

AN INSIGHT INTO TOURISTS SATISFACTION IN UDAIPUR

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ABSTRACT

Tourism, one of the fastest growing industries in India is a multi faceted beneficial sector for the revenue and employment of the country. It being a service industry has its growth's reliance entirely on the customers' satisfaction and their expectations fulfillment. It therefore becomes necessary to regularly have a check on their satisfaction levels, take feedback and do the required improvisations. Udaipur has been recently awarded as the Best Tourist City of the world, and so it became apriority to study the satisfaction levels of international tourists visiting the beautiful city of Lakes, Udaipur located in Rajasthan, India. Tourist satisfaction is crucial to the successful survival operation of any tourist destination. Many studies have been undertaken to measure the tourist satisfaction at destination level by applying various techniques. But there are many factors which need to be incorporated while measuring the satisfaction level of tourist at the destination level. In this study, an attempt has been made to use the five broad critical attributes of the destination. While planning and implementing the strategies for the successful tourism development, it is very imperative that the quality of these five attributes should exceed or at least meet the expectation of the visiting tourist to destinations. Therefore, the aim of this study is to measure satisfaction level of the tourists visiting Udaipur by evolving a model which will help to incorporate major factors effective in measuring the satisfaction level of the tourist at the destination.

KEYWORDS: Tourist Satisfaction, Dimensions, Suggestions.

INTRODUCTION

Udaipur, the beautiful city of tranquil water lakes, well known as the city of Dawn, is one of the most renowned God gifted nature cities on the planet earth. The rich cultural, social and natural heritage reflected through its aesthetic beauty and ecological richness has been preserved through the surrounding lakes, serene and gargantuan hilly ranges of the Aravali with lush green vegetation of the

pleasant gardens and harmonious built forms presenting a unique portrait of scenic beauty. The magical beauty of the Lake Pichola allures the visitors again and again.

Udaipur, the Mewar of Rajasthan, as one of the oldest kingdoms in the region, continues to instill an everlasting sense of pride among its people.

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Udaipur is a historic city and part of ancient Capital City of glorious Mewar of Maharana Pratap. Udaipur is also well known as The Venice of East, another Kashmir of India, and it offers one of the widest ranges of cultural heritage. Udaipur, by virtue of its interconnected lakes, has a large water retaining capacity. The lakes, mountains and the habitat of the city present an excellent example of harmony between the nature and the built environment.

SAFETY & SECURITY: DIMENSIONS OF TOURIST SATISFACTION

Safety and Security as by its name, insures or rather encompasses the safety and security of tourist under three major phases .First a tourist needs to be safe or prevent himself from any kind of endemic or pandemic or any contaminative disease that may be widespread in that area. Health is the prime concern of every individual and a tourist is visiting for its reassurance.

So such kind of health safety would be ensured through vaccination, hygiene and cleanliness maintained in that area. Second a tourist would not want to endanger it due to any kind of violent activities such as terrorism, blasts. So the place would require being internationally safe and sound.

The third major factor would be the security and comfort one would prefer during the visit such as treatment from the local, molestation, and physical or mental abuse. One would want a place devoid of such activities.

So, the dimension of safety & security would judge the city under the above three conditions.

DESTINATION

The second dimension of judgment, the city, is one of the important and crucial factors as

travel by majority is for leisure, and for leisure a destination requires to fulfill all the pleasurable and entertaining facilities.

The destination would have to add to the tourists pleasure whether through its natural and scenic beauty or be it artificial tourism or through its cultural and historic importance. The place would have to ensure to make the tourists experience a pleasurable and memorable one.

CLIMATE

Climate adds on to the pleasurable experience of a tourist. A place may be better in winters and worse in summers or rain. It is climate which may entirely rejuvenate or spoil one's mood. Rains on one hand add on to the beauty of a place whereas in excess can even trouble the basic movement. Likely people with sensitive skin may not tolerate excessive heat and the ones who are not acquainted with winters may not enjoy their trip in freezing conditions. All in all, a city should offer moderate climate conditions for acceptance from all kinds of tourists.

TOURIST INFORMATION

Tourist Information is the linking aspect of all the other dimensions. Where the other entire four act as the major ingredients of a tourist's experience, the tourist information is the recipe, as the valuable and accurate delivery of information to the tourist is of crucial importance.

The information should be general and common to all and ironically, customized, offering the specific and planned as per their requisites and desires.

Hence, the destination's fourth aspect of judgment would depend on the availability of proper information centers and sources in that area.

TOURIST SERVICES & FACILITIES

The mockeries virgin mojito is useless unless accompanied with a straw. Similarly the natural and major tourist attractions are void if not marketed, presented and maintained well. Be it a drink or a journey, it is relished only if it is comfortable, convenient and easy. The tourist Services & Facilities dimension include the public transportation facilities, the food zones or outlets, various packages on accommodation, language translators and many such more which would comfort the tourist stay.

The given five dimensions intend to generate a consensus of the tourist considering the five important aspects which contribute to a tourist's visit and his/her experience in Udaipur and conclude if Udaipur scores good on all the five basis of judgment and stands true to international standards.

SUGGESTIONS

The tourism scenario is changing very fast in the Udaipur region of Rajasthan. So travel agencies need to modify their strategies and offer variety of tourism products/ services to the tourists which would help them to survive in the fast-growing and hugely competitive tourism market.

GENERAL SUGGESTIONS

Some general suggestions have been given which, if followed, can bring about a significant turnaround in the overall Tourism scenario in Udaipur. These are as follows:-

The Government of Rajasthan should take urgent steps to increase the arrival of tourists- both domestic and international- in Udaipur.

The various Udaipur tourist agencies offering their products and services online must design their websites in foreign languages (Like

Japanese and French) too apart from English so that the tourists could be attracted and encouraged to travel to Udaipur.

Care should be taken by the Udaipur travel agencies to make available not only premium tourist packages but also economic packages which can be afforded by the masses. This can significantly increase the travel agencies' revenues.

The tourists must be given an option to make their payment through installments spread over several months and this would be a big relief to the poor tourists who cannot pay the whole amount in one go.

Arrangements should be made for interaction (either face to face or telephonic) of prospective tourists with tourists who have already visited various places in Udaipur, so that the prospective tourists can judge for themselves the genuineness of the claims in the advertisement of the travel agency.

Care should be taken by Udaipur travel agencies that the tourism product/ service delivered by them to the tourists is exactly similar to the one advertised by them and there is no discrepancy, whatsoever, between the two.

The Rajasthan Government should ensure availability of facilities for tourists in all the major towns of Udaipur by building the requisite infrastructure like hotels, roads, transportation, etc.

The various School Boards must make tourism education as a compulsory part of school education, so that the small children, after growing up, become well conversant with tourism and other tourism-related activities, and do not feel hesitant in travelling.

Though there exists a tourism policy of the Rajasthan Government for the Udaipur region, but

it has several loopholes which need to be plugged in order to prevent crimes like cheating, abusing, theft, etc. One way may be to incorporate harsher punishments for the touts who indulge in cheating the tourists, mostly international.

All tourism processes must be performed professionally by the travel agents of Udaipur and confirmations should be made to the tourists via e-mail/ phone regarding the status of their travel bookings.

The tourist firms and travel agencies should follow the 7 S of Indian Tourism and Travel Industry which are Suchna-Information, Suraksha-Safety, Swagat-Welcome, Suvidha-Facility, Safai-Cleanliness, Sahyog-Cooperation, Sanrachna- Infrastructure. Instructions to the visitors must be clear, specific and minimal. Effort must be made to record the online shopper's personal details like Name, Postal Address, Telephone Numbers, E-Mail Address, etc. Privacy of this information needs to be ensured so that it is not used in unethical ways leading to violation of trust.

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