

A Study On Tourist Satisfaction Of Veli Tourist Village In Trivandrum District

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Abstract: For the sustainability and development of tourism destination tourist satisfaction can play a vital role. It is a popular waterfront destination known for its unique experience. As foreign tourists are visiting this place more emphasis has to be given to develop the infrastructure facility of this area. Quality enhancement must be given prime importance to develop this area into a competitive recognized tourist spot. Extra amenities and waste management has to be looked up seriously to elevate tourist satisfaction. This paper throws light on tourist satisfaction of veli tourist village. The findings point out that waste management, lack of infrastructure such as wash room facility, shopping facility, refreshment facility has to be improved as that sustainability in tourism development can be achieved.

Key words: Sustainability, Quality enhancement, Infrastructure facility, Waste management

Introduction

Tourism is one of the factors which determine success of the economy of a country. Tourism offers several benefits to an economy. It is imperative to an economy socially, culturally, economically and environmentally. Economically, it creates employment opportunities and contributes to gross domestic product. It brings capital investment and promotes exports Social and cultural values will be shared among people. Kerala is one of the ten paradises of the world. It is well known for its back waters and eco-tourism initiatives. Tourist satisfaction and quality tourist experience is so important due to number of reasons Veli tourist village is located 8 km away from Trivandrum. For family entertainments and enjoyment, it is an excellent picnic spot. It is a wonderful space for relaxing near the city. Boating is one of the main attractions in veli. Boating charges depend upon the type of boats they opt. It is operated by KTDC. There are various types of flowering plants which make the surroundings more attractive and peaceful.

Statement of the problem

Veli tourist village is an important destination in Kerala. Veli tourist village known for its natural beauty faces some challenges. Inadequate infrastructural facilities, poor waste management, inadequate canteen facilities are some problems faced by tourists

Significance of the study

Kerala is blessed with various attractive features for tourism development. It includes lakes and beaches. Veli tourist village has great opportunities for back water tourism and beautiful destinations. Government has to take initiatives to develop this area into a globally identified spot

Objectives of the study

- 1.To analyze and evaluate tourist satisfaction of veli tourist village
- 2.To study the problem faced by tourists regarding facilities of veli tourist village

Research methodology

Data were collected from primary and secondary sources. Primary data collected through questionnaires from 125 respondents. Secondary data collected from internet, newspaper, magazines. Tools used for collection is questionnaire. A direct interview method was used. The research is based on simple survey. We used convenient sampling method for the study. Percentage method was used to analyze the data and it is presented through tables.

Review of literature

Banu. S. (2012) The main objective for developing various tourism is to promote our rich cultural heritage and environment. This, in turn, enhances eco-tourism for sustainable livelihoods. The strategies involved for sustainability of state tourism projects should also include aggressive Marketing Strategies. There is demand of rural tourism in India as modern day tourist is keen to explore and experience the cultural heritage of the destination. India being a destination with rich cultural diversity always attracts tourists; particularly the foreign tourists who cherish the local beauty, diversity, heritage, culture, handicraft etc. Aggressive marketing is required to promote each destination of state tourism based on its uniqueness.

Bhatia A. (2013) The ministry of tourism can analyze the strengths and weaknesses of Indian tourism industry and also explore the favorable opportunities coming its way and minimize the effects of threats posed so that Indian tourism industry can be benefitted from it. As the world tourism organization highlights have also revealed in their study that there will be a shift in global trend of foreign tourist arrival from advanced economies to emerging economies and India being a part of the latter should therefore be ready enough to grab the fruits of these opportunities coming its way

Chawdhury B. (2013) Tourism can stimulate economic growth at local and national levels and promote the growth of agriculture, industry and service sectors. Tourism helps in the development of infrastructure through the construction of roads and tracks to different areas of tourist attraction. Tourism can generate financial resources for conservation of the natural environment. Tourism can stimulate the development of the transport infrastructure which can stimulate access to and from different places.

Jain D. (2013) Every destination country is trying to attract more tourists by drawing the attention and growing the interest among the potential tourists through adopting effective marketing strategies. Promotion is an important element of marketing mix and plays a vital role in developing marketing strategies. Because of tourism is a field where the tourists want to know in advance about the attractions and facilities of the destination. Marketers need to provide such necessary information to the prospective tourists through different promotional measures and thus, try to motivate and attract them to the sponsor's destination.

Naik A. and Jangir S. (2013) Tourism is a socio-cultural event for the traveler and the host; part of travels attraction is the opportunity to see different areas of the world and observe foreign cultures and way of life international travels brings the residents of urban industrial societies to less developed nations and culture. The contrast between resident and visitor under these circumstances is because of the difference in language, cultural values, economic development and politics. Such differences are also observed in domestic tourism and this brings people of different backgrounds and lifestyle together and can lead to conflict concerning land use and economic priorities in the destination areas.

Data analysis and Interpretations**Table 1.1 Age wise classification**

Age	No of tourists	Percentage
Below 18	39	31.20
18-30	49	39.20
30-60	24	19.20
Above 60	13	10.40
Total	125	100

Source: Primary data

Out of 125 respondents 31.2% falls in the age category below 18. 39.2% falls in the age category in between 18-30.19.2% falls in the age category in between 30-60 and 10.4% falls in the age category above 60

Table 1.2 Educational qualification of tourist

Educational qualification	No. of respondents	Percentage
School level	26	20.80
Graduate	30	24
Post graduates	36	28.80
Professional education	33	26.40
Total	125	100

Source: Primary data

Among the respondents 20.8% have school education 24% are graduates 28.8% are post graduates and 26.4% possess professional education

Table 1.3 Sex wise classification of tourist

Gender	No. of respondents	Percentage
Male	60	48
Female	65	52

Source: Primary data

From the above data it is inferred that 48% of them are males and 52% of them are females

Table 1.4 Marital status of tourist

Marital status	No. of respondents	Percentage
Single	52	41.6
Married	60	48
Others	13	10.4

Source: Primary data

From the table it is inferred that 41.6% are single and 58.4% are married

Table 1.5 Nationality status of tourists

Nationality	No. of respondents	Percentage
Indian	100	80
Foreign	25	20

Source: Primary data

Among 125 respondents 80% are Indian tourists and 20% are foreign tourists

Table 1.6 Source of information about tourist destination

Information about tourist destination	No. of respondents	Percentage
From internet	22	17.6
From friends & relatives	50	40
From media	32	25.6
I already know it	21	16.8

Source: Primary data

From the data it is inferred that 17.6% got information about this spot from internet 40% of the respondents got information from friends and relatives 25.6 from social media and 16.8% already knew it

Table 1.7 Frequency of visit

Regular visitors	No. of respondents	Percentage
Yes	84	67.2
No	41	32.8

Source: Primary data

Among the respondents 67.2% regularly visit this place and 32.8% does not visit it regularly

Table 1.8 Convenient time of visit

Convenient time	No. of respondents	Percentage
Morning	50	40
Evening	75	60

40% of the respondents visit this place in the morning and 60% visit this place in the evening

Source: Primary data

Table 1.9 Table showing whether tourist spend time in various activities

Activities like to spend	No. respondents	Percentage
Beach	72	57.6
Boating	32	25.6
Park	21	16.8

Source: Primary data

Out of 125 respondents 57.6% spend their time in beaches 25.6% in boating activities and 16.8% in park

Table 1.10 Table showing opinion about satisfaction about wash room facilities

Washroom facilities	No. of respondents	Percentage
Good	24	19.2
Average	78	62.4
Bad	23	18.4

Source: Primary data

It is inferred that 19.2% says that washroom facility is good 65.4% says that it is average and 18.4% says that it is bad

Table 1.11 Table showing satisfaction of entertainment facilities

Satisfaction with entertainment	No. of tourist	Percentage
Yes	114	91.2
No	11	8.8

Source: Primary data

The table shows that 91.2% are satisfied with entertainment facilities and 8.8% are not satisfied with entertainment facilities

Table 1.12 Satisfaction with ticket rates

Satisfied with ticket rate	No. of respondents	Percentage
Very satisfied	15	12
Satisfied	68	54.4
Average satisfied	30	24
Dissatisfied	12	9.6

Source: Primary data

12% of the respondents are very satisfied with ticket rates 54.4% are satisfied with ticket rates 24% are average satisfied with ticket rates and 9.6% are dissatisfied with ticket rates

Table 1.13 About Refreshment facilities

Satisfaction level	No. of respondents	Percentage
Very satisfied	52	41.6
Satisfied	39	31.2
Average satisfaction	20	16
Dissatisfied	14	11.2

Source: Primary data

41.6% are very satisfied with refreshment facilities 31.2% are satisfied with refreshment facilities 16% are averagely satisfied with refreshment facility and 11.2% are dissatisfied with refreshment facility

Table 1.14 Table showing satisfaction about waste disposal

Satisfaction level of waste management	No. of respondents	Percentage
Very satisfied	2	1.6
Satisfied	62	49.6
Average satisfaction	31	24.8
Dissatisfied	30	24

Source: Primary data

Out of the respondents 1.6% are very satisfied with waste management 49.6% are satisfied with waste management 24.8% are averagely satisfied with waste management and 24% are dissatisfied with waste management

Table 1.15 Opinion about satisfaction level of shopping facilities

Satisfaction of shopping facilities	No. of respondents	Percentage
Yes	62	49.6
No	63	50.4

Source: Primary data

49.6% are satisfied with shopping facility and 50.4% are not satisfied with shopping facility

Table 1.16 Table showing problems faced by tourists

Problem faced	No. of respondents	Percentage
Unclean places	21	16.8
Safety problem	10	8
No. of proper washroom facilities	45	36
Lack of shopping facilities	49	39.2

Source: Primary data

16.8% of the respondents is of the opinion that unclean places is one of the problems faced by them.8% faces safety problem.36% face the problem lack of washroom facility and 39.2% says that lack of shopping facility is a problem

Findings

- 1.Majority of the tourists are females
- 2.28.8% of respondents are post graduates
- 3.Majority of them are Indian tourists
- 4.Majority of respondents are satisfied with entertainment facilities

Suggestions

1. More arrangements has to be done for waste management. This problem can be solved by composting and recycling
- 2.Couple and family packages can be introduced to attract tourists
- 3.More number of washroom facilities has to be introduced
- 4.Amenities for kids and differently abled persons has to be improved
- 5.More hotels and restaurants can be opened to attract tourists

6. Avoid the use of plastics inside veli tourist village

Conclusion

Veli tourist village has high potential in the near future. By introducing green protocol and barriers one can create goodwill among the tourists. In this study we had come across various challenges faced by the project and the tourism department can take remedial measures to overcome the challenges. As it blends natural charm with cultural richness it can be developed into a perfect gateway that highlight the Kerala coast and its hospitality. It is enjoyable for families', solo travelers and couples. Therefore, veli tourist village has a good prospect and success in the near future

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