A Study of Domestic Tourist Satisfaction with Goa as a Holiday Destination

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Introduction

Tourism is a key Industry in economic development of Goa which brings foreign exchange to the state. This beautiful land offers various flavour of dance, music, food & nature to tourist's every year who comes from different parts of the world. To promote tourism in Goa, Goa Tourism Development Corporation organizes cultural and heritage tour, adventure trip,pilgrimage tours, carnival, food festivals, Lokotstav etc. The best time to visit Goa is between the months of October to May. But Goa is popular throughout the year and displays its own charm through various events and festivals. No longer can Goa depend only on the beaches for attracting tourists. Competitive advantage is no longer natural but manmade. For that Goa Tourism Development Corporation is trying hard to diversify its service by adverting adventure tourism, monsoon tourism promoting its archaeological attractions, pilgrimage tourism, Yoga tourism, farm tourism and backwater tourism, rather than just sun and beaches.

To remain attractive place for tourists it is necessary to understand the needs of the domestic tourists visiting Goa from various parts of India. As India is a culturally diverse country the values beliefs and expectations of tourists coming from various states also differ. It is therefore necessary to assess the satisfaction level of tourists from different cultural groups. Culture influences value systems, behaviours and perceptions and understanding cross-cultural differences can help maintain and increase visitor numbers to Goa. As the number of tourists visiting Goa differ widely in culture, there is heightened pressure on destination managers to segment the market and cater for the different needs of each cultural group.

Literature Review

The competition in the tourism sector is increasing due to the development of number of tourist destinations worldwide (Pawitra and Tan, 2003). With increase in the disposable income, leisure time and better transport, tourists have wider destination choices.(Weaver and Lawton, 2002). Destination managers and local authorities are today facing with the challenge of maintaining their tourism markets to avoid a decline in their tourism industry.

With the increase in competition, customer satisfaction has become an important issue within the tourism industry. Satisfaction is a key judgment made by customers about products or services and can heavily influence the success of a business (Bowen and Clarke, 2002). Tourist satisfaction is considered as a cumulative measure of consumption and purchase experience at a tourist destination (Haber and Lerner, 1998). Positive experience of the tourists encourage repeat visits to the destination. As a result satisfaction levels of tourists visiting a destination should be monitored. (Kozak and Rimmington, 2000). The spread of word-of-mouth recommendation is considered the most effective means to market and promote a destination (Söderlund, 1998). Thus, ensuring the satisfaction of tourists can increase the competitiveness of a destination and influence the decision-making process of potential tourists.

National cultures are assumed to hold common underlying value dimensions that influence the beliefs, meanings, attitudes and behaviours of its people (MacKay and Fesenmaier, 2000). Study by Chaudhary (2000) indicated no significant difference between groups of nationalities regarding their satisfaction levels.

Research Methodology

In this study culture is defined by geographical origin and was therefore measured by asking respondents their state of origin. In order to generate a more complete attribute list that was relevant to Goa, secondary sources were used to identify destination attributes relevant to visitor's satisfaction with Goa as a holiday destination. Secondary sources of information consisted of travel brochures, leaflets, reports and articles about Goa, websites relating to Goa.

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TABLE NO: - 1
List of Selected Attributes

Sr.No	Attributes
A1	Quality standard of accommodation
A2	Variety of attractions
A3	Quality and variety of food
A4	Availability of sport and leisure facilities
A5	Availability of nightlife and entertainment
A6	Availability of daily tours to destinations and tourist attractions
A7	Availability of shopping facilities
A8	Availability of space on beaches
A9	Availability of facilities on beaches
A10	Cleanliness of beaches and sea
A11	Friendliness and hospitality of local people
A12	Attitude of staff working in tourism
A13	Feelings of safety and security overall
A14	Overall value for money

Source: Secondary Data

The questionnaire was structured to determine the satisfaction levels of Domestic tourists with Goa as a holiday destination, their intent to return and whether they would recommend the destination to others. A Likert scale was used to measure the satisfaction levels of the domestic tourists. The scale comprises the following categories: do not know (0), terrible (1), unhappy (2), mostly dissatisfied (3), neither satisfied nor dissatisfied (4), mostly satisfied (5), pleased (6) and delighted (7).

Questionnaires were distributed to the tourists just before they were leaving the destination. Tourists who were about to check out of their accommodation were targeted. Researchers such as Kozak and Rimmington (2000) and Kozak (2001) measure the satisfaction levels of tourists who are about to leave the destination. This allows them to assess their perceptions of destination attributes and their holiday experience while it was still clear in their minds (Kozak and Rimmington, 2000).

Further statistical techniques like Cross Tabulation ,Chi Square Test and Kruskal Wallis Test were used to analyse the data.

Hypothesis

I.   There is no significant difference in the satisfaction level of domestic tourists visiting Goa

II.   Domestic tourists are more likely to recommend Goa as a tourist destination

III.   Domestic tourists are not likely to repeat their visit to Goa.

Discussion

Demographic Analysis

A total of 171 questionnaires were collected and coded for entry into SPSS, which was used to analyze the data set. The 'Other' states of origin recorded were Kerala (4), Andhara Pradesh (5), Delhi (5), Punjab (3), Madhya Pradesh (4), Uttar Pradesh (5)and Tamil Nadu (4).

TABLE NO: - 1

Gender

	State of origin				Total
	Maharashtra	Karnataka	Gujarat	Others	
Male	45 *(83.33%)*	18 *(32.14%)*	31 *(100%)*	26 *(86.67%)*	120 *(70.17%)*
Female	9 *(16.67%)*	38 *(67.86%)*	0 *(00)*	4 *(13.37%)*	51 *(29.83%)*

Total	54 (31.58%)	56 (32.74%)	31 (18.12%)	30 (17.54%)	171

Source: Primary Data

As shown in Table 1, Karnataka (32.74%%) was the most represented state visiting Goa, closely followed by Maharashtra (31.58%%) and Gujarat with (18.12%). The sample population was predominantly male (70.17%), with all states of origin, except Karnataka, recording more female than male respondents.

TABLE NO: - 2

    Age

	State of origin				Total
	Maharashtra	Karnataka	Gujarat	Others	
15-24 years	34 *(62.96%)*	0 *(00)*	0 *(00)*	0 *(00)*	34 *(19.88%)*
25-34 years	11 *(20.37%)*	47 *(83.93%)*	0 *(00)*	0 *(00)*	58 *(33.91%)*
35-44 years	0 *(00)*	0 *(00)*	31 *(100%)*	16 *(53.33%)*	47 *(27.48%)*
45-54 years	2 *(3.70%)*	0 *(00)*	0 *(00)*	14 *(46.67%)*	16 *(9.35%)*
55 and Above	7 *(12.96%)*	9 *(16.07%)*	0 *(00)*	0 *(00)*	16 *(9.35%)*
Total	54	56	31	30	171

Source: Primary Data

The majority of visitors to Goa were between 25-34 years of age (33.91%), although the great proportion of tourists from Gujarat (100%) and other states (53.33%) were between 35-44 years of age. Only 9.35% of the total respondents were over 54, indicating that Goa predominantly attracts younger people.

TABLE NO: 3

Accompanied

	Stateoforigin				Total
	Maharashtra	Karnataka	Gujarat	Others	
Alone	17 (31.48%)	0 (00)	0 (00)	0 (00)	17 (9.94%)
As a family	37 (68.51%)	53 (94.64%)	0 (00)	6 (20%)	96 (56.14%)
with partner	0 (00)	3 (5,35%)	21 (67.74%)	0 (00)	24 (14.03%)
With Friends	0 (00)	0 (00)	10 (32.25%)	24 (80%)	34 (19.88%)
Total	54	56	31	30	171

Source: Primary Data

Majority of the tourists recorded highest scores for travelling with family (56.14%) and lowest scores for travelling alone (9.94%). Tourists from Karnataka tended to travel as a family (94.64%).

    TABLE NO: - 4
Length of stay

	Stateoforigin				Total
	Maharashtra	Karnataka	Gujarat	Others	
1-3 days	28 (51.85%)	0 (00)	8 (25.80%)	13 (43.33%)	49 (28.65%)

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	4 to 5 days	18 (33.33%)	33 (58.92%)	0 (00)	17 (56.67%)	68 (39.76%)
	6 to 10 days	8 (14.81%)	15 (26.78%)	14 (45.16%)	0 (00)	37 (21.63%)
	More than 10 days	0 (00)	8 (14.28%)	9 (29.03%)	0 (00)	17 (9.94%)
Total		54	56	31	30	171

Source: Primary Data

Visitors primarily chose to spend 4-5 days (39.76%) in Goa. However, tourists from Karnataka (26.78%) and Gujarat (45.16%) stayed for 6-10 days in Goa. It was also observed that tourists from Gujarat (29.03%) preferred to spend more than 10 days in Goa.

HYPOTHESIS

I : There is no significant differences in the satisfaction levels of domestic tourists visiting Goa.

TABLE NO: - 5

Overall tourist satisfaction

Stateoforigin	N	Mean Rank
Maharashtra	54	40.91
Karnataka	56	84.25
Gujarat	31	128.16
Others	30	126.87
Total	171	

Source: Primary Data
TABLE NO: - 6

Test Statistics[a,b]

	OverallSatisfaction
Chi-Square	89.886
Df	3
Asymp. Sig.	.000

a. Kruskal Wallis Test
Source: Primary Data

From the above table, it can be inferred that there is no significant differences in the overall satisfaction levels of domestic tourists visiting Goa.

TABLE NO: - 7

Test Statistics for Individual Attributes

	A1	A2	**A3**	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14
Chi-Square	3.690	1.856	**14.488**	3.962	3.395	9.308	2.023	5.518	.953	**12.019**	1.292	1.385	**97.614**	**70.529**
Df	3	3	**3**	3	3	3	3	3	3	**3**	3	3	**3**	**3**
Asymp. Sig.	.297	.603	**.002**	.266	.335	.025	.568	.138	.813	**.007**	.731	.709	**.000**	**.000**

a. Kruskal Wallis Test
Source: Primary Data

As far as satisfaction of individual attributes relating to Goa are concerned, out of 14 attributes, only 4 attributes have significant value. Namely Quality and variety of food, Cleanliness of beaches and sea, Feelings of safety and security overall and Overall value for money were found to be significant.

II.   Domestic tourists are more likely to recommend Goa as a tourist destination
TABLE NO: -8
Recommendation by Domestic tourists

		Stateoforigin				Total
		Maharashtra	Karnataka	Gujarat	Others	
Recommendation	Yes	38	47	23	18	126
	No	16	9	8	12	45
Total		54	56	31	30	171

Source: Primary Data
TABLE NO: - 9
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.238[a]	3	.101
Likelihood Ratio	6.316	3	.097
Linear-by-Linear Association	1.021	1	.312
N of Valid Cases	171		

From Chi square analysis it can be revealed that Pearson Chi square value is 6.238[a] and sign value is .101. Since the calculated value (6.238[a]) is greater than the probability value (p< 0.05) the null hypothesis is accepted. Thus it can be inferred that the domestic tourists are more likely to recommend Goa as a tourist destination.

III: Domestic tourists are not likely to repeat their visit to Goa.
TABLE NO: - 10
Domestic tourist intention for future visit to Goa

	Stateoforigin				Total
	Maharashtra	Karnataka	Gujarat	Others	
Yes	42	31	27	18	118
No	12	25	4	12	53
Total	54	56	31	30	171

Source: Primary Data

TABLE NO: - 11
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.702[a]	3	.005
Likelihood Ratio	13.297	3	.004
Linear-by-Linear Association	.485	1	.486
N of Valid Cases	171		

Source: Primary Data

From Chi square analysis it can be revealed that Pearson Chi square value is 12.702^a and sign value is .005. Since the calculated value (12.702^a) is less than the probability value ($p < 0.05$) the null hypothesis is rejected. Thus it can be inferred that the domestic tourists are likely to repeat their visit to Goa.

Conclusion

This study investigates the cross-cultural differences between domestic tourists in their satisfaction levels with Goa as a holiday destination. Analysis of the results demonstrated that there were no significant differences between domestic tourists from various states in their satisfaction levels with the overall destination. However, there were significant differences in the satisfaction level of domestic tourists across some of the attributes, but not in terms of satisfaction levels with the overall destination. Cultural variation may significantly influence satisfaction levels regarding Quality and variety of food, Cleanliness of beaches and sea, Feelings of safety and security overall and Overall value for money were found to be significant.

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