

What Determines the Tourist Satisfaction? Evidence from Jammu and Kashmir - India

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Abstract *This study aims at analyzing the factors determining the tourist satisfaction towards Jammu and Kashmir tourism. The study is based on primary data which has been collected from 500 tourists respondents incorporating various tourism services and facilities provided by different stakeholders of tourism industry in the state of Jammu and Kashmir. The results revealed that the 7 combined services provided to tourists in terms of Transport, Accommodation, Food, Shopping, Public behavior & Security, Public services and Other Tourism Awareness are significantly affecting the satisfaction of tourists. Further, it was found that the suitable arrangements and availability of these factors can boost the tourist flow to the state. The state need to take up with the central government for expansion of existing aviation infrastructure so that all the major state capitals of the country could be air linked with Jammu and Kashmir. Rail and road connectivity need also be speeded up.*

Keywords: *Tourism, Tourist Satisfaction, Regression, J&K*

INTRODUCTION

Satisfaction refers to the perceived disparity between earlier expectation and perceived performance or execution after utilization - when performance or execution differs from expectation, dissatisfaction and disappointment happen (Oliver, 1980 and Yuksel, 2001). In tourism setting, satisfaction is fundamentally eluded to a function of pre-travel desires and post-travel encounters. Tourist satisfaction is defined as the evaluation of post-consumption concerning a specific product or service and has been projected to be one of the key judgmental elements that tourists make regarding a tourism service (Westbook and Oliver, 1991; Kozak and Rimmington, 2000). Tourist satisfaction is being considered as one of the most important apprehensions of competitive destinations as it considerably influences the tourist's choice regarding a particular destination, the services and the consumption of the products and the decision to revisit the destination in the future (Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999; David and Bojanic, 1996 among others). Therefore, it is well-established, long-standing focus marketer orientation. The increasing role of tourism in the global economy and the growing competition

in the global tourism market makes it important to enhance the tourist's satisfaction regarding the various services as well as the consumption of the products (Buhalis and Law, 2008, Del and Martin, 2008 and Titu *et al*, 2016,). This will help tourism industry to make a way to expand and maintain a large and loyal customer base for long-run success. Satisfied tourists bring success to the business, as they are likely to revisit and endorse the destination (Bornhorst *et. al*, 2010).

The tourism industry is to a great extent influenced by specific elements that tourists regard essential (Manning, 1999; Tsai, *et al*, 2009). The vicinity or unlucky deficiency and the working of these variables oversee the level of fulfillment among tourists (Shonk and Chelladurai, 2008). This further precludes or compels tourism in a specific State/ Site. However, tourist/visitor being the central and main stakeholder of the demand side of the tourism value chain because of his demand for various tourism services, provides an input to the tourism service suppliers and encourages them to attain a balanced growth and sustainable equilibrium (Christian *et al*, 2011). Due to this nature of tourist, it also helps in maintaining the general equilibrium of tourism industry (Cooper *et al*, 2004).

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Tourism satisfaction has been one of the key areas of tourism research for more than four decades. There has been quite good amount of research that has revealed that customer satisfaction is a vital hypothetical as well as the practical issue. For most marketers and consumers researchers, customer satisfaction is viewed as a promoting device to pull in the most variable sections of the business (Tzetzis, *et al*, 2014). To understand the tourist satisfaction is of great criticalness for the tourism business, especially as an aftermath of its effect on the future economy (Petrick, 2001; Pilelienė and Grigaliūnaitė, 2014; Masa'deh *et al*, 2017). High tourist satisfaction is prone to add to upgrade the reputation of tourism product suppliers and of the entire destination, expand client loyalty, reduced price elasticities, the lower expense of future transactions and enhanced profitability. Similarly; tourist satisfaction with the service suppliers will prompt advancements and improvements in the tourist inflow in the tourism business (Reisiger & Turner, 2003). Other investigations have revealed that a dissatisfied customer will not likely to return to a company, and that repeat purchase impact directly on the finances of a business given that obtaining a new customer costs more than keeping an existing one (Stevens *et al*, 1995; Oh and Mount, 1998). Further, it is being recognized that marketing influences the choice of destination, the consumption, and utilization of products & services and the decision to revisit (Hezlett, 1996 and Kozak and Rimmington, 2000). They additionally are by all accounts in understanding about the way that, consumer satisfaction impacts the decision of destination, the consumption of products and services and decision to return (Choi and Chu, 2001).

Estimation of customer satisfaction with leisure and recreation areas has been an important topic in the tourism literature. The marketing literature has mainly reflected two approaches to measure the customer satisfaction in the research field. The *American school*, led by Parasuraman *et al*, (1985), viewed customer satisfaction as a negative or positive outcome resulting from a comparison process between early expectations and perceived presentation and performance of products or services. The *Nordie School*, led by Gronroos (1990), on the other hand, brings a completely different perspective for measuring customer satisfaction by stating that it is only an outcome of the actual quality of performance and its perception by consumers. An extensive discussion has been made in the marketing literature regarding the nature and determinant or factors of customer satisfaction and how it is best measured. These methodologies have additionally been connected to reaching consumer satisfaction within the tourism and travel (Duke and Persia, 1996), Parasuraman, *et al*, (1988) Desire Disconfirmation Theory, Oliver's (1993) Anticipation Disconfirmation Hypothesis; to name a few. As indicated by

Whipple and Sharon (1988), the assessment and evaluation of both attractions and levels of satisfaction in service quality (supply side) are viewed as essential in determining overall tourist satisfaction (demand side). Different methods have been explored extensively during the past four decades for the measurement of customer satisfaction. But a consensus has not yet been reached.

The literature, though, enhanced our understanding about the estimation of tourist satisfaction is not comprehensive and consistent with the outcomes. Further, estimating the tourist satisfaction of Jammu and Kashmir tourism got little attention. In view of the above, the present study attempts to give a knowledge into the components that determine the satisfaction level of the tourists with the services imparted by distinctive partners of the tourism business of the state of Jammu and Kashmir. Nevertheless, the impression of tourist respondents towards developing the tourism industry of Jammu and Kashmir has additionally been thought into consideration. The study contributes the literature in two ways. *First*, the study enhances our understanding the tourist satisfaction using first-hand information of J&K tourism which is largely ignored by the previous literature. *Second*, the study examines the determinants of tourist satisfaction and tourist views for the enhancement of tourism industry of J&K. To the best of our knowledge, this is the first attempt of its kind.

Rest of the paper has been divided as follows: Section 2 overviews the tourism industry of Jammu and Kashmir; Section 3 discusses the data and methodology; section 4 provides the results and discussion final section concludes the paper with policy suggestions.

JAMMU AND KASHMIR TOURISM INDUSTRY: AN OVERVIEW

Tourism, a growing market has shown a tremendous growth over time by spreading its arms all over the world. Tourism is one of the main contributors to growth of local economies, through job creation and sustainable development, and can play a leading role in the transformation to the green economy. Although it has not enjoyed the recognition it deserves at the tables of policymakers and world leaders, tourism has emerged as one of the biggest and fastest developing sectors of numerous economies of the world (UNWTO, 2010). It has been identified as the major export industry in the world (Visnanath, 1998). In India tourism is one of the promising sectors which has the potential to grow at a high rate and can possibly guarantee the consequential development of the infrastructure of the destinations (Bansal and Thakur, 2013). It can ensure the potential to fuel other economic sectors through its regressive and

forward linkages and cross-sectoral interactions with other sectors like agriculture, horticulture, handicrafts, transport, construction, etc. The specific and significant contribution of tourism industry in India is the achievement and protection of national integration and preservation of natural as well as cultural environments and enrichment of the socio-cultural lives of people like; conservation of monuments and heritage properties. This sector is additionally serving the traditional art forms, crafts, and culture. Tourism industry is the most vibrant tertiary activity and a multi-billion industry in India. Tourism is considered as the right vehicle for a developing country like India. According to the Travel and Tourism Competitive Report (2009) by the World Economic Forum, India is ranked 11th in the Asia Pacific region and placed itself at 62nd in global ranking. As per the Annual report (2010-11) given by Ministry of Tourism, Government of India; tourism is an important sector of the country and is contributing significantly to the GDP of the country and earns Foreign Exchange Earnings (FEE) as well.

Tourism as a mode of economic activity holds a very important position in Jammu and Kashmir economy. Due to the mountainous nature of its land, the scope for agriculture is limited. A low level of infrastructure development and a handicapped resource base make the climate for industrial production miserable. Nevertheless, tourism as a viable catalyzing economic force is playing a very significant role in the local economy although the recent trends of this industry are not so impressive for various reasons (Chattopadhyay, 2006).

The state of Jammu and Kashmir in which nature has endowed with plentiful beauties in the shape of its dusk green meadows, high snowcapped mountains, gushing streams and sprouting springs, a salubrious climate, places of mental peace, gardens with aesthetic beauty, lush-green forests, perennial rivers, pilgrimage centers, historical places etc., which are great attraction for tourists, mountaineers, trackers, pilgrims etc. The state has been an unending attraction for visitors down the ages. Unfortunately, it is one of the most economically backward parts of India, having all characteristics of an underdeveloped economy. But fortunately, the state has occupied an important place in the world. On account of its low industrial potential and the vast tourism resources in the state, the state depends heavily on the tourism sector. According to the estimates of tourism department of Jammu and Kashmir, 33 percent of the state's population which contributes 16 percent of the state's domestic product is directly or indirectly dependent on the tourism sector. There is no doubt that the contribution of the tourism sector in growth and development of Jammu and Kashmir economy is substantially very high than it is in the economy of India as a whole.

Jammu and Kashmir State is a unique tourist destination and offers the attractions for diverse type of tourists as Jammu is a visiting place for various types of Pilgrims, Kashmir is best known for its scenic beauty and Ladakh for adventurous activities, this kind of uniqueness is seen only in Jammu and Kashmir in the country. The state has a large tourist potential and if this sector gets fully developed will reap the fruits of regional development as compared to the other sectors of the state. The industrial development has not been possible due to peculiar characteristics that posture special developmental challenges. Agriculture is being termed as the main contributing sector in Jammu and Kashmir's economic growth has its own limitations with small land to grow and single crop season. With the growth of population, the state needs more employment opportunities. In this backdrop, tourism offers scope in this region. Hence management of tourism industry needs the attention of policymakers and researchers to find out ways so as to improve the tourist flow to the state and maintain consistency in its growth and development. With increased tourists, tourism can reach the vast chunk of the population. It requires a perfect strategic planning, promotion, and marketing at large scale and creating a favorable environment, so as to make it sustainable and promoter of economic development of the state.

DATA AND METHODOLOGY

To understand the status of tourist satisfaction, the present study uses primary data which has been collected through a survey of 500 tourist respondents (67.2 percent National and 32.8 percent International tourists) in the month of May – June 2015. The survey was taken from two places of Valley i.e. *Dal Lake* from district Srinagar and *Pahalgam* from district Anantnag. The reason behind selecting these two districts and destinations was subject to the highest tourist flow as per the J&K Tourism Department database.

The sample size was derived from the formula given by Krejcie and Morgan (1970):

$$S = \frac{\chi^2 NP(1-P)}{d^2(N-1) + \chi^2 P(1-P)} \quad (1)$$

Where, S = Sample size required.

χ^2 = Table value of chi-square for 1 degree of freedom at the desired confidence level (1.96 x 1.96 = 3.841).

N = Population size of tourist arrival i.e., 730784.

P = the population proportion (assumed to be 0.30)

d = Degree of accuracy expressed as a proportion (.05).

Therefore, the ideal sample for tourist respondents can be calculated by the following way:

$$S = \frac{3.8416(730784 \times 0.30) \times (1 - 0.30)}{(0.05)^2 (730784 - 1) + 3.8416 \times 0.5(1 - 0.3)}$$

$$\Rightarrow S = 323$$

Though the representative sample turned out to be 323, we have collected the information from 500 respondents on the service 7 factors consisting of 37 services which affect the tourist satisfaction [Total Satisfaction (TotalSat)] directly or indirectly in a broader way were taken into consideration. The seven factors are combined services provided to tourists in terms of Transport (Trans), Accommodation (Acco), Food (FO), Market (Market), Public behavior and Security (PBS), Public services (Pservice) and Other Tourism Awareness (Others).

To measure the overall satisfaction level of tourists visiting Jammu and Kashmir so as to understand the relationship between the various factors affecting tourist satisfaction, a standardized regression model has been used. A systematic procedure has been followed to arrive at the estimation of the model and the model has been selected using standard model selection criteria such as Akaike Information Criteria (AIC) using forward stepwise method. The baseline regression model used in present study is represented as follows:

$$\text{Total Sat} = \beta_0 + \beta_1 \text{Trans} + \beta_2 \text{Acco} + \beta_3 \text{Market} + \beta_4 \text{FO} + \beta_5 \text{PBS} + \beta_6 \text{P services} + \beta_7 \text{Others} \quad (2)$$

Where Total Satisfaction is the target variable and other right-hand side variables are controlled variables derived from the factors affecting tourism satisfaction in Jammu and Kashmir.

RESULTS AND DISCUSSION

Although there are various factors which may affect tourism and tourists in Jammu and Kashmir directly or indirectly, there are some specific and most important factors which have been found to be most important to determine the tourist satisfaction for the tourists visiting Jammu and Kashmir in various time intervals. Based on the literature and the nature of the service 7 factors consisting of 37 services which affect the tourist satisfaction [Total Satisfaction (TotalSat)] directly or indirectly in a broader way were taken into consideration. The seven factors are combined services provided to tourists in terms of Transport (Trans), Accommodation (Acco), Market (Market), Food (FO), Public behavior & Security (PBS), Public services (Pservice) and Other Tourism Awareness (Others) which are derived by averaging the total respondents choice's from the survey data.

CORRELATIONS

Before going to develop a proper model for estimating the overall level of tourism satisfaction, it is necessary to provide the basic characteristics of the data set, such as testing the correlation among the variables. If the variables happen to be correlated except target variable it is necessary to remove the same otherwise the result may turn out to be biased. In this case, total satisfaction is target variable and transport, accommodation, market, public services, food, public behavior and security and other tourism services are controlled variables. The variables have been tested for correlation using *Pearson's 2-tailed test* for the sample. It has been found that most of the control variables have correlations among themselves resulting in a problem of multicollinearity which, if not, removed can lead to the problem of biased and least efficient estimates (Table 1). It was found that transport is showing a significant correlation with accommodation, market, food and public behavior and security. Similarly, accommodation turned out to be significantly correlated with transport. Other variables like the market, food, public behavior & security, and other tourism awareness turned out to be significantly correlated with transport and food; transport and market; transport and others and public behavior and security respectively. Since the correlation among all the control variables turned out to be significant it is not suitable to regress them as such, unless and otherwise transformed to remove the same for unbiased and efficient estimators.

MODEL SELECTION

A systematic procedure has been followed to arrive at the estimation of the model. *Firstly*, all the variables were tested for linearity using *student's t-test (2-tailed)*. All the variables turned out to be significant at 1% level of significance indicating the possible linear pattern of the variables (Table 2). Since all the control variables have serious multicollinearity problem. It became necessary to eliminate the same and estimate the coefficient of the model. There are various tests which account the multicollinearity in an efficient manner. However, as per the nature of the problem, a proper model building procedure was followed to arrive at the suitable model with correlation free controlled variables. The main aim of using such procedure instead of the existing multicollinearity tests was to build a proper framework to reduce omitted variable and optimal variance bias. There are various ways of developing a model structure for estimating the unbiased coefficients to arrive at the proper interpretation. In order to step in that framework, a base model was defined which possibly include all possible factors affecting the target variable.

Table 1: Correlations

	Transport	Accommodation	Food	Market	Public Behaviour & Security	Public Services	Others	Total Satisfaction
Transport	Pearson Correlation	.126***	-.100**	.155***	.125***	-.076	.006	.581***
	Sig. (2-tailed)	.005	.026	.000	.005	.091	.892	.000
	N	500	500	500	500	500	500	500
Accommodation	Pearson Correlation	1	-.001	-.004	-.041	-.005	.016	.398***
	Sig. (2-tailed)		.977	.933	.359	.909	.720	.000
	N	500	500	500	500	500	500	500
Food	Pearson Correlation	-.100**	1	-.136***	-.023	.050	.056	.244***
	Sig. (2-tailed)	.026		.002	.604	.265	.212	.000
	N	500	500	500	500	500	500	500
Market	Pearson Correlation	.155***	-.136***	1	.057	-.056	.048	.437***
	Sig. (2-tailed)	.000	.002		.206	.208	.285	.000
	N	500	500	500	500	500	500	500
Public Behaviour & Security	Pearson Correlation	.125***	-.023	.057	1	-.029	.139***	.485***
	Sig. (2-tailed)	.005	.604	.206		.519	.002	.000
	N	500	500	500	500	500	500	500
Public Services	Pearson Correlation	-.076	.050	-.056	-.029	1	.066	.211***
	Sig. (2-tailed)	.091	.265	.208	.519		.141	.000
	N	500	500	500	500	500	500	500
others	Pearson Correlation	.006	.056	.048	.139***	.066	1	.298***
	Sig. (2-tailed)	.892	.212	.285	.002	.141		.000
	N	500	500	500	500	500	500	500
Total Satisfaction	Pearson Correlation	.581***	.398***	.437***	.485***	.211***	.298***	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	500	500	500	500	500	500	500

Note: (***), (**), (*) represents the correlations significant at 1%, 5% and 10% level respectively.

In order to eliminate the problem of multicollinearity, a proper model selection criteria were followed such as *Akaike Information Criteria (AIC)* using forward stepwise method. The model has been chosen to adopt bootstrapping of the sample with 1000 replications. The transformed model turned out to be precise with its accuracy of 97.3 percent. All the variables used in the model have been transformed to eliminate the multicollinearity among them. The selection criteria provide the significant stepwise procedure to attain the best possible model. Further, the residuals obtained should follow a linear and normal distribution for a better fit model. As reported in Fig. (1), the histogram of standardized residuals compares the distribution of the residuals to a normal distribution. The smooth line represents the normal distribution. The closer the frequencies of the residuals are to this line, the closer the distribution of the residuals is to the normal distribution. The results of the study were in line with above explanation. Thus, confirming the normal distribution of residuals and the better fit of the model.

REGRESSION ESTIMATION

Estimation of a regression model with all the transformed control variables provided the estimate of factors affecting satisfaction of tourists in Jammu and Kashmir. At first, it will be interesting to examine the importance of transformed control variables on the target variable. It is clear from the

table (3) that all control variables are significantly important to determine the relationship between the two sets. Transport (Transformed) turned out to be most important while other tourism awareness at least one. However, all the factors are important to define the influence of various services on tourist satisfaction. The influence/effect of control variables on the target variable has been significant at 1% level of significance with $n-k$ degrees of freedom. The effect is positive and unidirectional, affecting the target variable in a linear fashion. All the results are reported in table 4.

It is of interest to estimate the transformed model and obtain the regression coefficients so as examine to the degree of influence on target variable by control variables. The estimation of the transformed model shows that all the variables are positively and significantly affecting the tourist satisfaction in a broader way (Table 5). Results confirm the significant participation of control variables to affect the total satisfaction of tourists while they travel to Jammu and Kashmir. It can predict that the comfortable and suitable arrangements and availability of these factors can boost the tourist flow to the Jammu and Kashmir.

In order to have a robustness check of the above results, a bootstrapping analysis has been performed with 1000 replication to estimate the bias correction mechanism in the baseline (Transformed) model. Results reveal that all the control variables incorporated are influencing the target variable significantly and are unbiased (Table 6).

Table 2: One Sample Test (*t*-test)

Model Term	<i>t</i> -values	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval	
					Lower	Upper
Transport	148.21	499	0.000	3.153	3.110	3.190
Accommodation	125.34	499	0.000	2.698	2.660	2.740
Food	236.18	499	0.000	2.558	2.540	2.580
Market	141.74	499	0.000	3.350	3.300	3.400
Public Behaviour & Security	104.46	499	0.000	2.541	2.490	2.590
Public Services	122.67	499	0.000	3.221	3.170	3.270
others	123.04	499	0.000	2.343	2.310	2.380
Total Satisfaction	341.85	499	0.000	2.832	2.816	2.849

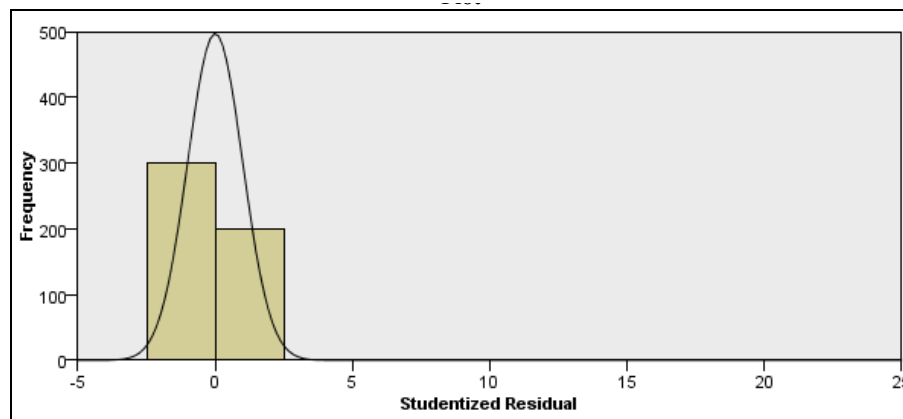


Fig. 1: Residual Plot

Table 3: Importance of Predictors on the Total Satisfaction

Source	Sig.	Importance
Corrected Model/Transformed	0.000	
Transport	0.000	0.250
Public Behavior and Security	0.000	0.190
Market	0.000	0.174
Accommodation	0.000	0.146
Food	0.000	0.127
Public Services	0.000	0.076
Others	0.000	0.037

Table 4: Effects of Predicted Variables on Target Variables

Source	Sum of Squares	df	Mean Square	F
Transport	3.600	1	3.600	3844.495
Public Behavior and Security	2.738	1	2.738	2924.484
Market	2.507	1	2.507	2677.338
Accommodation	2.097	1	2.097	2239.022
Food	1.823	1	1.823	1952.178
Public Services	1.093	1	1.093	1167.516
Others	0.534	1	0.534	0570.164
Corrected Model	16.662	7	2.380	2542.053
Residuals	0.461	492	0.001	

Table 5: Estimates of Satisfaction Obtained from Different Services

Model Term	Coefficient	95% Confidence Interval	
		Lower	Upper
Intercept	-0.045 (-1.845)	-0.092	0.003
Transport	0.185*** (62.004)	0.180	0.191
Public Behavior and Security	0.139*** (54.079)	0.134	0.144
Market	0.138*** (51.743)	0.133	0.143
Accommodation	0.136*** (47.318)	0.131	0.142
Food	0.258*** (44.183)	0.246	0.269
Public Services	0.080*** (34.169)	0.076	0.085
Others	0.081*** (23.878)	0.074	0.087

Note: The Figure in parenthesis represents the *t*-values; **, ** and * significance level at 1%, 5% and 10% level respectively

Table 6: Bootstrap for Base Line Model

Base Model	Beta	Bias	Std. Error	95% Confidence Interval	
				Lower	Upper
Constant	- 0.023	0.001	0.022	- 0.077	0
Transport	0.185	0.000	0.004	0.176	0.189
Accommodation	0.136	0.000	0.001	0.135	0.14
Food	0.254	0.001	0.010	0.243	0.278
Market	0.137	0.000	0.002	0.135	0.143
Public Behavior and Security	0.139	0.000	0.004	0.135	0.147
Public service	0.080	0.000	0.001	0.078	0.081
Others	0.077	0.000	0.004	0.068	0.081

Note: Bootstrap results are based on 1000 bootstrap samples

CONCLUDING REMARKS AND POLICY SUGGESTIONS

This study aims at analyzing the factors determining tourist satisfaction towards Jammu and Kashmir tourism. The study is based on primary data which was collected from 500 tourists respondents with the help of a persistent questionnaire across various tourism services and facilities in the state of Jammu and Kashmir. The survey consisted of thirty-seven (37) statements, relating to services/facilities with respect to which the respondents were asked to give their degree of overall satisfaction. The results revealed that the factors affecting the tourist satisfaction, based on the literature and the nature of the services 7 factors combining were considered 37 services which are affecting the tourist satisfaction (Total Satisfaction) directly or indirectly in a broader way. The seven factors are combined services provided to tourists in terms of Transport (Trans), Accommodation, Food, Market, Public behavior & Security, Public services and Other Tourism Awareness which is derived by averaging the total respondent choice from the survey data. The results of regression model show that all the seven factors are significantly affecting the tourist satisfaction and predicted that the suitable arrangements and availability of these factors can boost the tourist flow to the Jammu and Kashmir.

The analysis of the tourist satisfaction revealed that in case of the majority of the services being offered by different stakeholders, the tourists were not satisfied with aviation, rail, road, etc. The state needs to take up with the central government for expansion of existing aviation infrastructure so that all the major state capitals of the country could be air linked with Jammu and Kashmir. Rail connectivity needs also be speeded up. For the road travel tourists transit infrastructure on the way need to be build up. To make state tourist friendly locals need to be made aware of the fact that

their earnings depend mainly on the tourists. Therefore, they need to be more courteous, polite and accommodative towards tourist needs. To address the difficulties being faced by the tourists for shopping of the souvenirs, handicraft etc. government emporiums and fixed price shops should be earmarked at different tourist places so that tourists need not face the hassles of overcharging, cheating and bargaining. It should be made mandatory to put up proper sign boards along with the rules and regulations of the state in both native and English languages. The state police should have a separate wing of their personnel to take care of the needs of the tourists. They should be properly trained for this job.

It was a collective response from the respondents that more tourist information centers need be opened up for facilitating the tourists in each and every way. The staff being hired for these centers should be properly trained for their jobs. There was great dissatisfaction among the tourist respondents regarding the communication and adequate banking infrastructure. All the tourist destinations should have basic facilities like clean drinking water, toilet, and first aid health facilities. State health department should send regular flying squads in order to check the quality of food being served by hotels and other facilitators.

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