



# SATISFACTION OF TOURISTS TOWARDS K.S.R.T.C. TOURISM PROJECT

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**Abstract:** This study has been undertaken to measure the level of satisfaction of tourists towards K.S.R.T.C. tourism project. Primary data were collected from 34 tourists who were opted Malakkapara package offered by the budget tourism cell of Chalakudy depot on 5th August 2023. Data were analysed by using index method. The result revealed that respondents were satisfied with the overall performance of K.S.R.T.C. tourism project and their level of satisfaction was very high with respect to service of guides, cost of travel, booking procedure, travel destinations and less for promotional channels of K.S.R.T.C. tourism package, comfort of seats in K.S.R.T.C. bus, hygiene of K.S.R.T.C. bus.

**Index Terms:** K.S.R.T.C. Tourism Project, Tourists, Satisfaction

## 1. Introduction:

Tourism is a key driving force to many socio-economic activities. World economy has witnessed the fastest and ever mounting growth of world tourism industry. According to World Tourism Organization (UNWTO), International tourism experienced 4% increase (415 million) of international tourist arrivals in 2021, compared to 2020 (400 million). Tourism industry in India is considered as a means of environment protection, employment generation and social equity.

Kerala is a versatile state with immense tourism potential. Tourism is a significant contributor to the economy of the State, with ₹45,019 crores as earnings in the year 2019. It provides employment to 1.5 million people. Total Revenue from Tourism during 2021 is Rs.12, 285.91crores, showing an increase of 8.38 % over the year 2020(Kerala Tourism Statistics 2021). Kerala State Road Transport Corporation (K.S.R.T.C) one of the oldest operated and managed public transports of India. K.S.R.T.C. has introduced Budget Tourism Cell (BTC) to offering affordable tour packages, facilitating economical transportation for tourists, and promoting tourism within the state of Kerala. K.S.R.T.C formed the budget tourism cell in November 2021 by targeting extra revenue from the non-ticket category. It is a new venture and no studies have been conducted so far to analyze the tourist satisfaction towards this project. In this context the present study 'Satisfaction of tourists towards KSRTC tourism project' was undertaken.

## 2. Research methodology

**2.1 Population and sample:** Randomly selected 34 tourists who participated in Chalakudy – Malakkapara tour package conducted by

Chalakudy KSRTC depot on 5 th August 2023.

**2.2 Data:** Primary data were collected using structured interview schedule.

**2.3 Statistical tool:** Data were analysed by using index method. The formula is as follows:

$$\text{Index} = \frac{\sum_{i=1} \sum_{j=1} S_{ij}}{\sum \text{Max}S_j}$$

i = respondents

j = problems/constrain

$S_j$  = Score of  $j^{\text{th}}$  factor

$S_{ij}$  = Total score of  $j^{\text{th}}$  factor of the  $i^{\text{th}}$  respondent

$\text{Max.}S_{ij}$  = Maximum score for the  $j^{\text{th}}$  factor

Based on the index obtained, the results were compared to a standard derived:

✓ **Five-point scale**

Scores obtained	Category
<20	Highly dissatisfied
20 – 40	Dissatisfied
40 – 60	No opinion
60 – 80	Satisfied
>80	Highly Satisfied

### 3. Results and discussion

#### Satisfaction of tourists towards K.S.R.T.C. tourism project

The following table reveals the satisfaction of tourists towards K.S.R.T.C. tourism project. This will help to examine the satisfaction level of tourists in K.S.R.T.C. tourism project. Data were collected from the tourists with thirteen statements by using five-point Likert scale.

**Table 1.1 Satisfaction of tourists towards K.S.R.T.C. tourism project**

Sl. No.	Particulars	Index	Satisfaction level
1.	Safety measures provided by K.S.R.T.C.	51	No opinion
2.	Service of K.S.R.T.C. guides	99	Highly Satisfied
3.	Promotional channels of K.S.R.T.C. tourism package	25	Dissatisfied
4.	Cost of K.S.R.T.C. tourism project	85	Highly Satisfied
5.	Comfort of seats in K.S.R.T.C. bus	38	Dissatisfied
6.	Hygiene of K.S.R.T.C. bus	25	Dissatisfied
7.	Punctuality of K.S.R.T.C. guides	93	Highly Satisfied
8.	Medical assistance by K.S.R.T.C. guides	54	No opinion
9.	Easiness in booking procedures of K.S.R.T.C. tourism	94	Highly Satisfied
10.	Travel destinations of K.S.R.T.C. tourism project	80	Highly Satisfied
11.	Experience K.S.R.T.C. guides in tourism field	91	Highly Satisfied
12.	Comfortable stop over time in K.S.R.T.C. tourism package	91	Highly Satisfied
13.	Customer service of K.S.R.T.C. tourism cell	89	Highly Satisfied
<b>COMPOSITE</b>		<b>70</b>	<b>SATISFIED</b>

Source: Primary Data

The table 1.1 reveals the satisfaction of tourists towards K.S.R.T.C. tourism project. The satisfaction was examined based on travelling cost, transportation facilities, K.S.R.T.C. guides behavior, services rendered by K.S.R.T.C. tourism. Out of thirteen statements, participants were '**Highly satisfied**' with Service of K.S.R.T.C. guides, Cost of K.S.R.T.C. tourism project, Punctuality of K.S.R.T.C. guides, Easiness in booking procedures of K.S.R.T.C. tourism, Travel destinations of K.S.R.T.C. tourism project, Experience K.S.R.T.C. guides in tourism field, Comfortable stop over time in K.S.R.T.C. tourism package, Customer service of K.S.R.T.C. tourism cell. The tourist marked '**No opinion**' towards safety measures provided by K.S.R.T.C., medical assistance by K.S.R.T.C. guides. Because the medical services or safety measures for tourists were not included in the K.S.R.T.C. tourism initiative. All other components including promotional channels of K.S.R.T.C. tourism package, comfort of seats in K.S.R.T.C. bus, hygiene of K.S.R.T.C. bus received a score of '**Dissatisfied**'. The overall score for the satisfaction of tourists was '**Satisfied**'. It can be concluded that tourists were satisfied with the overall performance of K.S.R.T.C. tourism project.

#### 4. Conclusion

K.S.R.T.C. is a system that making significant strides in Kerala's public transportation industry. It has started to revolutionize the tourism sector in Kerala through Budget Tourism Cell (BTC). The K.S.R.T.C.'s involvement into the tourism sector is beneficial in the current economic situation of Kerala. This project is a solution to the financial problem faced by K.S.R.T.C. Many tourists from Kerala and outside Kerala come to be a part of this project. But it doesn't have the essential promotion mechanisms. The promotions will be helpful to many people who want to learn about the project's operations. By utilizing a variety of advertising strategies, K.S.R.T.C. can increase the demand for the project and make it a complete success. There has been a tremendous response to this project. In this circumstance of receiving complete public backing, K.S.R.T.C. has chosen to envisage numerous initiatives in the tourism sector.

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