



# “A STUDY ON CUSTOMER SATISFACTION ON TOURISM”

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## Abstract:

This study examined the relationships between customer satisfaction and tourism services Using a survey of 151 people, the study found that customer satisfaction was significantly correlated with the quality of the service provided, the overall experience, and the level of customer service. Furthermore, the study found that customer satisfaction was also affected by perceived value, the perceived level of satisfaction with the destination, and the perceived level of safety. The results suggest that tourism service providers need to focus on providing high quality services, creating memorable experiences, and providing excellent customer service to ensure customer satisfaction. Data has been collected from both primary and secondary sources. Also, we gathered information by surveying people using Google Forms and asking them various questions that might help in our research.

**Keywords:** Customer Satisfaction, Tourism, Tourism Industry, Travelers, Tourist Destinations, Experiences, Service Quality, Customer Experience, Satisfaction Levels, Customer Needs, Tourism Products, Satisfaction Measurement

## **Introduction:**

Tourism is a vital component of the economy, thus research on consumer satisfaction in the sector is an important one to research. When visitors travel, they anticipate a positive trip, being happy with their accommodations and the services they receive. Understanding the factors influencing customer satisfaction is essential to growing the travel and tourism sector. The standard of the service that is provided to customers has the most impact on their satisfaction.

This covers the standard of the lodging, food, activities, and environment in general. The cost of the goods and services is another crucial element. Consumers must understand what they will be paying for if they want to obtain a fair value for their money. In order to guarantee a positive experience, the personnel should also give polite and helpful customer service. Additional elements to take into account when analysing client satisfaction include the environment's safety and security, the facilities' cleanliness and hygienic conditions, and the accessibility to destination information.

The growth of the tourism industry is aided in part by advances in technology and increased connectivity. People can now travel more easily than ever thanks to technological improvements, which opens up new opportunities for governments to attract tourists. Another aspect is the growth of the digital economy. It has made it possible for tourism-related enterprises to reach out to new markets and customers.

The travel and tourism industry may be impacted by changing international trends and events. For instance, the most recent COVID-19 epidemic had a significant impact on the industry, resulting in travel restrictions and lockdowns in some countries, which precipitated a precipitous decline in tourism.

Some major factor which plays an important role in customer satisfaction: -

1. Quality of Service
2. Cost
3. Safety
4. Customer Service
5. Availability

## **Overview of World Market:-**

The worldwide tourism industry is anticipated to steadily continue to grow over the next years. By 2022, it is expected that the global tourist business would have grown to almost US\$8.5 trillion. The development of the tourism industry is influenced by a variety of variables, including the rise of air transportation networks, increased disposable income, an increase in leisure and business travel, and others.

By 2022, it's expected that Europe will still be the most popular travel destination for tourists, with a market share of over 20%. With a predicted market share of 8.3% by 2022, South America is expected to have the greatest increase in foreign arrivals, while North America is expected to experience a little decline in market share.

With a forecasted market share of over 41% by 2022, the Asia-Pacific region is expected to continue to lead the globe in terms of tourism industry revenue. The Middle East and Africa are forecast to see the largest increase in sales, with a market share of 10.4% by 2022.

### **Overview of World Market:-**

In spite of global unrest, Indians spent a record \$10 billion (about Rs 8,000 crore) on international travel in the first nine months of the fiscal year 2022–2023. According to statistics from the Reserve Bank of India (RBI), Indians spent \$9,947 million between April and December 2022, breaking the previous record of \$7 billion set before the epidemic, according to a story in the Times of India.

Visits from domestic tourists will increase from 1,754.9 million in 2019 to 2,543.9 million in 2022. The number of international visitors to India is expected to increase from 14.4 million in 2019 to 20.2 million by 2022. The Amazing India campaign and the e-visa option for visitors from outside are only two of the efforts the Indian government has undertaken to market India as a tourism destination.

### **About major companies in Tourism industry in the world:**

<b>Company</b>	<b>Services</b>
<b>Expedia Group</b>	<b>Classic Vacations, E bookers, Expedia Cruise Ship Centers, Expedia Local Expert etc.</b>
<b>Booking Holdings</b>	<b>Cheap flights, OpenTable, Travel management</b>
<b>American Express</b>	<b>Travel management, Travel consulting, meetings and events</b>
<b>BCD Travel</b>	<b>Teen Patti Gold, Ludo Club</b>
<b>CWT</b>	<b>Including flight bookings, hotel and car rental reservations, cruise packages, activities,</b>

**About major companies in Tourism industry in India:**

Company	Services
Thomas Cook India	flights for your destination, make hotel room bookings Buy forex, sell forex or send money abroad etc.
MakeMyTrip	booking of the air, bus, rail tickets, hotel booking, holiday packages, car hire.
Yatra	flight tickets, domestic and international holiday packages, hotel reservations, rail and bus tickets, etc
Goibibo	for hotels, flights, trains, bus and cars for travelers.
Trivago	Hotel search, Price comparison, Room alerts etc.

**Product profile:**

1. Air Travel Industry
2. Adventure Tourism
3. Hotel and Resort Industry
4. Cruise Industry
5. Cultural and Heritage Tourism
6. Adventure Sports Tourism

**Problem Statement:**

This study aims to investigate customer satisfaction with tourism, with a focus on understanding the factors that influence customer satisfaction and their impact on customer loyalty. The research focuses on the customer's perception of the service they receive while travelling, and how this affects their overall satisfaction. Additionally, the study will explore the customer's expectations before travelling and how they compare with the experience they receive.

The research will also investigate how customer satisfaction affects their loyalty, and how this varies across different types of customers. The research will employ both quantitative and qualitative methods in order to understand customer satisfaction, and the results of the research will be used to implement strategies to increase customer satisfaction and loyalty.

**Data collection Instrument:**

In order to analyse the impact of branding in customer satisfaction and discover the elements that affect consumers' satisfaction, primary data collecting has been employed in this study using a quantitative technique.

The study problem will be resolved by the information acquired via a well-structured questionnaire. For a certain objective, primary data is obtained directly from sources.

As a result, the information obtained is the most recent for this particular target and the data gathering is real-time.

As primary research is conducted with a specific goal in mind, it is often seen to be more reliable and valid. Nevertheless, a bigger sample is required for the study to be credible, which might be costly and time-consuming.

### Objective of the study:

1. To identify the factors that affect customer satisfaction in the tourism industry.
2. To analyse customer perceptions and expectations of the tourism industry.
3. To understand the impact of customer satisfaction on the overall tourism industry.
4. To identify the areas where improvements can be made to enhance customer satisfaction.
5. To assess the impact of customer satisfaction on the global tourism industry.
6. To recommend strategies to increase customer satisfaction in the tourism industry.
7. To review the impact of customer satisfaction on the economic benefits of the tourism industry.
8. To understand the role of customer satisfaction in the development of the tourism industry.
9. To determine the impact of customer satisfaction on the reputation of the tourism industry.

### Hypothesis:

H0: There is no significant difference in customer satisfaction between different tourism industries.

H1: There is a significant difference in customer satisfaction between different tourism industries.

### Research Methodology:

Research Design is a systematic planning, organising and executing a research project within specified time limit and resource allocation. Research design is an idea of how research will take place. It can be classified as exploratory and conclusive. For this project, a descriptive type of research design is used, which is part of conclusive design. It describe data and characteristic about the population or phenomenon. Descriptive research answer the question who, what, where, when and How.

## Sources of Data:

### Primary research

Primary data is collected for research on the basis of questionnaires. The primary data is inferred through the process of statistical calculation and analysis. This is a kind of accurate methodology that gets followed to precise end-results. To obtain primary data directly from the respondents, a structured Questionnaire in the form of an Online Survey was used. The specific technology is called "Google Forms," and it allows anyone to construct their own unique structured questionnaire and post it quickly online.

### Secondary research

The process to collect secondary data is much easier than the primary data collection. It is here that the information is collected through the way of using sources that are already present. The data was collected through external sources through published research papers and Case studies available online. This study also used secondary data like published research paper, internet, websites etc.

### Sampling Frame:

Sampling Frame can be a list or database from which a sample can be used. In market research terms, a sampling frame is a database of potential respondents that can be drawn from to invite to take part in a given research project. So, for this research study the sample can be a consumer or local people as the dairy product are the most selling and fast-moving products. The respondent can be housewife, student or the retailers.

### Population and sample size:

A total of 151 response were collected through google form. The sampling method used here is non-Probability method. Because the sample is gathered at the researcher's convenience, the sampling method employed is Convenience Sampling with well-structured questionnaire.

### Finding and results:

A survey using Google forms was conducted in which a total of 151 participants took part. A survey tries to analyse the relationship between customer satisfaction toward tourism industry.

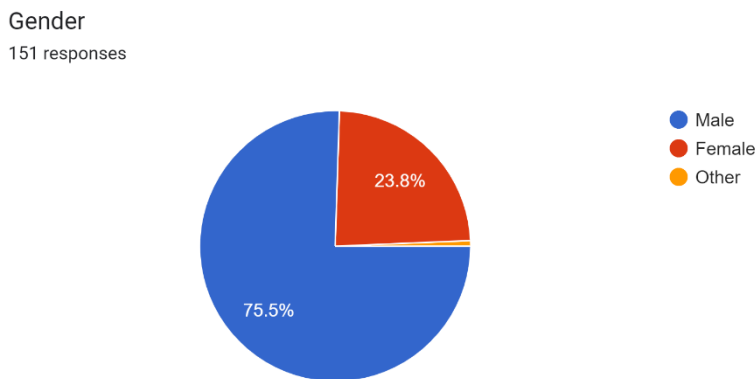


Fig.1. Gender of respondents.

### Interpretation

Form the above chart it can be interpreted that; 75.5% respondents are male and 23.8% respondents are female and 0.7% are other.

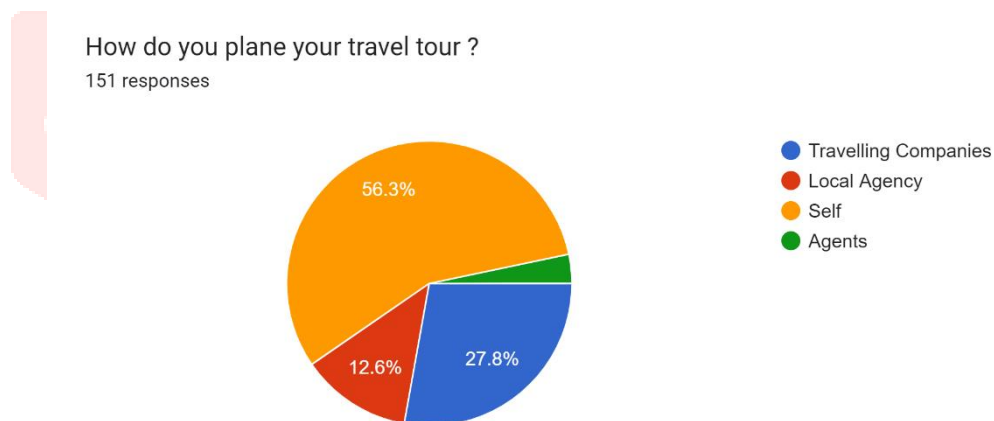


Fig.2. Age group of respondents

**Interpretation:** From the above chart it can be interpreted that, 5.3% are Up To 20 , 80.1 % respondents are between 20- 30-year age group. 11.3% respondents are between 30–40-year age group. 3.3% respondents are above 40

Age  
151 responses

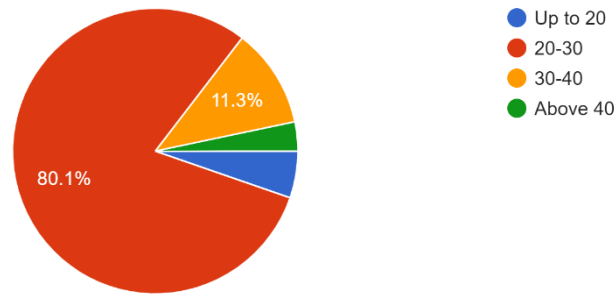


Fig.3. Travel Plan of respondents.

**Interpretation:**

From the above chart it can be interpreted 27.8% Respondent prefer Travelling Companies, 12.6% Respondent prefer Local Agency, 56.3% respondent prefer Self and 3.3% respondent prefer Agents.

Rate the way of travelling you are satisfied with

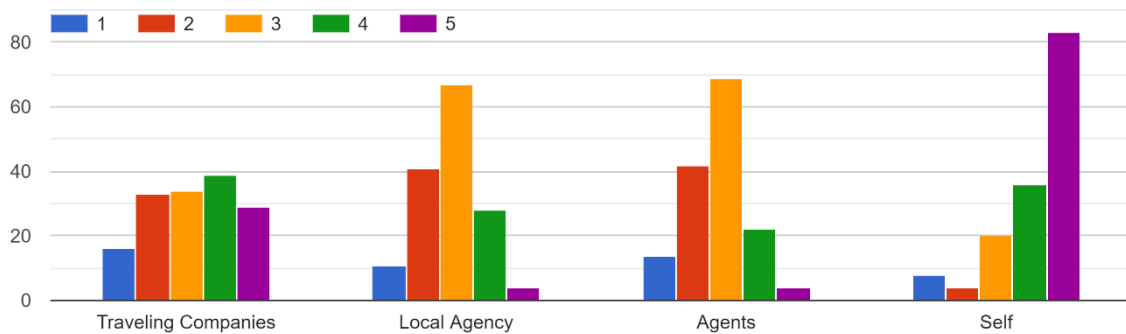


Fig.4. Respondents Satisfied with way of Traveling

**Interpretation:**

From the above chart it can be interpreted that for

**Traveling companies:** 16 respondents rate 1, 33 respondent rate 2, 34 respondents rate 3, 39 respondent rate 4 and 29 respondent rate 5 out of 5

**Local Agency:** 11 respondent rate 1, 41 respondent rate 2, respondent rate 3, 67 respondent 4, 28 respondent rate 4 and 4 respondent rate 5



**Agents:** 14 respondents' rate 1, 42 respondent rate 2, 69 respondents' rate 3, 22 respondent rate 4 and 4 respondent rate 5 out of 5

**Self:** 8 respondents' rate 1, 4 respondent rate 2, 20 respondents' rate 3, 36 respondent rate 4 and 83 respondent rate 5 out of 5

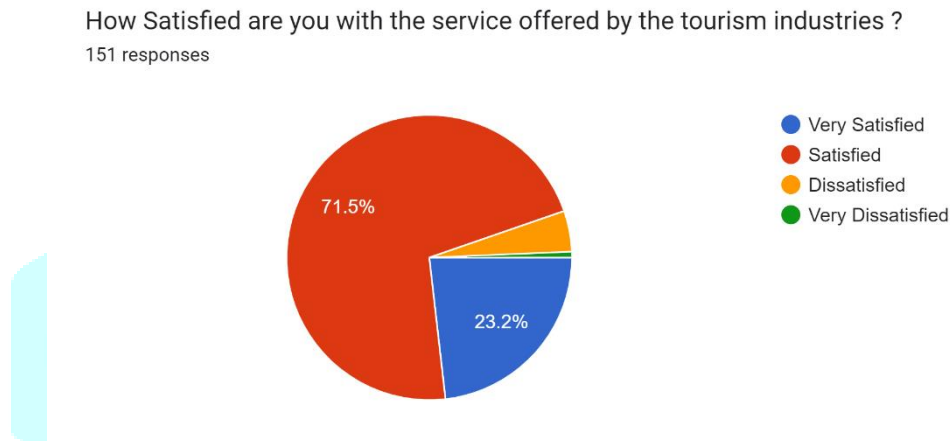


Fig.5 Respondents satisfied with services offered by tourism industries

**Interpretation:**

From the above chart it can be interpreted that 23.2% respondents are Very satisfied, 71.5% respondents are Satisfied, 0.7% respondents are Dissatisfied and 4.6% are Very Dissatisfied

How satisfied are you with the pricing of the service provided by tourism industries?

151 responses

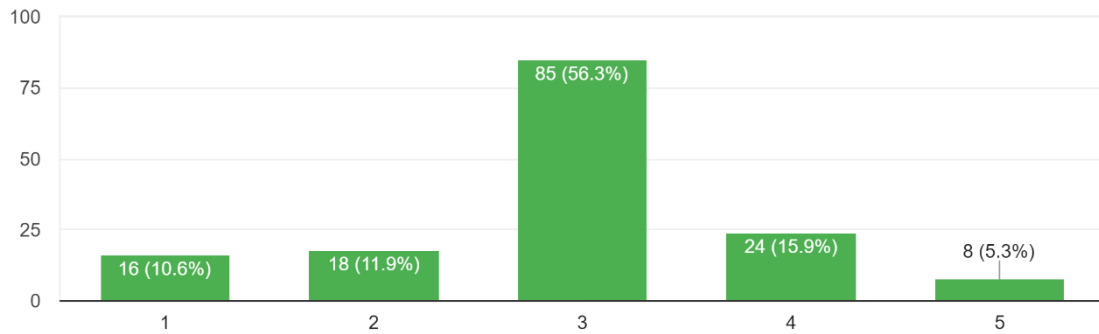


Fig.6 Respondents satisfied with price offered by tourism industries.

**Interpretation:**

From the above chart it can be interpreted that 10.6% respondents' rate 1, 11.9% respondents' rate 2, 56.3 respondents' rate 3, 15.9 respondents' rate 4 and 5.3 respondents' rate 5 on the satisfaction toward pricing offered by tourism industries

How satisfied are you with the safety measure and precautions taken by tourism industries?

151 responses

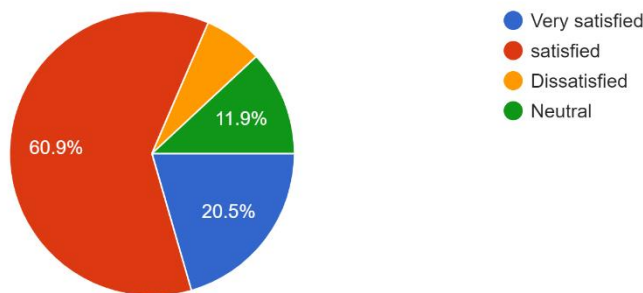


Fig.7 Respondents satisfied with safety measure taken by tourism industries.

**Interpretation:**

From the above chart it can be interpreted that 20.5% respondents are Very satisfied, 60.9% respondents are Satisfied, 6.6% respondents are Dissatisfied and 11.9% are Neutral over the satisfaction with safety measure

Rate the food offered by Restaurants

151 responses

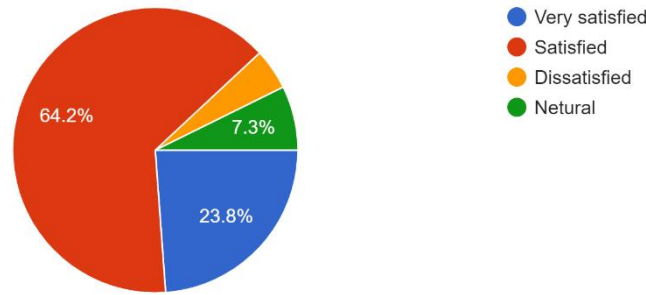


Fig.8 Respondents satisfied with food offered by tourism industries

**Interpretation:**

From the above chart it can be interpreted that 23.8% respondents are Very satisfied, 64.2% respondents are Satisfied, 4.6 respondents are Dissatisfied, 7.3 respondents are Neutral on satisfaction on food offered by Restaurants.

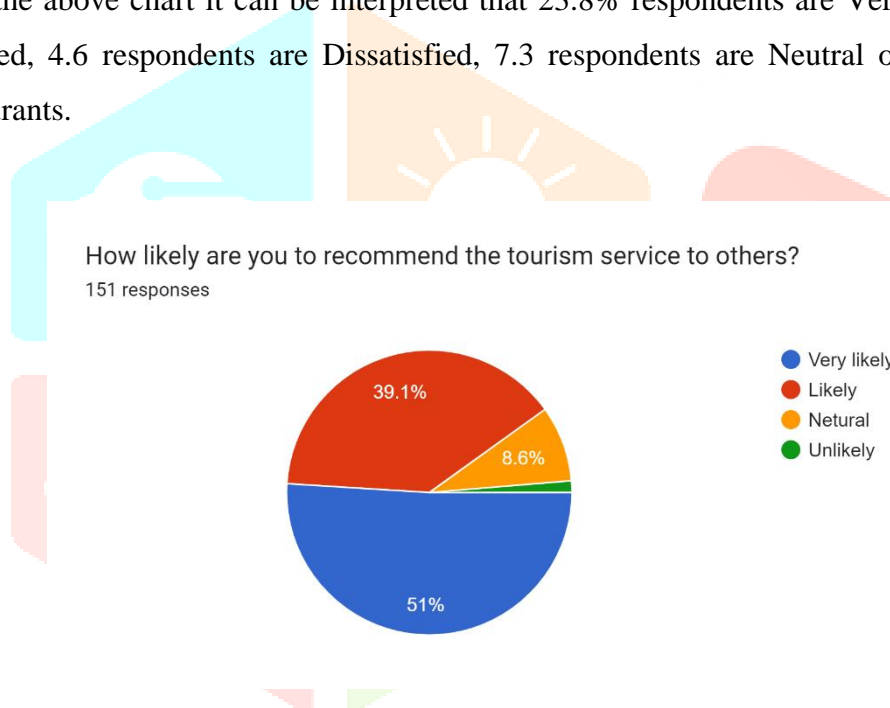


Fig.9 People recommend to others service quality offered by tourism industries

**Interpretation:**

From the above chart it can be interpreted that 51% respondents are Very Likely, 39.1% respondents are Likely, 8.6% respondents are Neutral and 1.3 respondents are Unlikely Recommend the tourism services to others.

**Interpretation:**

From the above figure 3 it can be interpreted that 42 people prefer Traveling companies, 19 people prefer Local agency, 85 people prefer Self traveling and 5 people prefer Agents in tourism industries. From figure 4 Out of five In Traveling companies 16 respondents rate 1, 33 respondent rate 2, 34 respondents rate 3, 39 respondent rate 4 and 29 respondent rate 5 ,In Local Agency 11 respondent rate 1, 41 respondent rate 2, respondent rate 3, 67 respondent 4, 28 respondent rate 4 and 4 respondent rate 5 , In Agents 14 respondents rate 1, 42 respondent

rate 2, 69 respondents rate 3, 22 respondent rate 4 and 4 respondent rate 5 and Self 8 respondents rate 1, 4 respondent rate 2, 20 respondents' rate 3, 36 respondent rate 4 and 83 respondent rate 5. In figure 5 satisfaction towards services by the tourism industries 108 people are satisfied, 32 people are very satisfied, 7 people are Dissatisfied and 1 person was Very Dissatisfied. In figure 6 satisfaction with the pricing 16 people rate one, 18 people rate two, 85 people rate three, 24 people rate four and 8 people rate five out of five. In figure 7 satisfaction with the safety measure 31 people are very satisfied, 92 people are satisfied, 10 people are Dissatisfied and 18 people are neutral. In figure 8 satisfaction with the food 36 people are very satisfied, 97 people are satisfied, 7 are Dissatisfied and 11 are Neutral. In figure 9 Service recommendation to other people 77 are Very likely, 59 are Likely, 13 are Neutral and 2 are Unlikely.

### Conclusion:

The study on customer satisfaction for tourism has concluded that people prefer to travel independently rather than using the services of a travel agency, tour operator, or local agency. This suggests that travellers value the independence and flexibility of self-directed travel, and that they are more likely to be satisfied with their experiences when they take control of their own itinerary.

The results of the study revealed that customer satisfaction with the tourism industry is largely positive. The majority of respondents reported that they were satisfied with their experiences in the industry. The Results and finding showed that the majority of respondents expressed a high level of satisfaction when traveling by their own or Self. Respondents who used local agencies to book their trips were found to have a slightly lower satisfaction level. Those who travelled through agents had the lowest satisfaction rate and those who travelled through Traveling Agency were seen slightly lowest satisfaction than Travel by Self, respectively.

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