can make a difference to the tourist experience. The airport is veritably the first touch-point for a tourist in any destination. It is quite likely that he/she would expect additional information about the destination at the airport, if the same has been not adequately made available on the ubiquitous Internet. Obviously, it is equally applicable at the place of stay. Information in the form of pamphlets or pullouts at the tourist spots is yet another requirement for a tourist.

Most of the tourists would want the service of a tour guide to explain landmarks and architecture. Further, when communicating with a guide or other service provider or local people, the ease with which tourists can communicate in a common language.

HOSPITALITY

In tourism different age people come to visit the places , so traveler need hospitality services for both children and old age group people. Customers expect hospitality above anything else from the service provider. They would expect people to be courteous and friendly, right from the immigration officials at the port of entry, to the tour operator, the hotel staff .Since a tourist is spending a considerable amount of time away from home, and they would desire the new place to be like a 'home away from home'. They would also want to feel comfortable transacting with people, whom they expect to be trustworthy and reliable. Women tourists would be deeply concerned about the attitude of residents towards them and most tourists would prefer to interact with other tourists in a friendly manner so as to exchange views and share inputs on places to visit. The following measures are expected from customers.

- Courtesy of immigration officials at the port of entry
- Reception at the airport by the tour operator
- Courtesy of staff at the place of stay
- Courtesy of people outside the place of stay
- Trustworthiness of staff at the place of stay
- Trustworthiness of people outside the place of stay
- Responsiveness of staff at the place of stay to solve complaints
- Responsiveness of people outside the place of stay to help
- Attitude of staff at the place of stay towards female tourists

- Attitude of people outside the place of stay towards female tourists
- Attitude and behavior of other tourists.

Fairness of Price

It is very important and economical factor for both points of view. In many of the destination countries, tourists generally experience differential pricing to their detriment not only at tourist spots but also in shops. Tourists shell out more than the residents pay for the same service/product. Taxi drivers would charge more for a trip if the passenger were a tourist. Such business and trade practices originate mainly because of the tourists' ignorance and their lack of awareness of the prevailing rates. This unfair system at times becomes a part of the revenue-generating model for many of these destinations; causing varying degrees of annoyance or dissatisfaction among tourists.

Hygiene

It has been an established fact that the hygiene in developing countries lags well behind that of developed countries. When a traveler from one of the developed countries travels to a destination in one of the developing countries, the lack of hygiene would probably emerge as a source of serious concern. This factor has received attention from other researchers as apart from the cleanliness and hygiene at airports, place of stay, tourist spots and restaurants, the cleanliness of streets and hygiene level of food available at the destination would also be a matter of concern for the tourists. While travelling in a destination such as India, the disturbance and unpleasant atmosphere created by beggars and hawkers would also be reflective of the general hygiene of the place.

Amenities

Travelers always expected some basic facilities from companies. A tour may be perceived as a break for many travelers. Despite this, many would wish to stay connected to their offices, home and friends. Hence, amenities such as the internet and telecommunication services are considered absolutely essential in a destination country. Money exchange facilities at critical points may also be important for a tourist. They may also want access to medical help in case of emergencies. Nightlife is an aspect that is quite important to many travelers. Apart from the availability of pubs, the operating hours of pubs may also be crucial to some. Some tourists may want pubs that are open until late at night. Considered the physical resort and facilities as a factor affecting tourist satisfaction.

Value for Money

It plays a vital role in tourism. Value is perceived as quality received for a given price or price paid for a given quality. As far as a tourist is concerned, a tourist would desire value for money with respect to the tour package, accommodation, domestic flight, food at restaurants, local conveyance and while shopping. However, very few authors seem to have factored value for money as a dimension of service quality/customer satisfaction in the tourism literature. Many researchers have considered similar factors such as price and value, level of prices and pricing and payment as dimensions of service quality/customer satisfaction while studying tourism.

Logistics

It is a key player in travel as well as tourism industry. A tourist would be concerned about transportation and logistics of a destination. Accessibility of tourist spots would be important to a tourist. The condition of infrastructure, such as decent roads en route and at the tourist spots would make a difference to one's stay at a destination. Traffic congestion would obviously be an unwelcome element.

The following four-item scale is suggested to capture this dimension of tour quality.

- Accessibility of tourist spots
- Condition of infrastructure at the tourist spots
- Condition of infrastructure on the way to tourist spots
- Possible disturbance by traffic congestion.

Food

Travelers come from different places so it is very difficult to maintain by the companies.

There are tourists who travel to a destination primarily to understand and experience the local cuisine. Hence, quality of food becomes one of paramount importance to a tourist. There is also a set of tourists who want to be served the kind of food they are used to in their home country. Either way, food becomes an important aspect of the quality of a tour. The taste of local food and the availability of food that the tourist would prefer to eat thus become indicative of the dimension.

Security

It is highly expected from companies. Tourists choose to visit safe and pleasant places. The fact that tourists' arrival rates in United States of America dipped after the terrorist

attack on September 11, 2001, is indicative of this statement. Increasingly, researchers are becoming aware of this and security has emerged as an inevitable dimension of service quality in tourism related studies. Tourists form distinct images of most of the destinations in their minds either as being safe or unsafe. This imagery is a result of political situations prevailing in a country or a region. Beyond this global image, a tourist would want to feel safe at the hotel where she/he is staying.

CONCLUSION

It is concluded that service is most important factor in any service industry. Among of them in tourism industry services are playing a vital role. It looked what are the challenges faced by the tourism industry in Worldwide, both in developed

countries and developing countries, and concluded that the challenges in the developing countries need to be viewed rather differently from the pertinent issues of the developed countries. It is also measures service quality and customer satisfaction in tourism industry.

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