



ANALYSIS OF TOURISTS' PERCEPTION ON THE FACILITIES AND QUALITY OF SERVICES AT DIFFERENT TOURIST PLACES OF GUNTUR DISTRICT, ANDHRA PRADESH

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Abstract:

The travel and tourism industry in the truest sense of the word is a truly global economic activity, taking place in destinations within and beyond borders, from leading and developed capitals and from smaller towns and villages in rural areas and coastal, to some of the most remote points of the coast planet. Tourism is developing rapidly at a globe as well as in India after Second World War. The reasons for steady growth of tourism are economic, social as well as other factors. Most important is raising income and consequently improved purchasing power, rise in discretionary income have created ease for most of the people of the society to have shorter or longer duration of holidays. Even improvement in infrastructural facilities, communication, and transport are other important factors which can be considered responsible for growth of tourism sector. Tourism and related sectors have become dynamic sources of income and a strategic sector for development in many countries.

Keywords: Accommodation, transportation, quality of services and infrastructure facilities.

I. Introduction:

Travel and tourism support approximately 319 million jobs worldwide, directly in industry or related sectors.^[1] And these jobs are vital not only for the livelihood of those who are employed but also for their families and the wider communities in different destinations.^[2] In the present time tourism is emerging as a separate sector or industry in most economies of world. Basically, countries at a globe are focusing on development of tourism because it facilitates employment generation and earning of foreign currency. The tourism industry outperformed the entire wider economy in 2021; it is growing faster than other

notable industries such as manufacturing, financial services and retailing. Today there are not many individuals who have not added to the development of Travel and Tourism. The travel industry by its very nature, the business energizes the commitment and joins and work together networks, sightseers, governments, nearby providers and organizations all through the inventory network for the normal goal of advancement of the travel industry. This shows the importance of focusing on the development of tourism industry.

II. Review of Literature:

Raktida Siri et al (2012)^[3] made an empirical study on “Exploring Indian Tourists’ Motivation and Perception of Bangkok”. This review looked at the inspiration and vision of Indian travelers to Bangkok, Thailand. The consequences of the test indicated that both push and pull factors encourage these Indians to travel. The main inspirations were to have fun, continue to appreciate the wonderful climate, the landscape and the sea. In view of 20 inspirations, four types of hubs for Indian travelers were discovered: novelty research, stress relief / fun, success and family orientation / education. Indian travelers see family as well as colleagues and the Internet as important sources in trip decision making.

Supitchayangkool (2012)^[4] studied the nature of relationship between quality of tourism services and tourists intention to revisit Pattaya (Thailand). It was found that for the satisfied and dissatisfied tourists both, the overall positive relationship service quality had with the intention to revisit Pattaya (Thailand). The satisfied tourists exhibited a significantly higher perception towards the service quality at the destination. However, the research lacked thorough examination of elements of destination quality.

III. Data Analysis and Interpretation

FACILITIES PROVIDED

Every tourist naturally selects a place to visit which provides more pleasure and satisfaction as per his interest. But the satisfaction level of the tourists not only depends up on the tourist place. It also depends up on several facilitating factors like transport, accommodation, sanitation, local transport, condition of the roads etc. The researcher made an attempt in this direction to know the opinion of the respondents.

1. Accommodation at destination

Accommodation is a major component of the tourism industry. It is important for the researcher to study the satisfaction levels of the tourists regarding accommodation.

Table 3.1.Respondents' opinion on accommodation at destination

Accommodation at destination		N	Mean	Std. Deviation
Guntur district	Place of stay is easily available at destination	456	3.64	1.378
	Comfort and Peace at Hotel	456	3.51	0.977
	Room Facilities and Services	456	3.53	1.095
	Safety and Security at the Hotel	456	3.41	0.966
	Accommodation Fee is Fair	456	3.19	1.11
	Staff Behavior with customers	456	3.27	0.92
	Place of Stay	456	3.15	1.02

Source: Primary data

The data relating to respondents' opinion on accommodation at destination is provided in table 3.1. It reveals that the respondents' perception on facilities provided by AP tourism while visiting various tourist places. In case of Guntur district respondents revealed that the place of stay is easily available at destination with a mean value 3.64, followed by room facilities and services with a mean value 3.53, comfortable hotels with a mean value 3.51, safety and security at the hotel got a mean value 3.41, staff behavior with customers got with a mean value 3.27 and 3.15 mean value for place of stay. Based on the above information researcher concluded that the tourists are more satisfied with the availability of place of stay, room service and comfort facilities in the district.

2. Local transportation and roads

Comfortable and free movement of tourists in the tourist destination place is an important factor which influences the satisfaction levels of the tourists. For this, the availability of local transport, road conditions, traffic management etc. Must be available, Keeping this in view the researcher made an attempt to know the opinion of the respondents on the above factors and the data is presented in table 3.2.

Table 3.2. Respondents' opinion on local transportation

Local transportation		N	Mean	Std. Deviation
Guntur district	Modes of local transportation are easily available at destination	456	3.57	0.835
	Modes of local transportation are comfortable	456	3.23	1.155
	There is enough safety and security during travel	456	3.29	1.178
	Fee of local transportation is fair	456	3.08	1.027
	Transporters show friendly behavior and healthy attitude towards tourists	456	3.13	1.006
	Roads are in good condition at destination	456	3.63	1.488
	Adequate direction boards and road indicators are available on roads	456	3.80	1.184
	Adequate streetlight/Illuminations are available on road	456	3.23	1.012
	There is good sanitation and cleanliness on the roads and streets	456	3.59	1.129
	There is a good traffic management on the roads	456	3.57	1.371
	Roads are free from Encroachment	456	3.13	0.948
	Drivers and Civilians exhibit good road ride/road crossing behaviour	456	3.27	0.954

Source: Primary data

The data reveals In case of Guntur district the tourists felt that Adequate direction boards and road indicators are available on roads with a highest mean value of 3.8, followed by good road conditions in the local areas, with a mean value of 3.63, sanitation and cleanliness with a mean value 3.59, good traffic management on the roads and easy availability of the local transportation got with a mean value 3.57, and lowest mean value 3.08 for Fee of local transportation is fair. Based on the above information researcher concluded that tourists are expecting and paying attention towards road conditions, mode of local transportations, availability of transportation, adequate direction boards or signs, and most important safety and security during travel.

3. Opinion on quality of different items

Table 3.3. Respondents' opinion on quality of different items

Quality factors		N	Mean	Std. Deviation
Guntur district	Conveyances	456	4.19	0.799
	Accommodation	456	3.85	0.804
	Food	456	3.55	0.853
	Viewing Garden	456	3.69	1.108
	Horse Riding	456	3.59	1.127
	Viewing Wild Life	456	3.44	0.964
	Taking Photos	456	3.76	0.915
	Viewing Scenery	456	3.72	0.875
	Lake Boating	456	3.69	0.896
	Pleasure Walk	456	3.78	1.193
	Trekking	456	3.55	0.945
	Camping	456	3.46	0.874
	Fishing	456	3.38	1.195
	Amusement Park	456	3.44	0.902
	Parking Facilities and Others	456	3.94	1.09
	Type of Food	456	3.7	0.941
	Price of Food	456	3.49	0.974
Foreign Exchange Services	456	3.86	0.974	

Source: Primary data

Regarding the quality of services 3.3 the respondents in Guntur district felt that they are more satisfied with quality of conveyances with a mean score of 4.19, followed by accommodation 3.85, and viewing garden and boating 3.69, mean score each facility respondents from Krishna district also more satisfied with conveyances 4.26, viewing scenery 3.91, pleasure walk 3.82, type of food 3.82. Based on the above information researcher concluded that Guntur district tourists are more satisfied with the quality in conveyance, parking facilities, foreign exchange services, accommodation, pleasure walk, taking photos, viewing scenery, viewing garden and lake boating, horse riding and trekking and food are the major factors which related to quality services.

4. Opinion on infrastructural facilities at tourist place

Table 3.4. Respondents' opinion on infrastructural facilities at the tourist place

Infrastructural facilities		N	Mean	Std. Deviation
Guntur district	Road Transport	456	3.91	0.981
	Adequacy of Rail Services	456	3.59	1.127
	Public Transport	456	3.55	1.032
	Local Transport	456	3.68	1.074
	Room Rent	456	3.24	0.889
	Adequate Room Services	456	4	0.931
	Communication Facilities	456	3.86	0.912
	Shopping	456	3.77	0.842

Source: Primary data

Infrastructure facilities like roads, transport, communication, hotels etc. Play vital role in attracting tourists and strongly influence satisfaction of tourists, keeping in mind the researcher made in attempt to know the

opinion of the respondents on the infrastructure facilities at the tourist place and the data is presented in table 3.4. regarding Guntur district road transport got the highest score 3.91, followed by local transport 3.68 and adequate train facility 3.59. Guntur district Felt that road transport railway transport, local transport communication facilities are sufficient.

V. finding and suggestions

1. Highest percentage of the Guntur district tourists rated the quality of food served by the tour operator / as good and prices are also fair. Where as the tourists are not happy with the quality and prices of food being served in the hotels at tourist places.
2. Tourists are observing and paying attention towards road conditions, local transports, availability of transportation, adequate direction boards or signs, and safety and security while choosing tourist destination spots of Guntur district as well as in Andhra Pradesh.
3. Guntur district tourists expressed that the facilities like conveyance, parking facilities, foreign exchange services, accommodation, pleasure walk, taking photos, viewing scenery, viewing garden, lake boating, horse riding and trekking are good. Tourists felt that the infrastructural facilities like roads, communication facilities, public transport and room services are good at various tourism places at Guntur district in Andhra Pradesh.
4. Majority of the tourists felt that the internet services, rail connectivity, condition of airport, road condition inside the city, drinking water supply facilities to be provided by the AP government to attract tourists towards Guntur district of Andhra Pradesh.

References:

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