



Tourist Satisfaction at Natural Tourist Centers in Ahmednagar District – A Geographical Perspective

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Abstract

In Ahmednagar district there are many natural sites to attract tourist. Tourist centers are distributed in all tehsils in the district. Tourist visited to this tourist center to get satisfaction, enjoyment etc. For tourist various types of facilities and services are available at the tourist center like road condition, mode of transportation, parking, accommodation, food, drinking water, public toilet, information center, shopping facilities, medical facilities, cleanliness, safety of tourist and guide. Among these facilities and services some facilities and services satisfied tourist but some facilities and services can't satisfied tourist who visited natural tourist centers.

Objectives

- 1) To study the natural attraction for tourism in the study area
- 2) To get the tourist's opinion about the facilities and services around natural tourist center
- 3) To find out the satisfaction level regarding the facilities and services around natural tourist center
- 4) To find out the tourist satisfaction index of selected natural tourist centers in the study area

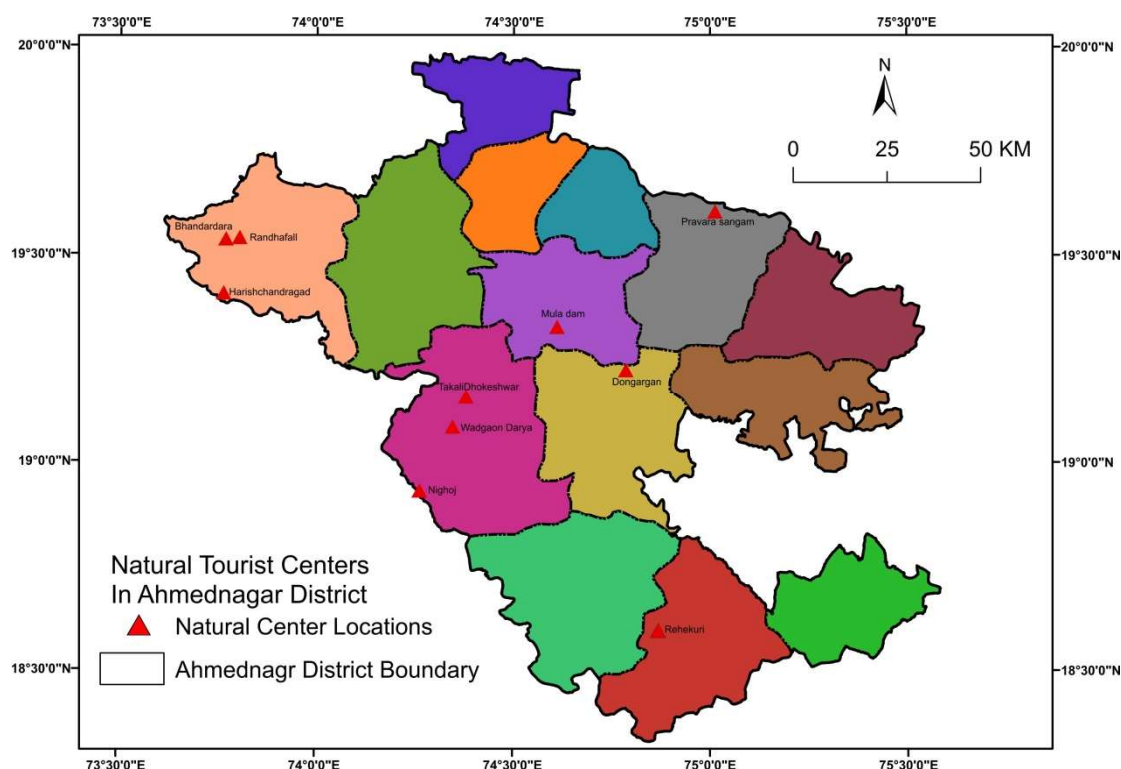
Study Area

Ahmednagar is the largest district of Maharashtra State in respect of area. It is situated in the central part of the Maharashtra State. It is divided in to 14 talukas namely Ahmadnagar, Rahuri, Shrirampur, Nevasa, Shevgaon, Pathardi, Jamkhed, Karjat, Srigonda, Parner, Akole, Sangamner, Kopergaon and Rahata. The study area of this paper is Akole taluka of Ahmednagar district. It is at the western part of the district. The extension of the study area is $73^{\circ} 37' 00''$ E to $74^{\circ} 07' 24''$ E longitude and $19^{\circ} 15' 14''$ N to $19^{\circ} 44' 59''$ N latitude. It is bounded by Sinnar taluka of Nashik district in the north, Sangamner taluka to the east, Junnar taluka of Pune district to the south and Igatpuri taluka of Nashik district and Shahapur taluka of Thane districts to the west.

Selected natural tourist centers

Ahmednagar district has a great potential in natural tourism. Ten natural tourist centers were selected for the study. These centers were Bhandardara, Randhaval, Mula dam, Nighoj, Wadgaon Darya, Rehekuri, Harishchandragad, Dongargan, Pravarasangam and Takali Dhokeshwar. The sample survey was carried out at these ten natural tourist centers. The sample survey of tourist's opinion regarding tourism facilities available at tourist centers was carried out at these centers. For the sample 350 tourists were contacted at selected tourist centers.

Location of Selected Natural Tourist Centers



Methodology and data source

The entire study is based upon the data derived primary sources. Primary data has been collected by visiting to tourist centers

Satisfaction Index

The level of satisfaction of any person is a state of mind. Several categories related to satisfaction were measured by various researchers such as job satisfaction, customer satisfaction, client satisfaction, employee satisfaction, patient satisfaction, physician satisfaction and tourist satisfaction.

The researcher had made an attempt to measure the tourist satisfaction index who were visited to various tourist centers selected for the study with the help of following parameters and formula

$$Sti = \frac{\sum Mi: Ni}{N}$$

Where,

Sti= satisfaction index for 'i'th factor

Mi = Numerical values for particular level of satisfaction for the 'i'th factor. (Number of tourist as per the priority for facilities available for the 'i'th factor)

Ni = Number of respondents deriving the particular level of satisfaction for the 'i'th factor. (Average Satisfaction Value for the 'i'th factor)

N = Total number of tourists

For the assessment of selected natural tourist centers, the researcher has made an attempt to measure the satisfaction of the tourists regarding facilities and services available at the various tourist centers in the district. Therefore, by considering the road condition, mode of transportation, parking, accommodation, food, drinking water, public toilet, information



center, shopping facilities, medical facilities, cleanliness, safety of tourist and guide, tourists were requested to note their satisfaction about facilities at the selected natural tourist centers. They were asked to assign point out of 10 for the particular level of satisfaction. Tourists have given preferences as excellent, good, satisfactory and unsatisfactory. To ensure uniformity of tourists responses we have considered numerical value 8 to 10 for excellent, 6 to 8 for good, 4 to 6 for satisfactory and 0 to 4 for unsatisfactory. The above formula was used to measure the tourist satisfaction index.

1) Tourist's Opinion regarding facilities and services

The tourist's opinion, satisfaction levels and satisfaction index regarding road condition, transportation, parking, accommodation, food, drinking water, public toilet, information center, shopping facilities, medical facilities, cleanliness, safety of tourists and guide is given below.

Factor (Facilities and Services) wise Satisfaction Level (Mi (Number of Tourists as per the priority for Facilities Available for the 'ith' factor))

Table No. 1 - Factor wise Level of Satisfaction

Sr. No.	Factors (Facilities and services)	Excellent		Good		Satisfactory		Unsatisfactory		Total
		No.	%	No.	%	No.	%	No.	%	
1	Road Condition	147	42	152	43.42	32	9.14	19	5.43	350
2	Transportation	42	12	128	36.57	144	41.14	36	10.29	350
3	Parking	28	8	132	37.71	147	42	43	12.29	350
4	Accommodation	26	7.43	69	19.71	81	23.14	174	49.71	350
5	Food	46	13.14	94	26.86	138	39.43	72	20.57	350
6	Drinking Water	26	7.43	64	18.29	97	27.71	163	46.57	350
7	Public toilet	22	6.28	49	14	82	23.43	197	56.28	350
8	Information center	18	5.14	34	9.71	84	24	214	61.14	350
9	Shopping facility	11	3.14	24	6.86	77	22	238	68	350
10	Medical facilities	08	2.29	23	6.57	30	8.57	289	82.57	350
11	Cleanliness	53	15.14	85	24.28	126	36	86	24.57	350
12	Safety of tourist	53	15.14	148	42.28	127	36.29	22	6.29	350
13	Guide	00	00	00	00	24	6.86	326	93.14	350

Source: Compiled by Researcher

2) Factor (Facilities and Services) wise Average Value of Satisfaction (Ni)

Table 2 shows factor wise average value of satisfaction. This factor wise average value for the different level of satisfaction was calculated by multiplying these values by respective frequencies which gives total satisfaction and when total satisfaction is divided by total frequency of the respective factor gives the satisfaction index for that factor.

Table No. 2 - Factor (Facilities and Services) wise Average Value of Satisfaction

Sr. No.	Factors / Facilities	Excellent	Good	Satisfactory	Unsatisfactory
1	Road Condition	8.4	7.5	5.5	3.8
2	Transportation	8.3	6.8	5.9	3.6



Sr. No.	Factors / Facilities	Excellent	Good	Satisfactory	Unsatisfactory
3	Parking	8.8	7.2	5.1	2.4
4	Accommodation	8.1	6.3	4.4	2.3
5	Food	9.4	7.2	4.8	2.7
6	Drinking Water	9.1	7.2	4.2	2.1
7	Public toilet	00	6.1	4.2	1.5
8	Information center	00	00	4.2	1.3
9	Shopping facility	00	00	4.1	1.2
10	Medical facilities	00	00	4.2	1.3
11	Cleanliness	9.1	7.3	5.5	2.8
12	Safety of tourist	8.8	6.9	5.1	2.7
13	Guide	8.2	6.3	4.5	2.4

3) Factor (Facilities and Services) wise Satisfaction Index with rank

After making the study of tourist satisfaction regarding facilities and services available at natural centers in Ahmednagar district the factor and Services wise Satisfaction Index with rank is shown in table 3

Table No. 3 - Factor (Facilities and Services) wise Satisfaction Index with rank

Factors	Satisfaction Index	Rank
Road Condition	6.64	1
Cleanliness	6.03	2
Transportation	5.6	3
Safety of tourist	4.92	4
Parking	4.76	5
Food	4.22	6
Drinking Water	3.55	7
Accommodation	3.37	8
Guide	3	9
Public toilet	1.95	10
Information center	1.51	11
Medical facilities	1.33	12
Shopping facility	1.26	13

It is understood that the opinion of tourists regarding road condition in the Ahmednagar district received first rank. It means that the every natural tourist destination is well connected by road and road condition is well. It also observed that cleanliness received second rank, mode of transportation received third rank, safety of tourist get forth rank,



parking received fifth rank, food received sixth rank, drinking water received seventh rank, accommodation received eighth rank, spot guidance received ninth rank, public toilet received tenth rank, information center received eleventh rank, medical facilities received twelfth rank and shopping facility received thirteenth rank.

Conclusion

The satisfaction index for road condition, cleanliness, transportation and safety of tourist, received high rank (1 to 4) at the natural tourist places in study area. These factors are very important and play an important role in the development of natural tourism in Ahmednagar district. Tourist places are connected by well condition road with well transportation facilities. Tourist felt safety at every natural tourist centers in study region. According to tourists natural places are clean.

The satisfaction index for parking facilities for vehicles at the natural place, food and drinking water and accommodation are found good for the tourists. These factors received 5 to 8 rank. But the satisfaction index for, Shopping facility, public toilet, information center, medical facilities and spot guidance received 9 to 13 ranks. Therefore, it is understood that the maximum tourists' are not satisfied regarding these facilities at natural places. There is great scope for improving these facilities at centers.

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