Satisfaction Index & Development of Rajur Religious Tourist Place in Bhokardan Tahsil, District Jalna, Maharashtra

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Abstract

India is a land of cultural diversity. Number of religious people live here and they celebrate their rituals by their way and so religious activity gives birth to festivals. There are festivals for every season in India and every festival has its own identity. For the development of destination as a tourist center, the satisfaction of tourist is quite important. To calculate the ranks of satisfaction of tourist and identify the current facilities and their level of development of particular tourist places, Actual field work was organized for collecting views of tourist, satisfaction, and recommendation recorded in well-designed questionnaires, group discussion and field survey. Overall 100 questionnaires were filled by tourist throughout field survey. The replies of visitors were calculated by the method of satisfaction Index. In this method tourists were categorized in to four stages as excellent, good, satisfactory and unsatisfactory. Average of satisfaction index for Rajur religious place would be beneficial in planning and development of this religious tourist place.

***Keywords-***, *Satisfaction Index, facilities, Personal Rank*

Introduction-

Tourism is a temporary short term movement of people to destination outside the places where they normally live and work. Tourism involves travel and stay for temporary period ranging from a one day or weekend to a few weeks or months, to a place distant from the places of residence. Tourism has bright future at local, national and international level as a promising industry. Austrian economist Herman V. Schulland (1910) gave one of the earliest definition of tourism, "Tourism is the sum total of the operation, mainly of an economic nature which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region".

Study Region -

Jalna district is situated at the central part of the Maharashtra state of Republic of India and northern direction of Marathwada region specially district lies between $19^001'$ North to $21^003'$ North latitudes and $75^004'$ East to $76^004'$ East Longitude. Jalna district erstwhile a part of Aurangabad district was formed on 1st May, 1981 by carving out Jalna, Bhokardan,

Jafrabad and Ambad tahsil of Aurangabad district and Partur tahsil of Parbhani district. The boundaries of Jalna are adjacent to Parbhani and Buldhana on east, Aurangabad on west, Jalgaon on north and Beed on South. Jalna district covers an area of 7,627 sq.km which is 2.51 percent of the total state area. It has population of 19.48 lakh as per 2011 census.

Location Map of Jalna District
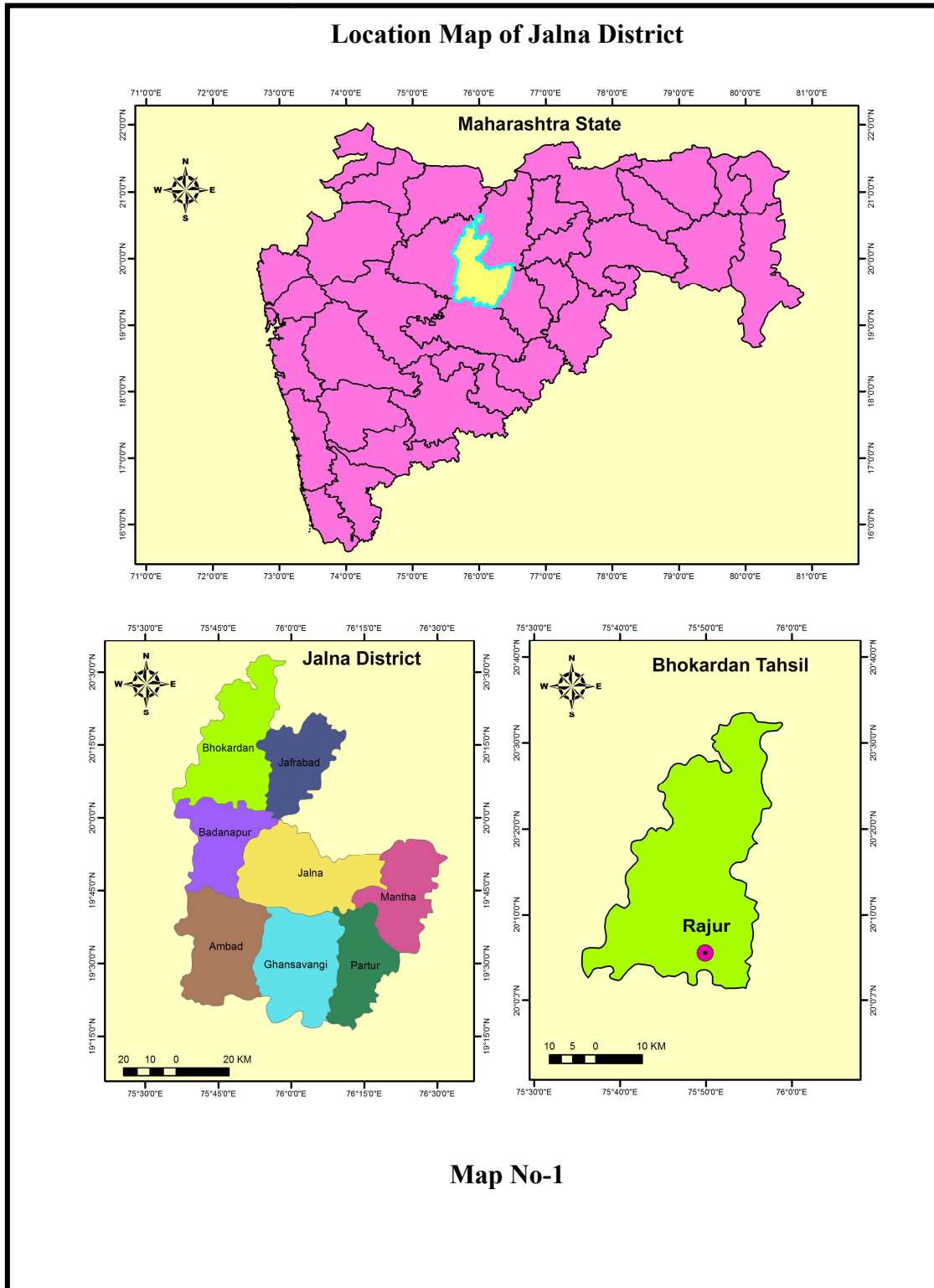
Map No-1

Objective

1. To examine the satisfaction levels of visitors.

2. To evaluate available facilities and their development of Rajur Religious tourist place.

Database and Methodology -

In 21st century tourism is one of the important sectors. It's also called the tourism industry. So tourist satisfaction is the most important factor for tourism growth. It is a measure of how satisfied customers are with a product or service, To evaluate the level of satisfaction of the tourists by collected their views with reference to the different 09 facilities which are presented at Rajur tourist place. The present research was done by using a random sample survey method. To the purpose of this study, 100 tourists were selected at randomly from Rajur tourist places and asked their judgment and views about the facilities in the term of excellent, good, satisfactory and unsatisfactory through questionnaires.

About 100 questionnaires were filled during filed survey, observation and interview with tourist at place. That all tourist views be transformed in to arithmetical standards such as 0 to 4 for unsatisfactory, 4 to 6 for satisfactory, 6 to 8 for good and 8 to 10 for excellent. The factor wise levels of satisfaction be intended and put into a table. The following formula is used for computation of satisfaction index.

Formula:-

$$sti = \frac{\sum M_i N_i}{N}$$

Where,

sti = Satisfaction Index for the 'i'th Factor

Mi = Numerical value for a particular level of Satisfaction for the 'i'th Factor.

Ni = Number of the respondent deriving a particular level of Satisfaction for the 'i'th Factor.

N = Total Number of Respondents for that factor for all levels of Satisfaction.
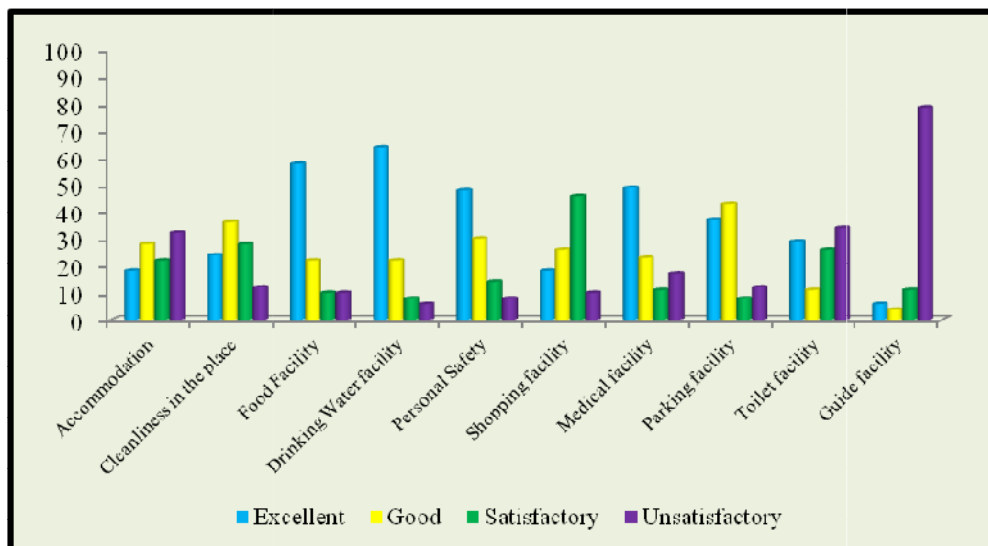
Table No.1

Factor wise level of Satisfaction Index

	Excellent	Good	Satisfactory	Unsatisfactory	Percentage
Accommodation	18	28	22	32	100
Cleanliness in the place	24	36	28	12	100
Food Facility	58	22	10	10	100
Drinking Water facility	64	22	8	6	100
Personal Safety	48	30	14	8	100
Shopping facility	18	26	46	10	100
Medical facility	49	23	11	17	100
Parking facility	37	43	8	12	100
Toilet facility	29	11	26	34	100
Average	38.33	26.77	19.22	15.66	100
Source Data Compiled by Researcher					

ANALYSIS OF SATISFACTION INDEX

The above table no 1 is describes detail information about number of tourist facilities which is present and selected (09) for assessment at Rajur religious tourist place and try to understand average factor wise satisfaction level in four main categories namely Excellent, Good, Satisfactory and Unsatisfactory to give the weighted score respectively. The factor wise levels of satisfaction about the Rajur Religious Place recorded their views in the table no 1. On an average 26.77 % tourist said that the facilities provided at this place are good. 38.33 % tourist's with excellent, 19.22 % remark the satisfactory remark and 15.66 % tourists reported unsatisfactory remark.

Factor wise average Values of Satisfaction (Ni):-

Factor wise averages values are calculated. The average values for the different level of satisfaction for the different factors are given in table.

Table No.2

Factor wise level of Satisfaction Index

	Excellent	Good	Satisfactory	Unsatisfactory
Accommodation	9.44	6.78	4.45	2.8
Cleanliness in the place	8.75	7.00	5.71	2.5
Food Facility	8.96	6.81	5.50	2.00
Drinking Water facility	8.75	6.30	5.25	2.5
Personal Safety	8.22	6.66	5.35	2.5
Shopping facility	8.33	6.15	5.00	2.8
Medical facility	8.36	6.10	5.45	3.5
Parking facility	8.37	6.86	5.25	1.6
Toilet facility	8.62	6.36	5.19	2.6
Source: Compiled by Researcher				

It was noted the responses given excellent was mentioned to Accommodation (9.44), Food Facility (8.96) Cleanliness in the place and Drinking Water facility (8.75), Toilet facility (8.62) Parking facility (8.37), Medical facility (8.36), Shopping facility (8.33), In the good category high response has been noticed for Cleanliness in the place (7.00), Parking facility (6.86) Food Facility (6.81), Accommodation (6.78), Personal Safety (6.66), Toilet facility (6.36), Drinking Water facility (6.30), Shopping facility Safety (6.15). and last one is Medical facility (6.10).In the satisfactory index highest response recorded in Cleanliness in the place (5.71)and lowest response have seen in Accommodation (4.45) .Under the category of unsatisfactory highest value seen in Medical facility and lowest value in Parking facility.

Table No. 3

Factor wise Percentage Satisfaction Index with Rank

Facilities	Satisfaction Index	Rank
Accommodation	5.47	7
Cleanliness in the place	4.69	9
Food Facility	7.43	1
Drinking Water facility	7.41	2
Personal Safety	6.85	3
Shopping facility	5.59	6
Medical facility	6.68	4
Parking facility	6.51	5
Toilet facility	5.41	8
Source: Compiled by Researcher		

The satisfactions are weighted by giving ranks to these factors. It is observed that the food facility in the place ranks first. It means tourists are more satisfied with Drinking Water facility which has received second rank. Personal Safety facility ranks third, Medical facility rank forth, parking facility gets fifth ranks and shopping facility receives sixth rank. Accommodation facility received seventh rank; Toilet facility receives eighth rank, whereas Cleanliness in the place observed nine rank at the tourist place.

Tourist Satisfaction Personal Rank in Rajur
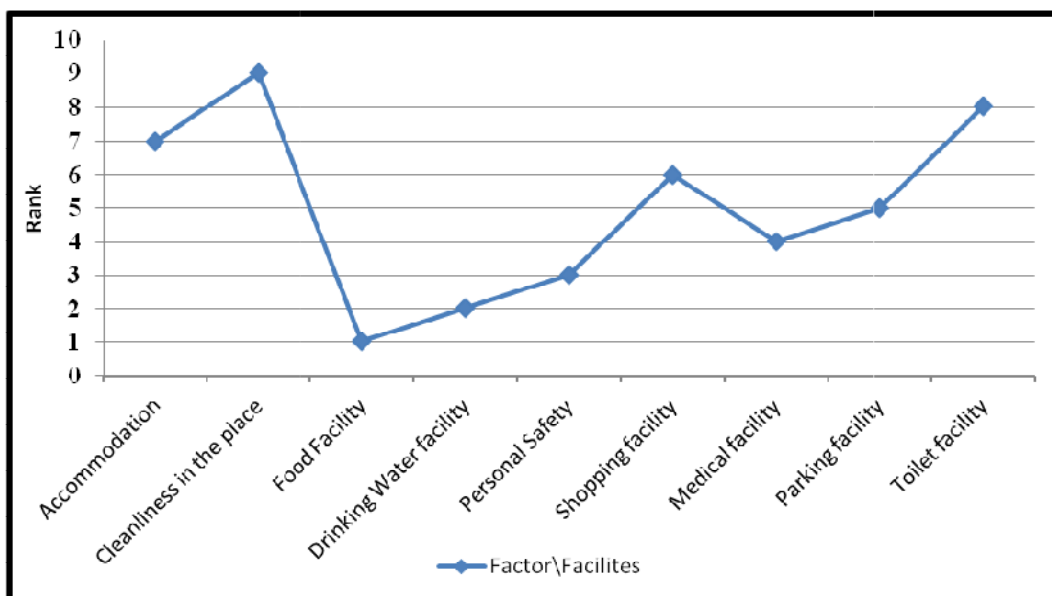
CONCLUSION -

It is observe that most of the people visited this place on the occasion of Chaturthi and holi days Most of the people came from Maharashtra. People believe that this is the Shakti Peeth hence they visit this place with family. The place is high potential to create revenue. Government has provide more facilities to visitors. Highest rank have seen Food Facility, Drinking Water facility, Personal Safety. The lowest rank of facilities and services like Cleanliness in the place, Toilet facility, Cleanliness in the place etc.

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