

ARTICLE ON CONSUMER BEHAVIOUR IN TOURISM WITH REFERENCE TO MOUNT ABU (SIROHI)

¹Dr Gaurav Khanna, ²Mr. Ali Asgar Zaidi

¹ Research Guide, ² Research Scholar

^{1,2} Faculty of Commerce and Management, Madhav University,

Email: ¹ gauravkhanna993@gmail.com

Abstract: As per discussion with different articles and different survey reports we are here to discuss in this chapter investigates the nature of tourism in Mount Abu (Sirohi). It considers both the use of tourism as a concept in contemporary definitions as well as the meanings related to tourism practice. The objective of the chapter is to identify whether current meanings of tourism are of use for this study, or whether there is a need to reformulate the meanings in the light of new understandings or insights.

Key Words: Tourism, Behaviour, Tourism, & Beverage.

1. INTRODUCTION:

Tourism as a domain of study has, in the main, provided descriptive analysis based on the narrow 'world view' of various early tourism authors. This author believes there is a requirement for theorists to question and change current theory. Following on from this the task may have to be linked to the principal premise that there is a need to expand the concept of tourism by developing a deeper understanding of the consumer of the tourism product. Contemporary tourism theory has to accept that narrow operative views of tourism behaviour may be inappropriate. This author believes the scope, content and role of being a tourist is often misperceived and this causes significant conceptual problems.

Tourism is one of the world's largest economic sectors¹ and one that continues to expand very rapidly, tourism development can be a powerful tool for economic growth, poverty reduction, and for the conservation of natural and cultural resources. While tourism represents an important development opportunity for many countries and communities, it can also have very negative impacts, such as disrupting social structures, harming the socio-cultural authenticity of host communities, and threatening natural and cultural heritage. Wise planning and management of tourism development is key to keeping it a force for good.

2. OBJECTIVES:

- To study consumer behaviour regarding Aburoad Tourism in Rajasthan (Sirohi)
- To analyse consumer behaviour regarding Aburoad Tourism In Rajasthan (Sirohi)
- To study consumer satisfaction regarding Tourism of Rajasthan tourism (Sirohi)
- To analyze present state of consumer satisfaction regarding Tourism of Rajasthan (Sirohi)

3. RESEARCH METHODOLOGY:

Research Instrument This study is empirical in nature and based on both primary and secondary data. Primary data was collected through structured questionnaire. The questionnaire was administrated on the various parameters of satisfactions of tourists and constructed based on an extensive literature review.

Primary data collection via filling survey questionnaire while going to different tourist place, hotels and restaurants

3.1 TOOLS

- Tables
- Chart
- Diagram

3.2 STATISTICAL TECHNIQUES

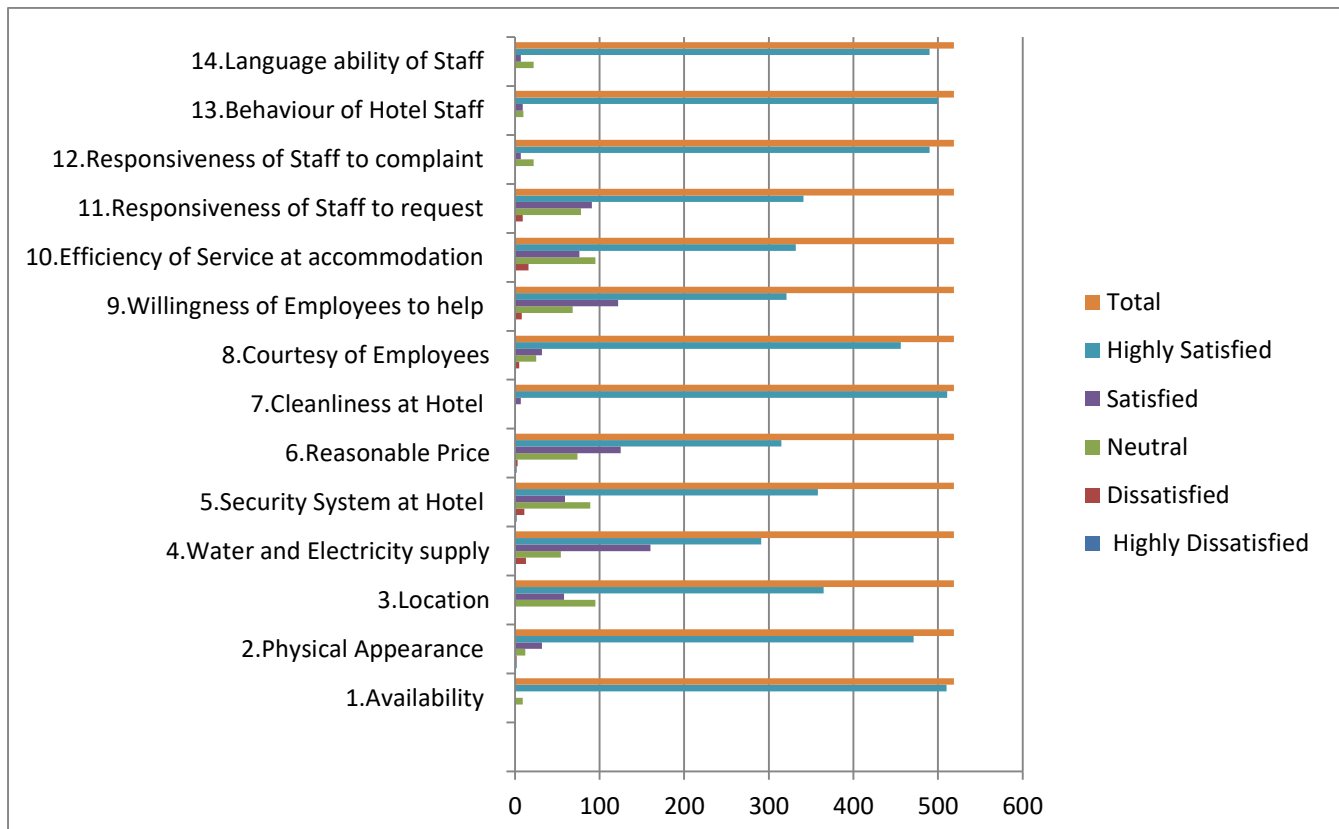
- Correlation
- Mean
- Mode
- Averages

4. ANALYSIS:

1. DESTINATION ATTRIBUTES (DA)	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
1.Security System at Sites	1	6	123	100	289	519
2.Personal Security	2	8	58	59	392	519
3.Shopping Facilities	0	0	9	0	510	519
4.Sight Scenes at Destination	2	2	12	32	471	519
5.Tour Package Services	1	0	95	58	365	519
6.Staff Services at Sites	1	13	54	160	291	519
7.Courtesy of Residents	2	11	89	59	358	519
8.Willingness of Residents to help	2	3	74	125	315	519
9.Behaviour of Guides at Site	1	0	0	7	511	519
10.Attitude of Local People	1	5	25	32	456	519
11.Behaviour of Tour Operator or Travel Agent	0	8	68	122	321	519
12.Hygienic level at Sites	0	16	95	76	332	519
13.Sanitary Facilities availability	0	9	78	91	341	519
14.Hygienic level at Sanitary Facilities	0	0	22	7	490	519
15.Availability of Communication facilities	0	0	10	9	500	519

ANALYSIS AND INTERPRETATION:

It is observed from the above statistical graph regarding destination attributes. Whereas the respondent's states whether attributes are Highly Dissatisfied, Dissatisfied, Neutral, Satisfied and Highly Satisfied. Total of 519 respondents among which the destination attributes for Security System at Sites is 1,6,123,100 & 289, Personal Security is 2,8,58,59 & 392, Shopping Facilities is 0,0,9,0&510, Sight Scenes at Destination is 2,2,12,32 & 471, Tour Package Services is 1,0,95,58 & 315, Staff Services at Sites is 1,13,54,160 & 219, Courtesy of Residents is 2,11,89,59 & 358, Willingness of Residents to help is 2,3,74,125 & 315, Behaviors of Guides at Site is 1,0,0,7& 511, Attitude of Local People is 1,5,25,32 & 456, behavior of Tour Operator or Travel Agent is 0,8,68,122 & 321, Hygienic level at Sites is 0,16,95,76 & 332, Sanitary Facilities availability is 0,9,78,91 & 341, Hygienic level at Sanitary Facilities is 0,0,22,7 & 490, and Availability of Communication facilities 0,0,10,9 & 500 respectively.



ANALYSIS AND INTERPRETATION:

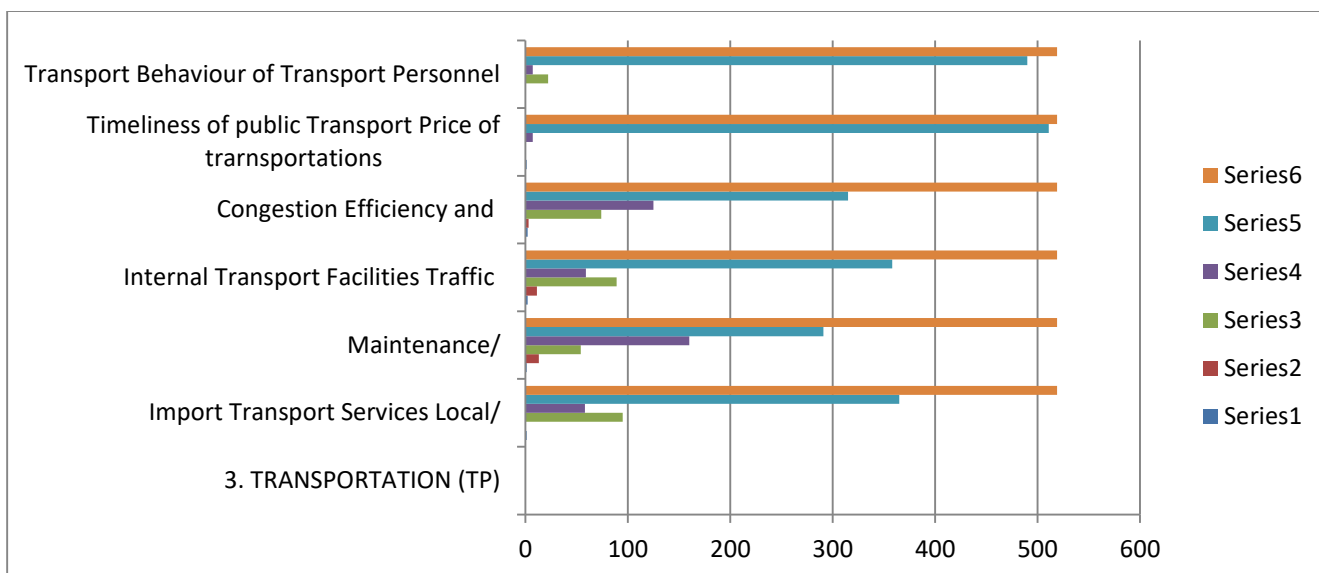
It is observed from the above statistical graph regarding accommodation. Whereas the respondent's states whether accommodation is Highly Dissatisfied, Dissatisfied, Neutral, Satisfied and Highly Satisfied. Total of 519 respondents among which the accommodation for Availability is 0,0,9,0 & 510, Physical Appearance is 2,2,12,32 & 471, Location is 1,0,95,58 & 365, Water and Electricity supply is 1,13,54,160 & 291, Security System at Hotel is 2,11,89,59 & 358, Reasonable Price is 2,3,74,125 & 315, Cleanliness at Hotel is 1,0,0,7 & 511, Courtesy of Employees is 1,5,25,32 & 456, Willingness of Employees to help is 0,8,68,122 & 321, Efficiency of Service at accommodation is 0,16,95,76 & 332, Responsiveness of Staff to request is 0,9,78,91 & 341, Responsiveness of Staff to complaint is 0,0,22,7 & 490, behavior of Hotel Staff is 0,0,10,9 & 500, and Language ability of Staff is 0,0,22,7 & 490 respectively

2. ACCOMMODATION (AC)	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
						0
1.Availability	0	0	9	0	510	519
2.Physical Appearance	2	2	12	32	471	519
3.Location	1	0	95	58	365	519
4.Water and Electricity supply	1	13	54	160	291	519
5.Security System at Hotel	2	11	89	59	358	519
6.Reasonable Price	2	3	74	125	315	519
7.Cleanliness at Hotel	1	0	0	7	511	519
8.Courtesy of Employees	1	5	25	32	456	519
9.Willingness of Employees to help	0	8	68	122	321	519
10.Efficiency of Service at accommodation	0	16	95	76	332	519
11.Responsiveness of Staff to request	0	9	78	91	341	519
12.Responsiveness of Staff to complaint	0	0	22	7	490	519
13.Behaviour of Hotel Staff	0	0	10	9	500	519
14.Language ability of Staff	0	0	22	7	490	519

ANALYSIS AND INTERPRETATION:

It is observed from the above statistical graph regarding transportation. Whereas the respondent's states whether transportation is Highly Dissatisfied, Dissatisfied, Neutral, Satisfied and Highly Satisfied. Total of 519 respondents among which the transportation for Import Transport Services Local 1,0,95,58 & 365, Maintenance is 1,13,54,160 & 291, Internal Transport Facilities Traffic is 2,11,89,59 & 358, Congestion Efficiency is 2,3,74,125 & 315, Timeliness of public Transport Price of transportations is 1,0,0,7 & 511, Transport behavior of Transport Personne is 0,0,22,7 & 490 respectively.

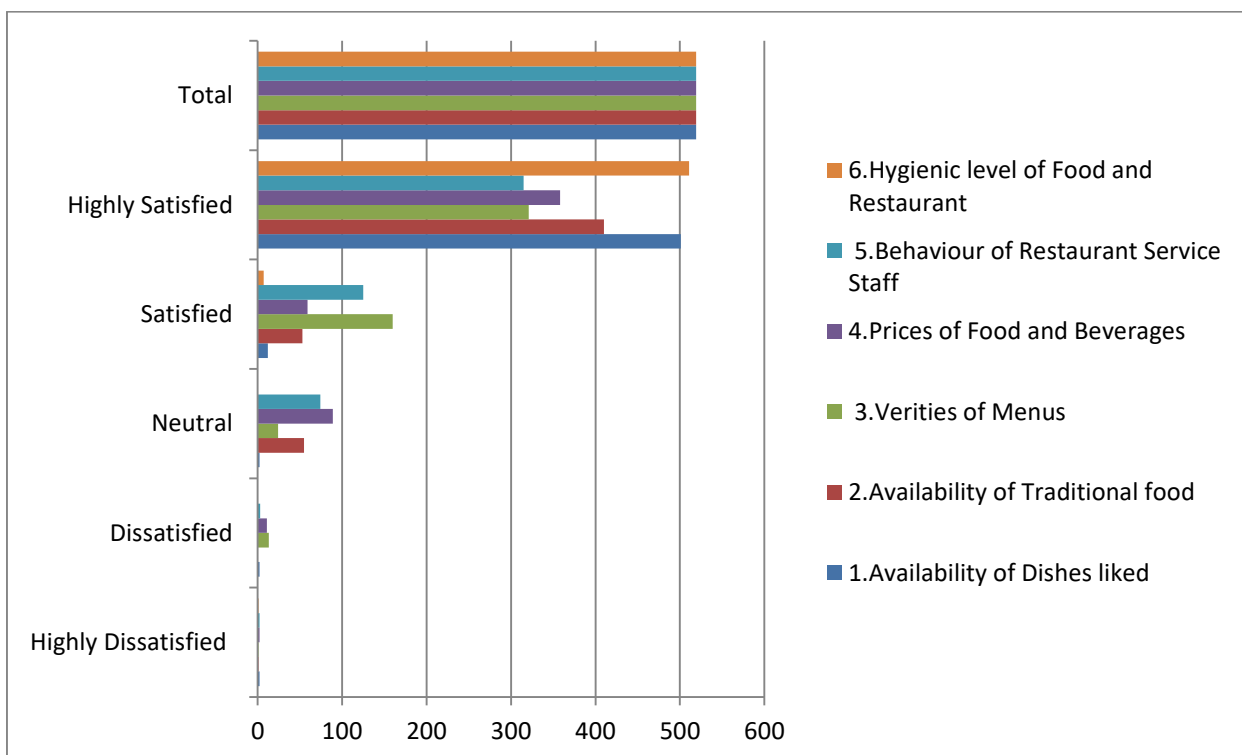
3. TRANSPORTATION (TP)	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
Import Transport Services Local/	1	0	95	58	365	519
Maintenance/	1	13	54	160	291	519
Internal Transport Facilities Traffic	2	11	89	59	358	519
Congestion Efficiency and	2	3	74	125	315	519
Timeliness of public Transport Price of transportations	1	0	0	7	511	519
Transport Behaviour of Transport Personnel	0	0	22	7	490	519



ANALYSIS AND INTERPATIONS

It is observed from the above statistical graph regarding food and beverage (fb). Whereas the respondent’s states whether food and beverage (fb) is highly dissatisfied, dissatisfied, neutral, satisfiedand highly satisfied. Total of 519 respondents among which the food and beverage (fb) for availability of dishes liked is 2,22,12 & 501, .availability of traditional food is 1,0,55,53 & 410, verities of menus is 1,13,24,160 & 321, prices of food and beverages 2,11,89,59 & 358, behaviour of restaurant service staff 2,3,74,125 & 315, and hygienic level of food and restaurant 1,0,0,7 & 511 respectively.

4. FOOD AND BEVERAGE (FB)	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
1.Availability of Dishes liked	2	2	2	12	501	519
2.Availability of Traditional food	1	0	55	53	410	519
3.Verities of Menus	1	13	24	160	321	519
4.Prices of Food and Beverages	2	11	89	59	358	519
5.Behaviour of Restaurant Service Staff	2	3	74	125	315	519
6.Hygienic level of Food and Restaurant	1	0	0	7	511	519



ANALYSIS AND INTERPRETATIONS

It is observed from the above statistical graph regarding tourism facilities (tf). Whereas the respondent's states whether tourism facilities (tf) is highly dissatisfied, dissatisfied, neutral, satisfied and highly satisfied. Total of 519 respondents among which the tourism facilities (tf) for availability of entertainment facilities is 2,2,152,38 & 325, availability of health facilities 1,0,95,58 & 365, prices of health services is 1,19,50,58 & 391, availability of postal services is 2,11,119,69 & 318, availability of banking facilities is 2,3,74,125 & 315, and activities or opportunities at sites is 1,0,0,7 & 511 respectively.

5. CONCLUSIONS:

This articles deals with a summary of the whole study and the conclusions derived there from. It also gives suggestions for the improvement of the working of the employees in the tourism industry to provide better services to the tourists, thereby improving the standard of living of the employees in the tourism industry.

Sirohi (Rajasthan) is one of the States in India which provides large number of employees to cater to the needs of the world. Tourism is an industry where service is marketed. It needs skilled and unskilled labourers.

If the personnel associated with tourism are trained properly, the services in the tourism industry can be marketed very easily. Tourism is a service oriented business where the customers enjoy the services they are having.

Most of the employees working in tourism industry are not professionally qualified. The employees' turnover is very high in tourism industry.

The main reasons for the employee turnover are the low wage system, lack of systematic work schedule and the attitude of the society towards the employees in this industry. The remuneration paid in the unorganized tourism sector is very low when compared with their work.

REFERENCES:

1. Sharma A, Kukreja S, Sharma A (2016) Avhan: A Journal on Hospitality and Tourism vol.I (<http://www.publishingindia.com/avahan/>) 11-10-16
2. Dayananda K. C. (2016) Avahan: A Journal on Hospitality and (Tourism (<http://www.publishingindia.com/avahan/>)11-10-176
3. Sethi A. S., B.P. Singhal (2016) AVAHAN: A Journal on Hospitality and Tourism (2016) (<http://www.publishingindia.com/avahan/>)11-10-16
4. Casanueva C(2016) International Journal of Tourism Research onlinelibrary.wiley.com/journal/10.10.16/
5. Chandan R, Badhwar S (2016) AVAHAN: A Journal on Hospitality and Tourism(<http://www.publishingindia.com/avahan/>) 15-10-16
6. Robinson R. N. S.(2016) "Journal of Hospitality & Tourism Research" journals.sagepub.com/home/jht 12-10-16
7. Casanueva C. (2016) "International Journal of Tourism Research" (2016) onlinelibrary.wiley.com/journal/10.10.16/