

An Analysis of Tourist Satisfaction in Varanasi as Destination Perspective Through Important Performance Analysis

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Abstract

Augmenting visitor satisfaction is one of the crucial roles for a destination and an essential for the improvement of infrastructure leading to enhanced attractiveness and competitive positioning of a tourist spot. An efficient management of ranges of services needed by visitors in the stay at destination leads to higher satisfaction and rating of service performance will also be considered as higher. This paper attempts to analyse visitor satisfaction by using Importance Performance analysis in the city Varanasi. The study will select a set of components of visiting the attractions experience that affects visitor satisfaction at a destination through mixed methodology by interviews and structured non-disguised questionnaire in the study. The study would help the administration, Destination Marketing Organisations, Travel agencies of Varanasi to identify tourist needs and wants and thus improving their quality of Services. The benefits will be increased manifolds for business, the government and the communities.

Keywords: Important Performance Analysis (IPA), Destination Attraction, Independent T-Test, Varanasi, Visitor Satisfaction

Introduction

The true measure of service industries success lies in ability to continually satisfy the customers. The evaluation of performance has been recognized as critical to success of service organisations such as tourism (Cronin and Taylor, 1992). Due to global expansion of tourism, changing patterns in customer preferences, industrialisation, revolution in transport and aviation, etc. has brought paradigm shifts in the operations of tourism industry (Singh, 2017). Given the increasingly competitive nature of the tourism environment, destinations are competing in

an increasingly contested market with little to differentiate them from each other. This led destinations to draw attention on distinctiveness of place by using distinct features in the launching of innovative strategies which can assist in more unique selling proposition (Kanning and Bergmann, 2009). Visitor satisfaction specifies the effect of relationship between visitors' expectations about the place built on their prior information and destination image (pre-trip expectations) and their valuation of the result of their experience (post-trip experiences) at the destination (Neal & Gursoy, 2008; Bagri and Kalla, 2015). Since the core resources (natural, cultural, created) are different in every places encompassing the sustainability in tourism industry, the role of public and private organisations becomes crucial in enhancing visitor experience during the stay at destination.

Evaluating Visitor Satisfaction: Critical Issues from Literature

Since the 1980s' there has been a growing interest globally in tourist satisfaction, driven by the belief that high quality of service will lead to highly satisfied tourists, who will remain loyal and spread positive word-of-mouth and therefore visitor satisfaction is directly linked to destination advantage. (Baker and Crompton, 2000, Del Bosque and San Martin, 2008). However, execution of consumer demands into action may be affected by lack of understanding of practical significance of statistics interpretations by senior management (Duke, C.R. and Persia, M.A., 1996) and the use of either only importance or only performance instead of both sides of question (cf. Martilla and James, 1977). Visitor satisfaction has

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also been considered as an emotional response emerged from a consumption experience. According to this view, individual's cognitive judgements and emotions related to his experience of the destination affects individual cognitive affective state (Oliver, 1993). Visitor Satisfaction is therefore inclined by cognitive assessments (such as expectations and disconfirmation) and, likewise, by positive and negative emotions that contribute to satisfaction. According to Del Bosque and San Martin (2008), "the more positive the disconfirmation of tourist expectations, the more frequents the positive emotions" and, as a result, the higher will be the expected loyalty or commitment with the destination. A need appears to exist for practical methods based on rigorous behavioral principles that assist managers understand and use consumer evaluations. Tools should be resourceful and adaptable so that they can be used with a wide variety of feedbacks to obtain different decision to support information. Thus, to fill the need for effective managerial information, easy to use methods, high impact visual presentations, and flexibility in uses, tour managers should consider analysis techniques used and proven earlier. This view is confirmed (Lovelock, Patterson & Walker, 1999) who state that importance-performance analysis is a useful management instrument which can help organizations to readdress their limited resources from low impact zones to high impact zones. Hence, Performance-Importance grid analysis has gained importance as an efficient management tool for managerial decisions.

Importance Performance Analysis

Importance performance analysis (IPA) has been commonly used in hospitality and tourism research for years. Since the project work by Martilla and James (1977), the IPA framework has gained acceptance among researchers in service quality (e.g., Ennew, Reed, & Binks, 1993), travel and tourism (e.g., Evans & Chon, 1989), leisure and recreation (e.g., Hollenhorst, Olson, & Fortney, 1992). The IPA framework, based on the conceptual foundations of multi-attribute choice models is a highly regarded technique developed to develop firms' management strategies (Martilla & James, 1977). IPA combines measures of attribute importance and performance into a two-dimensional grid. These grids are not intended to replace statistical or mathematical analysis, but rather to augment currently used information and to provide information more on useful for managerial

decisions (Sorensen & von Friedrichs, 2013). The axis of the grids uses the scales or scores provided from customers to place each variable (or combination of variable) in position. The choice of axis for either importance or performance is left to the personal preference of an analyst. Ideally, respondents are asked to rate the importance and performance of selected attributes in relation to their tourism experiences (e.g. Murdy & Pike, 2012).

Slightly	Quadrant 1 "Concentrate Here" "Threats"	Quadrant 2 "Keep up the Good Work" "Opportunities"
	Quadrant 3 "Low Priority" "Weakness"	Quadrant 4 "Possible Overkill" "Strength"
Importance		
Extremely		
	Fair	Performance Rating
		Excellent

Source: Martilla and James (1977) and Wai Lai and Hitchcock (2015).

Problem of Statement

While a sound information of global movements and their implications for planning is vital for managers in all tourism destinations, it is perhaps more so for emerging destinations. Varanasi, the holy city of India, also known as "Kashi", "City of Light", "Anandvan", "Eternal City" is one of the oldest living cities of the world. According to Uttar Pradesh tourism Statistics, 2017. It is second most visited city after Agra in Uttar Pradesh. Total number of Visitors in 2016 were 7,028,951 (including Sarnath). The tourist inflow has had an annual growth of 6.3% per year and their average stay is two days and one night. Hence, it becomes necessary to investigate tourists' satisfaction with destination attributes and examining the importance and performance of destination attributes in overall visitor's satisfaction using the Importance-Performance Analysis (IPA). Information on the importance and performance of destination attributes in overall visitors' satisfaction assist commendations on refining and improving the quality of tourism offerings and services, thus helping the destinations to compete with other.

The proposed study aims to explain how the IPA scheme can be used as a consistent and easy to use tool to support both policy makers in the definition of the main area of intercession in order to improve the perceived value of a destination and the tourism service providers (Hotels, Travel agencies, etc.) destination's strengths in their positioning at National and International arena.

Objectives of the Study

- To investigate tourists' satisfaction with destination attributes in city Varanasi.
- To examine the importance and performance of destination attributes in overall tourists' satisfaction using the Importance-Performance Analysis (IPA).

Research Hypothesis

- H0: There is no significance difference between mean satisfaction of importance among international and domestic tourists.
H1: There is significance difference between mean satisfaction of importance among international and domestic tourists.
- H0: There is no significance difference between mean satisfaction of performance among international and domestic tourists.
H1: There is significance difference between mean satisfaction of performance among international and domestic tourists.

Literature Review

The Importance Performance Analysis in Tourism Field

The Importance-Performance Analysis (IPA) is a system in line with the expectations-performance method and its use is well recognized in the marketing literature (Slack, 1994). Although this system has been widely used in the tourism sector, most of studies have focused on particular tourism services or attractions. Similarly, Duke and Persia (1996) worked upon tourist pre-trip expectations, post-trip satisfactions and importance of each on an IPA grid to deliberate potential decisions for escorted tours design. Wade and Eagles (2003) analysed the IPA method to derive the market segmentation of Tanzania's National Parks. IPA has also been used to estimate performances of hotels (Chu and Choi, 2000; Wilkins, 2010) and of tourism events (Smith and Costello, 2008).

While the major of studies have concentrated on specific tourism services/products, some studies also used the application of the IPA scheme for the evaluation of tourists' satisfaction at a broader tourism destination level

.An IPA analysis conducted on Campania region, Italy by De Nisco, Riviezzo, Napolitano, (2014) with six factors by survey conducted on a statistically relevant sample of tourists provides a reliable evidence of the main strengths and weaknesses of the tourism experience offered in the destination. Wang and Qu (2006) analysed tourist satisfaction in the of the Pearl River Delta sub-regional destinations of China and found a comprehensive list of attributes of visitor satisfaction. These primary dimensions include quality of accommodations, shopping opportunities, restaurant facilities, personal safety, tourist information, road conditions, potable water, traffic flow and parking facilities. Kozak and Rimmington's (2000) studied on attributes of destination attractiveness, tourist attractions, availability of English language, and facilities and services at the destination Mallorca, Spain. While, Weather and Accessibility, Uniqueness of Destination, Quality of Tourist Facility and Tourist Motivation were attributes in the study of Tourist Satisfaction at Trijugarayan, India (Bagri and Kala, 2015). The application is also utilised in Timeshare (Chowdhary, N.Sharma, S. 2012) for evaluating prospects and concerns of the companies in Indian Scenario. Various other studies are discussed in table 1.

Table 1: Studies in IPA at Tourism Field

Authors	Studies
Dmitrovic et al., 2009	Destination's improved attractiveness and Competitive positioning.
Kozak and Rimmington's (2000)	Destination attractiveness, tourist attractions and facilities, and services at the destination airport.
Pritchard (2003)	Attitudinal and Behavioural consequences of destination performance.
Wang and Qu (2006)	Quality of accommodations, shopping opportunities, restaurant facilities, personal safety, tourist information, road conditions, potable water, traffic flow and parking facilities.
Cevirgen and Toker (2009)	Destination facilities, accommodation services, and incoming travel agency services.
Lee (2009)	Destination image, attitude, motivation, natural landscapes, services and recreational opportunities.
Alegre and Garau (2010)	climate, cleanliness and hygiene, scenery, peaceful ambience, accommodation, safety, historic sites or places, the presence of friends and family, interacting with other tourists, sports activities, affordable prices.

Prayag and Ryan (2012)	Attractions, accommodation, accessibility, amenities, activities, local community and shopping.
Bagri and Kala, 2015	Weather and Accessibility, Uniqueness of Destination, Quality of Tourist Facility and Tourist Motivation.
Chowdhary, N. Sharma, S. 2012	overall condition of the resort, number of destination, room, furnishing and tenure of ownership, Waiting time for billing, Convenience in buying timeshare, Competence of the staff. etc.

Hence, from above studies it can be found that practical or tangible mechanisms and psychological or abstract characteristics of the destination add significantly to visitor satisfaction.

Research Methodology

Varanasi, owing to its rich traditional fabric and ghats, attracts more than 60 lakh domestic and international tourists each year (Uttar Pradesh Govt., Tourism Stats). The peak season is regarded as October to March with tourist inflow being 60% of the total domestic tourist

coming in a year while for foreign tourist it is 71%. The average stay is 2-3 days for both domestic and foreign tourists (ICRA Report, 2016).

In order to apply the IPA, a research outline was defined to guide the first-hand research, including three stages: a) Development of the survey questionnaire, b) Data Sampling, c) Data Analysis.

Development of Questionnaire

Visitor Satisfaction attributes for Varanasi were obtained through series of focus group and personal interviews with various local travel agencies, Varanasi India tourism office, staff of the tourism development board, along with experienced tourism personnel and some visitors. Some of the attributes were selected from previous literature on tourism and service marketing (Kim and Morrison, 2005; Kim, Hallab, & Kim, 2012; Tasci, Gartner, and Cavusil, 2007; Bagri, S.C. and Kala, D, 2015) were studied and included in the survey instrument. Total 24 items, grouped in four categories were included in final questionnaire (Table 2):

Table 2: Sources for Items

Categories	S.No.	Items	Source
Infrastructure facilities	1	Availability of accommodation.	Kim, Hallab, & Kim, 2012
	2	Safety and Security of a tourist and its belongings	Kim and Morrison, 2005
	3	High standards of Cleanliness and Hygiene	Kim, Hallab, & Kim, 2012
	4	Availability and adequateness of transportation facilities.	Kim and Morrison, 2005
	5	Well-maintained pedestrian pathways, parks and green areas	Bagri, S.C. and Kala, D, 2015
	6	Heritage attractions to be well-kept and maintained.	Bagri, S.C. and Kala, D, 2015
	7	Cleanliness & maintenance of public convenience facilities	Tasci, Gartner, and Cavusil, 2007
	8	Unspoilt and unobstructed environment	Kim and Morrison, 2005
Destination Attractiveness	9	Interesting Cultural attractions	Kim, Hallab, & Kim, 2012
	10	Interesting Historical attractions	Kim, Hallab, & Kim, 2012
	11	Appealing Local Cuisines	Kim and Morrison, 2005
	12	Unique rituals, tradition, customs	Interviews
	13	High pilgrimage values	Bagri, S.C. and Kala, D, 2015
Service Quality	14	Competent & expressive tourist guides	Bagri, S.C. and Kala, D, 2015
	15	Cooperative Travel agents	Interviews
	16	Reliable Travel agencies	Tasci, Gartner, and Cavusil, 2007
	17	Friendly & hospitable Residents.	Kim, Hallab, & Kim, 2012
	18	Empathetic Hotel staff.	Interviews
	19	Value for money	Kim and Morrison, 2005
Information Availability	20	Information should be easily available	Interviews
	21	Information should be easily accessible.	Interviews
	22	Proper signage and direction board should be available at tourism spots	Bagri, S.C. and Kala, D, 2015
	22	Tourist Information Centres should be available	Tasci, Gartner, and Cavusil, 2007
	24	Correct information should be available online and at destination.	Tasci, Gartner, and Cavusil, 2007

Sampling Method and Data Collection

The survey was conducted in 13 different locations within Varanasi region by researcher. According to the protocol developed for this study, respondents were selected through a stratified random sampling and survey was administered by face-to-face contact method. At the end of the process, 347 questionnaires were collected for data analysis, out of which 19 were not included in analysis because of incompleteness, and 328 were usable for further data analysis. 20 questionnaires had to be excluded as outliers. (Hair, Anderson, Tatham, & Black, 1998). Thus, 308 questionnaires were included in final analysis. In order to confirm the validity of survey instrument, the questionnaires were given to a panel of experts to evaluate its content's validity, the clarity of its attributes, its meaning and to assure its linkages with the study objectives. The questionnaire was pilot tested using 46 tourists, representing 15% of the total sample size, who were the representatives of the study population. Additionally, respondents also gave an overall assessment of their observed satisfaction with the entire tourism experience in Varanasi.

The data thus received was systematically arranged, tabulated and analysed using IBM SPSS Version 23.0. Respondents were asked to indicate their level of agreement with each of the 24 tourist satisfaction attributes of a five-

point Likert- scale ranging from 1 (strongly disagree) to 5 (strongly agree). Descriptive statistical methods were used to evaluate tourists' importance and experience. The means, Standard Deviations, T-test and difference Scores were computed. The Cronbach's Alpha was calculated to test the internal consistency for each of the factors extracted for both importance and performance ranking. The results, as shown in Table 3, explains that the alpha coefficient for each attributes is acceptable and higher than minimum value of 0.5 (Nunnally & Bernstein, 1994).

Table 3: Internal Consistency of Factors Extracted

Factors	Cronbach's Alpha	
	Importance	Performance
Infrastructure facilities	0.738	0.872
Destination Attractiveness	0.802	0.831
Service Quality	0.869	0.723
Information Availability	0.832	0.838

Data Analysis and Findings

The survey questionnaire consisted of three sections: First part describes the demographic background from respondent. Second part explained about Tourist's Expectations from Destination and Finally, the Third part deals with Performance of Destination. The detailed demographics of respondents are presented in Table 4.

Table 4: Respondents' Demographic Characteristics

International		Domestic		Domestic	
Gender		Source of Information			
Male	43	148	Travel Agents	39	61
Female	31	86	Online web-services	16	51
Age		Family		4	78
Less than 24 years	10	45	Brochures	2	21
24 years – 40 years	32	72	Books/Magazines/Newspapers	13	23
40 years – 60 years	14	77	Frequency		
More than 60 years	18	40	First time	42	24
Purpose of Visit		2-5 times		30	94
Religious	18	129	More than 5 times	2	116
Culture & Traditions	32	77	Length of Stay		
Educational	12	11	1-2	58	63
Sightseeing	10	16	2-5	12	163
Other reasons	2	1	More than 5	4	8

Respondents were segmented into International and Domestic visitors to measure the tourists' satisfaction with the destination Varanasi. The study was conducted with 74 International and 234 Domestic visitors. Gender distribution was 43 males and 31 females in International and 148 males and 86 females in Domestic visitors. The majority of international respondents belong to (24-60) years followed by more than 60 years, while in case of domestic visitors (40-60) years respondents were the highest in number followed by (24-40) years. The arrival of Varanasi by foreigners is due to culture and traditions followed by religious and educational purpose; whereas religious and rich culture & traditions of Varanasi attracts domestic tourists. Travel agents and Online DMO are the major source of information for International visitors. However, family is the major source of information to domestic tourists as they motivate their kiths and kins to travel the city. Majority of International tourists have their length of stay for 1 or 2 days (UP tourism Corporation, 2015) and visited first time in Varanasi but majority of

domestic tourists stays more than 5 days and have visited destinations 2-5 times as obtained from Table 4.

Importance Performance Analysis of Varanasi Tourist Satisfaction

The study of Varanasi as a tourism destination should be taken as a phase towards the factors tourists think important when they visit a destination. Through this study, it was observed that difference in perceptions of Domestic and International tourists were high while their visit to Varanasi. This is consistent with the findings of previous study by Sörensson and Friedrichs (2013) on work carried in destination Bologna, for Sustainable Tourism. Therefore, separate results for both tourists were carried out. Table 5, describes mean values of Importance and Performance of all destination attribute selected in study for Domestic and International tourists. These all items are categorised into four major categories: Infrastructural facilities, Destination attractiveness, Service Quality and Information availability.

Table 5: Attribute Mean Value for Importance and Performance (I = Importance, P = Performance, S.D. = Standard Deviation) Sig. (2-tailed) <0.01

Variables	Mean Value								Sig. Value	
	International				National				I	P
	I		P		I		P			
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.		
Availability of accommodation.	4.65	0.782	4.32	0.736	4.20	0.785	3.88	0.625	0.001	0.001
Safety and Security of a tourist and its belongings	4.88	0.890	3.76	0.698	4.40	0.716	2.82	0.422	0.000	0.000
High standards of Cleanliness and Hygiene	4.52	0.822	2.88	0.602	4.38	0.728	2.94	0.436	0.000	0.010
Availability and adequateness of transportation facilities.	4.36	0.752	4.40	0.761	4.20	0.722	4.22	0.801	0.000	0.000
Well-maintained pedestrian pathways, parks and green areas	3.90	0.632	2.84	0.518	3.56	0.668	2.84	0.432	0.000	0.001
Heritage attractions to be well-kept and maintained	3.60	0.632	3.50	0.622	3.80	0.592	3.82	0.589	0.000	0.000
Cleanliness & maintenance of public convenience facilities	4.20	0.768	2.96	0.586	4.22	0.765	2.88	0.562	0.000	0.000
Unspoilt and unobstructed environment	4.68	0.744	2.78	0.568	4.06	0.745	2.84	0.538	0.000	0.010
Interesting Cultural attractions	3.80	0.632	4.12	0.736	4.02	0.785	4.12	0.846	0.000	0.000
Interesting Historical attractions	3.82	0.640	4.10	0.768	3.98	0.695	3.96	0.680	0.000	0.020
Appealing Local Cuisines	2.80	0.524	2.86	0.547	2.96	0.514	2.88	0.525	0.002	0.000
Unique rituals, tradition, customs	2.90	0.532	3.12	0.608	4.06	0.774	4.04	0.785	0.001	0.005
High pilgrimage values	2.82	0.526	4.20	0.724	4.30	0.762	4.24	0.756	0.000	0.001

Variables	Mean Value								Sig. Value	
	International				National				I	P
	I		P		I		P			
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.		
Friendly & hospitable Residents.	3.88	0.624	3.08	0.602	2.78	0.536	3.06	0.625	0.000	0.000
Empathetic Hotel staff.	3.92	0.689	3.68	0.632	2.84	0.548	3.24	0.649	0.002	0.002
Value for money	2.90	0.524	2.84	0.567	2.92	0.598	2.78	0.524	0.001	0.001
Information should be easily available.	2.84	0.543	3.40	0.625	2.76	0.562	3.58	0.624	0.000	0.000
Information should be easily accessible.	4.62	0.789	4.08	0.722	3.84	0.625	2.78	0.546	0.001	0.001
Proper signage and direction board should be available at tourism spots	3.64	0.643	2.88	0.586	3.72	0.680	2.84	0.562	0.000	0.000
Tourist Information Centres should be available	3.84	0.683	2.90	0.588	3.86	0.685	3.92	0.689	0.001	0.001
Correct information should be available online and at destination.	4.10	0.762	2.94	0.582	3.70	0.682	2.76	0.578	0.005	0.005

The Mean of Importance attributes for International visitors were ranging from 2.80 to 4.88. The highest value was given to “Safety and Security of tourist and its belongings”, followed by “Availability of Accommodation”. The lowest value to Importance attribute was “Appealing local cuisines” which might be due to its availability in their hotels where they stayed in. The Mean of Performance attributes for International visitors were ranging from 2.78 to 4.40. The highest value was recorded in “Availability and Adequacy of Transport facilities” due to presence of all means of transports at very affordable costs, whereas “unspoilt and unobtrusive environment” received the lowest score due to rise in pollution and deforestation. The Mean of Importance attributes for Domestic visitors range from 2.76 to 4.40. The highest value was recorded in “safety

and security” followed by “cleanliness and Hygiene standards”. The lowest value to Importance Attribute was given to “Information should be easily available” which may be because of their prior knowledge imparted from the family members or familiarity with the destination. The mean of Performance attributes for Domestic tourists range from 2.76 to 4.24. The lowest value was assigned to “Correct information should be present online and at the destination”, which defines the discrepancies between information present at websites or blogs and at the destination. Tourists also expressed their grievances regarding “Accessibility of Information”, as most of the time, they needed a guides, books, brochures or to visit the Tour operators. The highest value was given to “High pilgrimage value” followed by “availability and adequacy of Transport facilities.”

Table 6: Mean of Factors for Domestic and International Tourists

Factors	International			Domestic			Sig. Value	
	I	P	Gap (I-P)	I	P	Gap (I-P)	I	P
Infrastructure Facility	4.35	3.43	0.92	4.10	3.28	0.82	0.000	0.000
Destination Attractiveness	3.23	3.07	0.16	3.86	3.85	0.01	0.001	0.005
Service Quality	3.82	3.34	0.48	3.27	3.33	-0.06	0.010	0.001
Information availability	3.81	3.24	0.57	3.58	3.18	0.40	0.000	0.000
Grand Mean	4.03	3.43	0.6	3.74	3.39	0.35		

The mean of the factors of Importance and Performance was calculated within context of Domestic and International tourists in Table 6. From the data, it was observed both domestic and International visitors laid

more importance in “Infrastructure Facilities”. The mean values of Importance and Performance for Foreign tourists in Infrastructure Facility, Service Quality and Information availability were more than Domestic tourists, while

mean value of Destination attractiveness in foreign tourists is lesser than Domestic Tourists. The Gap Score was calculated on subtracting Mean value of Performance from Mean value of Importance. It was observed only in Domestic tourist respondents, Service Quality has higher Performance than Expectations, whereas in others, Expectations were larger than performance. The highest gap was found in Infrastructure Facilities (0.92 in International and 0.82 in Domestic), which required an immediate attention. The Grand mean of Importance in International Tourist and Domestic Tourist were 4.03 and 3.74 respectively, whereas Performance in International and Domestic Tourist were 3.74 and 3.39. After obtaining the implicitly derived importance and the satisfaction performance of all tourism satisfaction attributes, the 24 items were plotted on the IPA matrix.

Results from the Hypothesis

The results of the hypothesis were tested by using Independent sample t-test. First, normality distribution was checked using skewness and kurtosis (Kline, 2011). According to the skewness and kurtosis values, this assumption was met.

For first hypothesis, Independent sample t-test was conducted to compare the means of Importance of international and domestic tourists. From Table 7, it was observed that There was a significant difference in the scores for International (M=3.87, S.D.= 0.63) and Domestic (M=3.73, S.D.= 0.55) tourists; $t(46)=0.784$, $p=0.437$. These results suggested that *there is significance difference between mean satisfaction of importance among international and domestic tourists.*

Table 7: Independent Sample t-test (2-tailed) ($p<0.01$)

Group Statistics					
	Satisfaction value	N	Mean	Std. Deviation	Std. Error Mean
Importance of foreigners and domestic	Foreigners	24	3.8696	.63048	.12870
	Domestic	24	3.7350	.55711	.11372

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
									Lower	Upper
Importance of foreigners and domestic	Equal variances assumed	.045	.833	.784	46	.437	.13458	.17174	-.21111	.48028
	Equal variances not assumed			.784	45.313	.437	.13458	.17174	-.21126	.48042

For second hypothesis, Independent sample t-test was conducted to compare the means of Performance of international and domestic tourists. From Table 8, it was noted that there was a significant difference in the scores for International (M=3.43, S.D.= 0.58) and

Domestic (M=3.39, S.D.= 0.32) tourists; $t(46)=0.262$, $p=0.794$. These results suggested that *there is significance difference between mean satisfaction of performance among international and domestic tourists.*

Table 8: Independent Sample t-test (2-tailed) (p<0.01)

Group Statistics					
	Satisfaction value	N	Mean	Std. Deviation	Std. Error Mean
Performance of foreigners and domestic	Foreigners	24	3.4342	.58582	.11958
	Domestic	24	3.3900	.58109	.11862

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
									Lower	Upper
Performance of foreigners and domestic	Equal variances assumed	.058	.810	.262	46	.794	.04417	.16843	-.29487	.38320
	Equal variances not assumed			.262	45.997	.794	.04417	.16843	-.29487	.38320

IPA Matrix

In order to observe visitor satisfaction with destination featured items, mean scores of all attributes were plotted on the IPA matrix in figure 2 and 3. Visitors' opinion and importance items were designed on the four quadrant grid that was developed on the mean scores of importance-performance scores. Each item was then assessed by locating in the suitable quadrant. Figure 2&3, discusses the mean values of all 24 items, plotted in importance – performance matrix obtained through data collection from International & Domestic tourists. The items under four quadrants are discussed as follows:

- Keep up the good work: Attributes that have high performance and high importance were kept in this quadrant. "Safety & security", "availability of accommodation", "information is accessible", "Availability of transport", "travel agencies", "travel agents", "interesting cultural and historical", "Hotel staff empathy" were the areas where International tourist seem satisfied with the service offered. Whereas, "Pilgrimage Values", "Accommodation availability", "Transport availability", "High Cultural and Heritage sites restoration", "Roles of Tourist Information Centres" and "Reliable Travel Agencies", "Rituals", "Historical attractions" and "Competent Travel Agents" were the points raised

by Domestic Tourists for which felt into the Keep up the good work quadrant.

- Concentrate Here: Attributes that were rated of high importance by tourists but experience in destination performance is low were places in this quadrant. "Clean Environment", "Cleanliness & Hygiene", "Competent Tourist Guides", "Maintenance of pedestrian and pathways", "correct information at both online source and at destination", "Roles of Tourist Information Centres" for International Tourists and "Safety and Security", "Maintenance of Heritage properties", "Signage Board and Direction Boards", "Information accessibility", "Public Convenience", "Unobstructed Environment" and "Hygiene" for Domestic tourists were the areas that required first area of intervention for the regional policy makers in order to improve the perceived tourist's satisfaction.
- Low Priority: The attributes which tourist rated lower importance and also experienced low in destination performance fall into this category. "Unique traditions, customs, rituals", and "value for money" were rated low priority by International tourists while, "value for money", "empathy", "cuisines" and "Hospitable Residents", "Pedestrian Pathways" and "signage and Direction Boards" were rated by domestic tourists due to familiarity with the destination.

- d) Possible Overkill: The attributes where performance by destination is rated high, but tourists give lower importance were assigned to this quadrant.

“Restoring heritage sites” and “High Pilgrimage value” were rated by international tourists while domestic rated “Information availability” due to their prior knowledge of Varanasi.

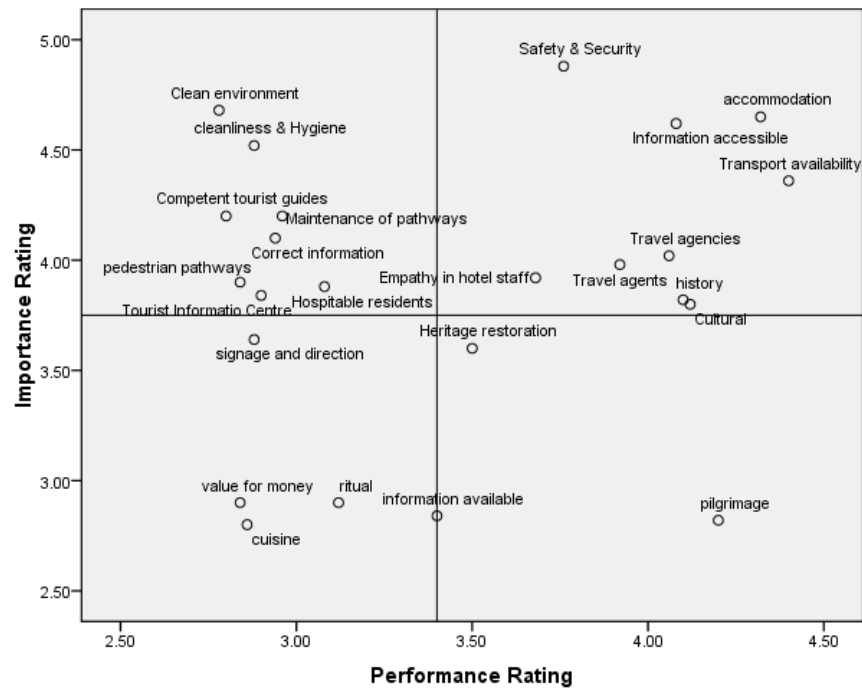


Fig. 2: IPA Matrix – International Tourists

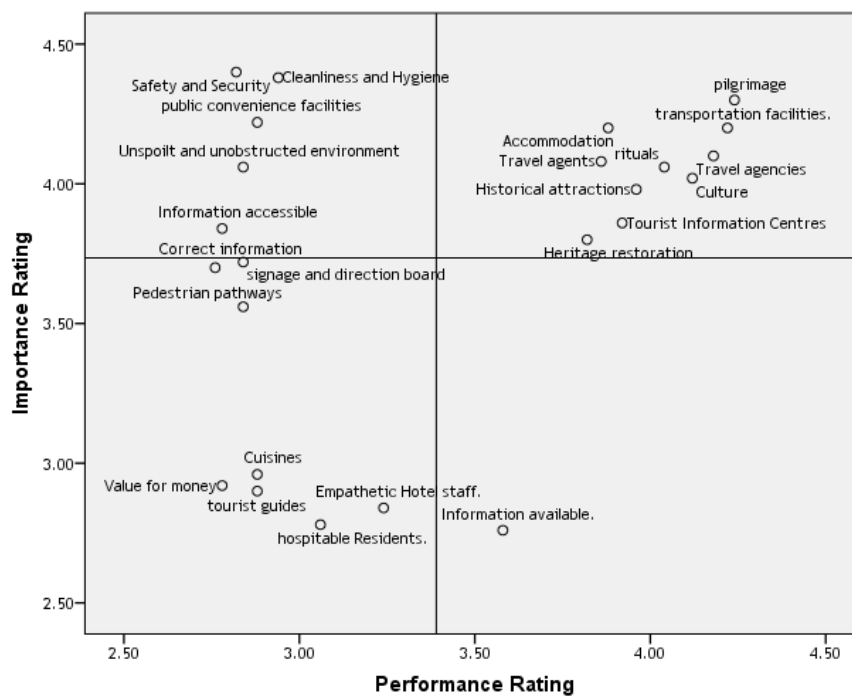


Fig. 3: IPA-Matrix Domestic Tourists

Suggestions and Managerial Implications

This study contributes a new perspective to Importance Performance Analysis in Varanasi. The focus has been to present the views of International and Domestic tourists separately so as to get clear scenarios of their opinions to these attributes. In order to attain positive reviews, the Destination Management Organisations (DMO's) should invest in improving the core facilities like maintaining pedestrian, pathways, enhancing role of Tourist Information Centres, Placement of Direction and Signage boards at every tourist places, Cleanliness & maintenance of public convenience facilities. "Clean Environment" and "Hygiene" were the critical issues both reported by Domestic and International tourists which are required to be handled. Schemes like "Swachh Bharat Abhiyan", "HRIDAY", "PRASAD" needs to be effectively executed for proper improvement in destination. The role of Social Media is very important to promote a destination and it should be explored to its full potential to attract many tourists. However, the discrepancies in the information present at destination and at online sources were different. Therefore, it is recommended to the tourism operators, Hotel managers, Destination Marketing Organisations to revisit these sources and to correct these misinterpretations. The tourists were satisfied from variety of transport facilities, hospitable residents of city and services from language translators. This scope should be properly utilised and taken as an opportunities to promote destination. The areas which were either overlooked or their potential not explored were local cuisines and different rituals, religious discourses offered in the city. These should be recognised and proper marketing of these would help destination to attract tourists and more positive reviews.

Limitations of Study

The aim of the research was to study the investigate tourists' satisfaction with destination attributes in city Varanasi. As with all the forms of research, the results and generalisability of this study of collection of primary data qualitatively and quantitatively from the tourists visiting Varanasi. Thus the findings obtained are specific to the region Varanasi and cannot be generalised in other cultures

(Singh, 2018). Another limitation is that it present finding of specific period of time. The nature of the factors used in the study was limited, which generate the possibility of more dimensions that can have critical contributions in evaluation of tourist satisfaction.

Suggestions for Further Research

Since this research has provided important insights into tourist in Varanasi, it provides a basis for further investigation into aspects that tourist considers important in their overall experience. Future research may examine the themes identified in this paper especially the importance of attributes and investigate these within context of relevant literature. Since, tourists' preferences changes over time and thus the dimensions of grievances will also change. Therefore, periodic review of the factors should be carefully investigated. There is a need for more research in to the nature of possible relationships between importance and performance especially in relation to the practical implications.

Conclusion

Given the increasing competition among national and international tourist destinations, the ability to provide high-quality and satisfactory tourism experiences represent a critical source of competitive advantage. Since tourism has been a significant force of regional development, the accessibility of management tools directing "tourism service" standpoint. This study supports the adoption of the Importance-Performance Analysis (IPA) (Martilla and James, 1977) as a "low-cost/easily managed" tool for assessing visitor satisfaction. Though this procedure has been extensively done in the tourism segment, this research is one of works to identify from a "destination" viewpoint rather from outcomes can be used as a locus in order to report public and private policies directing to increase the perceived satisfaction of the place visited. To sum up, this work tend to identify the opinions of Domestic and International tourists examining the importance and performance of destination attributes in overall tourists' satisfaction using the Importance-Performance Analysis. It can be said that it will assist tourism stakeholders to guarantee tourist satisfaction, establish stronger loyalty and positive future intentions which will mark repeat visits and commendations to others. Moreover, the IPA

results can be used as a benchmarking tool in order to support the further improvement of the level of service quality. Since tourist attractions are capable to create unique destination features, they can be used as important positioning fundamentals in the destination promoting process at both national and international levels.

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